

## GREENER

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### Think

**There are extraordinary people across our globe who have affected great change against all odds. Their voices allowed them to start a movement and their actions have caused a ripple effect. This is the power of one!**

### Challenge

- **On a national or global context, who is a person that you consider an eco-hero, someone that you really admire?**
  - Rob Greenfield!
- **Identify that person, learn them and then introduce them to us.**
  - Rob Green
  - Adventurer, Activist, and humanitarian
- **Approach this challenge as if you were writing a story for your campus newspaper, the New York Times or a favorite blog.**



- **Share the name and a photo of your hero.**
  - Rob Greenfield.

- Tell us their story in a maximum of 500 words; where they're from, what they've accomplished, speak about challenges and obstacles they faced, and why you were drawn to them.

- Blog Post:

Rob Greenfield: A Resonating Source of Inspiration for Passionate People

Rob Greenfield's life started out just like anyone else's. In his teen and early adult years, he got caught up in the social scene of partying and drinking. He was focussed on his studies and getting his Bachelors of Science, as well as earning money and advancing in the workplace to become a millionaire by the age of 30.

Ultimately, he realised that this way of spending his life wasn't fulfilling to him and that there were more valuable ways of spending his days on Earth. Rob realised that he could spend those days improving the planet and helping people, rather than simply living with and accepting the status quo.

Rob made changes on a personal level first, and then began expanding his sphere of influence to include as many people as possible. First, Rob made small changes, like shopping for

local foods, reducing his trash output, eating more vegan and vegetarian meals, and de-toxifying household products. He got rid of his car and began decreasing his dependence on money and things of monetary value. Making decisions like that takes a lot of strength. He now possesses a mere 111 possessions, all of which can fit into the bag on his back, and is building a tiny home for himself in San Diego to reduce his permanent footprint on the Earth. Rob no longer uses credit cards, a decision ultimately made in 2014 when he cancelled his last bills in order to live "completely bill, debt, and credit card free," as he writes on his website. His personal net worth is \$3,500, and 100% of his income goes to communities in need and not-for-profit grassroots organisations.

Rob has a venerable amount of commitment, self-control, and determination. Not only has he changed the trajectory of his life so that it is wonderfully pure and simple in a time of complex over-complication and busyness, but he has also turned his beliefs about earth-friendly living into his own lifestyle. He walks the talk. Rob has cycled across the United States *twice* on a bicycle made of bamboo while raising awareness about issues of sustainability and planetary stewardship. During his 4,700 mile bike ride across the United States, a journey which took him 104 days and which he named "Off the Grid Across the USA," Rob practiced "sustainable living to the extreme," as he called it. Rob used just 160 gallons of water, produced only 2 pounds of trash, plugged into only 5 outlets the entire time, didn't turn on a



single light switch, and consumed 280 pounds of food found in grocery store dumpsters. During those months of the journey, Rob also abstained from smoking weed, drinking alcohol, and swearing as a personal detox from regular life.

Rob's dedication and commitment are amazing, and, although radical, ought to make us question our own capacities to make any level of change in our own lives. His mindset and lifestyle are an inspiration to me, as a person and an environmentalist, and I am constantly in awe and admiration of Rob's actions and Rob himself. I think he is an amazing human being.

- **What resonated for you from their experience?**

- For me, Rob's experiences in biking across the USA with such little dependence on what we think we "need" in our daily lives was a way of redefining what we North Americans prioritize in life. I think many of Rob's actions serve as a wake-up call to us.

- **If you were to meet this person, what would you share with them about how they have impacted you?**

- I would tell Rob how much I admire the steps he's taken to live his life uninhibitedly, without reserve, and without limits. Rob rejected and redefined normalcy as he deemed important and valuable to him.

- **Write three questions that you would ask them if you had the chance.**

1. Many of the things you do are done out of liberation from restraints. Is there anything that you did that felt like more of a sacrifice at first than a liberation?
2. You've done some amazingly radical and societally "unusual" things. What is one thing you've done where you felt really out of your comfort zone doing?
3. If you could move your tiny home to somewhere other than Florida, where would it be, and why?

- **See if you can find an email address for the person you chose and tell them how they have inspired you. Bonus points will be awarded for emails sent and responded to.**

- *\*There is no email address (except to book speaking engagements) I could find for Rob, but there is an email form on his website which I submitted my write-up to!*

"Dear Rob,

I just want to tell you how much I admire the steps you've taken to live your life uninhibitedly, without reserve, and without limits. I am in awe of how you have

had the strength to reject and redefine normalcy and value of life as you deemed it important.

I am so interested by your bike trip across the US. Those 104 days, with such little dependence on what we think we “need” in our daily lives, was a way of redefining what we North Americans prioritize in life. So many of the things you do are a wake-up call for me. I think you're one of the lucky ones; you realised, early on in your life, that the futile ways of spending your life weren't fulfilling to you, and you realised that there are more valuable ways of spending your days on Earth -- helping people and changing the status quo.

This is so inspiring to me. Please never stop doing what you do.

Emma Melis, from Montreal, Canada”

**RobGreenfield.TV** ABOUT ROB PROJECTS RESOURCES BLOG SPEAKING P

Fill in this contact form to get in touch with Rob!

For speaking please email [speaking@robgreenfield.tv](mailto:speaking@robgreenfield.tv)

Name \*

E-mail address \*

Your message \*

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**SEND MESSAGE**

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