



The Stone Soup Leadership Institute's  
Story of the Week: Ed Begley Jr., Sustainable Business, Sustainable Living  
Week of April 18 - April 24, 2021



**Sunday: Thrive Global: Sustainable Business, Sustainable Living**  
**#SundayThoughts:** In honor of Earth Day, this week's story on Arianna Huffington's Thrive Global showcases Ed Begley Jr., actor, legendary environmentalist, and founder of Begley's Best, a green indoor cleaning product company. Inspired by events of the first Earth Day in 1970, he reached out to its leaders and offered to support their efforts to launch a global environmental movement. Thrive Global: <https://thriveglobal.com/stories/sustainable-business-sustainable-living/>

@ed\_begley\_jr @begleyliving  
#Stonesoupleaderfamily #StoneSoupYoungHeroes #BegleyLiving  
#EarthDay #Environmentalism #BegleysBest #MakeADifference  
#SustainableLiving #EcoTips #GrowYourOwn



**Monday: Quote: Ed Begley Jr.**

**#MondayMotivation:** Ed Begley Jr., actor and legendary environmentalist, has championed sustainable living for over 50 years. He believes in the power of education and outreach to raise public awareness of what each of us can do to be environmentalists.

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### Tuesday: Heroes Report: Ed Begley Jr.

Be inspired by this short video narrated by Walter Cronkite about actor Ed Begley Jr., who became known as the “Green Guy” by fulfilling his passion to positively impact the environment with his limited budget as a struggling actor in the 1970s. Today, as more people adopt sustainable practices, he has hope for the future.

YouTube Link: <https://youtu.be/hffM73grJM4>

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### Wednesday: Honor Roll: Begley Living

#CalltoAction: On their website Begley Living, Ed Begley Jr. and his family lead by example, as they take us further down the path to living an eco-friendly life.

Check out their website for inspirational stories and practical sustainability ideas: [begleyliving.com](http://begleyliving.com)

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### Thursday: Book Soft Launch

*Stone Soup for a Sustainable World: Life-Changing Stories of Young Heroes* features the stories of 100 climate change trailblazers, environmental justice changemakers, educator champions, sustainable business leaders, intergenerational legacy figures, green inventors and entrepreneurs, and emerging island leaders from 38 countries around the world, and 32 U.S. cities who are creating innovative sustainability solutions to the urgent global climate crisis.

#Stonesoupleaderfamily #StoneSoupYoungHeroes #ClimateAction  
#YouthStories #YouthAction #EnvironmentalJustice  
#ClimateEducation #SavetheEarth #TakeAction  
#SustainableBusiness #SustainableSolutions #GlobalClimateCrisis



**Thursday: EARTH DAY Podcast with Vicki Davis [The Cool Cat Teacher Blog](#)**

Special guest Rebecca Anderson, Director of Education and Storytelling at the [Alliance for Climate Education](#) share practical ways to bring sustainability lessons into the classroom, and inspire students to rebuild the world.

[@coolcatteacher](#)

[@AceSpace](#)

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#TeachersOfInstagram #ClimateEducation #SavetheEarth  
#TakeAction #GetEducated #ClimateResistance  
#OurClimateOurFuture

**Friday: Story of the Week**

#FridayReads: Read about how actor and sustainable businessman Ed Begly Jr. was deeply impacted by the first Earth Day. A nudge by his father, a “conservative who liked to conserve” was all it took for Ed to go green. He quickly learned that going green was an affordable lifestyle for a struggling actor in the 1970s. Fifty years later, Ed Begly Jr., is a respected name in entertainment and in environmentalism.

Full story on Thrive Global:

<https://thriveglobal.com/stories/sustainable-business-sustainable-living/>

[@ed\\_begley\\_jr](#) [@begleyliving](#)

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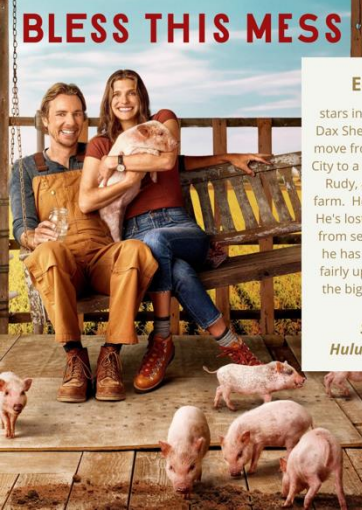
**SUSTAINABLE BUSINESS, SUSTAINABLE LIVING**

Ed Begley Jr.  
Begley's Best • California

In the aftermath of the first Earth Day in 1970, Ed Begley Jr. began pondering what the future could look like if the momentum from this event was leveraged to make an even broader impact. So he went to some of the leaders who had put Earth Day together, including Senator Gaylord Nelson, and posed a question: “It’s fine to have this one day,” he said. “But as a movement, and a community, what are we going to do the other 364 days of the year?”

For his part, Ed has championed sustainable living for over 50 years, making it a part of his legacy from his days as a struggling actor to becoming a household name. Aside from acting, he runs a sustainable business that features a line of green indoor cleaning products called Begley's Best. And through his family foundation, he gives tens of thousands of dollars of his profits each year to support green initiatives he believes in.

From the forthcoming book  
*Stone Soup for a Sustainable World: Life-Changing Stories of Young Heroes*



**BLESS THIS MESS**

**Ed Begley Jr.**  
 stars in the new TV series with Dax Shepard and Lake Bell who move from fast-paced New York City to a Nebraska farm. Ed plays Rudy, a guy who lives on the farm. He's kind of an underdog. He's lost his farm and has PTSD from serving in Vietnam. While he has his challenges, Rudy is fairly upbeat about things and the big-city couple admire his simple lifestyle.  
**Stream on ABC, Hulu and Amazon Prime**

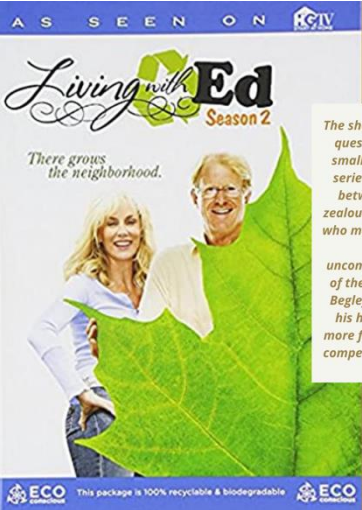
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**Saturday: Ed Begley Jr. TV Shows**

**#SaturdayThoughts:** Ed Begley Jr., an ardent environmentalist and early adopter of solar power and electric vehicles, has used his celebrity to champion sustainable living TV shows, such as Living with Ed and Bless this Mess, which you can stream on ABC, Hulu, and Amazon Prime.

**@ed\_begley\_jr @begleyliving**

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**AS SEEN ON** 

**Living with Ed**  
 Season 2

*There grows the neighborhood.*

*The show follows Begley in his quest to live his life with a small carbon footprint. The series records the conflicts between him and his less zealous wife, Rachel Carson, who many times suffers owing to her husband's uncompromising beliefs. One of the most frequent capers Begley engages in is making his home environmentally more friendly, about which he competes with his best friend, Bill Nye.*

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