Micro-IP3 Strategy



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Green Cleaning Products

Aicha Toure, Class of 2023 Kent-Meridian High School, Kent School District, Kent

1. Impact Design

Impact Statement - If I switch my household's mainstream cleaning products to environmentally-friendly options, then I will protect Puget Sound from hazardous chemicals.

Community Alignment		
Group	Goal/Action	
Hazardous Waste Management Program	King County's Hazardous Waste Management Program encourages households to choose safer, more environmentally-friendly products. Safest items are labeled as "Cradle to Cradle Certified" and "EPA Safer Choice." If these can't be found, products considered safe enough are any items that do NOT have the words "CAUTION," "WARNING," "DANGER," or "POISON." Their website has a 4-level ranking system for cleaning products.	
King County Department of Natural Resources and Parks	"Keeping King County Green" is a blog run through the King County Department of Natural Resources and Parks that advocates for the use of non-toxic or homemade cleaning materials. To protect human and environmental health, avoid products with volatile organic compounds (VOCs), ammonia, bleach, and artificial fragrances.	

Procedure - Steps for implementation!

- 1. Do a green product home audit by taking inventory and researching what's already in my household. Keep track of which products are labeled as environmentally friendly. Look for "Cradle to Cradle" and EPA labels that indicate a product is "non-toxic" or contains "no hazardous materials." Be sure to also mark which products have labels such as "CAUTION" and "WARNING" using the 4 levels on King County's Hazardous Waste Website.
- 2. Phase out or dispose of dangerous cleaning products. Look at King County's "<u>Household Hazardous</u> <u>Waste Collection Options</u>" page.
- 3. Talk to household members about cleaning needs and purchases. Can we use household recipes instead of products for certain cleaning? Look at "Six effective recipes for safer cleaning" with household members. Purchase EPA and environmentally-friendly products for needs that cannot be met with homemade cleaning recipes.
- 4. After shifting behaviors, calculate reduced product use and money saved by swapping chemicals for green and homemade cleaning solutions.

2. Impact Data Tracking - Quantify your impact!

My family changed our purchasing habits to use more green cleaning products.

Initial results from Green Product Audit:

of "Safest" Products or homemade_cleaning_recipes: 2 (1 EPA certified product + 1 cradle-to-cradle)

of "Safe Enough" Products: 5

of "Somewhat Harmful" Products: 20

of "Avoid" Products: 3

After using up or recycling unwanted products, our household's distribution of green cleaning products shifted.

1 month later ~ Final Results from Green Product Audit:

of "Safest" Products or <u>homemade cleaning recipes</u>: **5** (2 EPA certified products + homemade tub cleaner + homemade counter cleaner + homemade toilet bowl cleaner)

of "Safe Enough" Products: **10** # of "Somewhat Harmful" Products: **5**

of "Avoid" Products: 0

Through my impact project I shifted my family's spending habits away from regularly purchasing **18 fewer** harmful products per year, assuming each cleaning product lasts about a year. We now purchase 10 "greenish" products, 2 green EPA products, and make 3 of our own cleaning solutions! By going from purchasing 30 total products to only 17, our family has saved \$323 annually (\$323 = total cost of products we no longer need to purchase)

3. Impact Storytelling - Share your data with who needs to know! See more tips

Think on 4 scales of stakeholders... Family, School, Community, and Aligned Groups

Stakeholder	Interests	Approach
Family	Saving money	Family Conversation: Go through receipts and calculate together how much unsafe cleaning products cost
School — Video Storyboard		Storyboard: Video 1 - Personal (Story with my mom/how she inspired me) - Where my mom got the idea from - Want to take it to the next level and inspire more people Video 2 - Shots of me using green cleaning products (homemade) - Voiceover talking about saving money - Put recipes in video ("Screenshot this to make your own cleaning products") - "Now, why is it so important to be using these green cleaning products" Video 3 - How does this affect the environment? - If this many households did it what would the effect be? - On-screen graphics or visual aids (maybe shots of me drawing the pathway of harmful products in the watershed) - End on a strong note
Community — Church	Treating the World with Love	Green Cleaning Product Drive: Have a day for members of the congregation to bring in green cleaning products to replace products currently used by the cleaning staff.
Aligned Groups — City Council	Environment al health	Public Comment: I will share my story through a public comment at city council. In particular, I will emphasize how switching to greener and homemade products saved my family money and will result in less chemicals impacting the Puget Sound. I will urge citizens listening in to make the switch to greener products, as well as bring up the topic of switching cleaning products used by the city to more sustainable alternatives

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