



ProtoCAM

Excellence in Additive Manufacturing

SEE IT

SOLVE IT

**ENVIRONMENTAL
ACCOUNTABILITY**

OWN IT

DO IT

SEE IT

You know you see that piece of trash laying there on the sidewalk, but you'd rather not dirty your hands. The recycling bin is right there, but you'd have to rinse the can first, and that's an extra step. Making excuses or just ignoring something that's wrong is easy; saying "it's not my job" or "somebody else will do it" helps you walk on. But that doesn't help anyone. Acknowledging the problem is the first step to having environmental accountability.

OWN IT

So now you're starting to see the problems; it's time to take on those problems yourself. You can't assume anyone else will do it, because more often than not, they assume the same thing. Even if you didn't create the problem, it's up to you to solve it, because you're holding yourself accountable. You know how to clean the mess, and you know it's going to help make the world a little bit better. Take on the challenge.

SOLVE IT

What can you do to solve this problem? You can't do everything, but you can do SOMETHING. You can't stop global meat production, which produces more greenhouse gases than transpiration and significantly contributes to global warming. But you CAN choose to eat less meat, throw away less food, and grow your own produce. If we all do what we can, collectively, we can make a significant impact.

DO IT

You've seen the problem, taken it upon yourself, and realized what you can do to enact change; now DO IT! Start incorporating these small habits into your lifestyle. Choose to see these problems rather than ignore them, and do what you can to help. When we all come together to acknowledge problems and create change, we can help to show people with more power what we expect of them, and influence them to make changes we can't as individuals. LET'S DO IT!