

The  
**Sustainable**  
**ASB**



Toolkit



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## Introduction

Hello! We are a group of students from Washington State who are involved with both our local [Sustainability Ambassadors](#) organization and our local ASB School Leadership Teams.

ASB excels in preparing emerging leaders for serving in their respective communities. Sustainability is a significant aspect of the future that these students need to be prepared for, and yet sustainability is not often noted as a priority within the organization.

With the power of innovation, outreach, and the internet, **we aim to change that.**

This document is a **toolkit** for anyone in ASB at any level — including students, advisors, educators, association office — to integrate environmental sustainability into ASB as a fundamental framework. We encourage **advisors** and **student leaders** alike to take the sustainability pledges that we have created.

You can use the toolkit at your convenience. Our final ask: **please spread the word (and the toolkit) to your networks!** Connections are incredibly valuable. Together, with this brilliant organization as a conduit, we can shape the future.

Sincerely,

**Matthew Fischer** Class of 2025, Issaquah High School

Special thanks to the ASB team of Sustainability Ambassadors:

**Chloe Kim** Class of 2027, Jackson High School, Everett SD

**Kylie Shulman** Class of 2025, Newport High School, Bellevue SD

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The **triple bottom line**:  
social/environmental/economic  
factors that students of the  
future must consider!

Note: The toolkit is still in development and our creators are open to any feedback that you may have as to its contents!



## Mission Overlap

### ASB's Guiding Principle:

ASB's activities assist in the development of academically prepared, **community oriented**, professionally responsible, experienced leaders.



Recognizing the benefit of service and **responsibility to the community**, ASB members continually **impact** and **improve** their school and local communities.

This **responsibility to the community** unquestionably includes a commitment to environmental sustainability. Therefore, when ASB models sustainable choices, it helps prepare future leaders not only for their future service endeavors but also for a future in which the environment and natural resources must be regarded with the utmost care and preservation.



### Sustainability Ambassadors Mission Statement:

**Rapidly advancing a sustainability future.**

Encouraging youth involvement in sustainability initiatives and empowering future leaders to create measurable **impact in their community** helps to rapidly advance this vision.

In order to create **impact in their community**, ambassadors must develop leadership skills and be empowered within said community. ASB, which centers on developing student leadership and communication skills, is an excellent platform from which to launch any number of impactful sustainability initiatives.

## Shared Mission

**Empower future leaders to positively impact their community.**

ASB can help Sustainability Ambassadors lead the way in rapidly advancing a sustainable future. Sustainability Ambassadors can help ASB prepare its students to become community oriented.

This is how.



## Sustainable Purchasing Guide Checklist

1

### Planning & Need Assessment

- Confirm that the product is necessary, can you borrow or reuse instead?
- Estimate quantity accurately to avoid waste and over-ordering
- Track purchases that reduce waste to highlight in end-of-year reporting.

2

### Product Sustainability

- Can we pick a non-plastic or low-waste option of the product?
- Can this item be used more than once, or is it likely to deteriorate quickly?
- Does it include any single-use plastics?

3

### Vendors & Source

- Is the vendor local or Washington-based?
- Can we combine orders to reduce shipping and packaging?
- Does the vendor offer eco-certified products?

4

### Packaging & Distribution

- Request minimal or recyclable packaging if possible.
- Can we order in bulk to reduce packaging?
- Can we reuse packaging or boxes for other events or storage?

5

### Use & Maintenance

- Plan how items will be stored and maintained effectively to prolong use.
- Use an inventory system with clear labeling so all organization members can quickly find items and ensure no double purchases?

6

### End-of-Life / Disposal

- Identify how to recycle, compost, or donate items after use.
- Track which items needed to be reused and for what throughout the year to optimize quantity for purchasing in the future.

7

### Financial

- If cost of a sustainable product is similar or marginally more than a non-sustainable similar product, consider going with the sustainable option.



## Sustainable Purchasing Guide Checklist Context

### Overview:

This sustainable purchasing guide is intended for ASB, school clubs, or community groups to help them make informed, responsible choices when buying products and services.



1

### Planning & Need Assessment

Planning ahead for purchases is important. It starts with a good inventory system to know what you currently have and in what quantities. Communication between different departments within your organization and with closely-tied organizations can allow for sharing of items that reduces overall purchasing and storage.

### Product Sustainability

2

Product sustainability focuses on having a mindset of how the product could be potentially reused, recycled, or composted, and are made from eco-friendly or durable materials instead of using plastic. Choosing longer lasting products not only create less but can be repurposed for future ASB events, saving money, and reducing our school's footprint

3

### Vendors & Source

Choosing the right vendor is just as important as choosing the right product. Prioritizing local or Washington-based suppliers not only reduces transportation emissions but also supports community businesses. Looking for vendors that offer eco-friendly and compostable, and avoiding those that rely heavily on single-use plastic can heavily decrease



## Sustainable Purchasing Guide Checklist Context

4

### Packaging & Distribution

When planning purchases, the packaging of materials can be an important factor to consider. For example, choosing products that arrive in recyclable or compostable packaging reduces unnecessary waste. Ordering in bulk or consolidating purchases can help cut down on excess shipping materials and emissions. Additionally, choosing local vendors could cut down on transportation emission and a way to support our local community. By reducing packaging waste and transportation emissions, not only can distribution make event planning smoother and cheaper, but also sustainable in the long run.

### Use & Maintenance

5

When planning a purchase, it's important to consider if the item can be used more than once. A sustainable product should have fairly easy maintenance and a longer lifespan on average. Planning how and where items will be stored and what the maintenance plan will be is important to reduce the need for replacements. Using an organized inventory system with clear labels helps your team quickly locate items and limits double purchase. This ensures existing supplies are fully used before new ones are ordered, which ultimately saves both resources and money.

6

### End-of-Life / Disposal

Before purchasing, identify how the item can be responsibly disposed of. Can it be recycled, composted, or donated for reuse? Can the items be reused multiple times for your group? Tracking which items get reused or stored can help adjust future purchasing quantities and improve long-term sustainability planning.

### Financial

7

Sustainable purchasing is more than just about the environment; it also includes smart financial choices. If a sustainable product costs about the same or more than a non-sustainable one, getting the sustainable option is usually worth it because it lasts longer and reduces waste. Including lifecycle costs in budgeting and in financial reports is a great way to reinforce sustainable purchasing.



## Sustainable Purchasing Guide Checklist Context

### Ultimate Sustainable Purchasing Quick Checklist

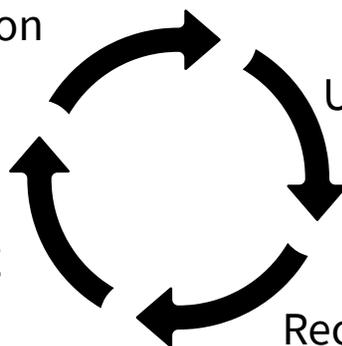
<input type="checkbox"/>	Do we actually need this item?
<input type="checkbox"/>	Have we estimated the correct quantity to avoid unnecessary surplus?
<input type="checkbox"/>	Have we estimated the correct quantity to avoid unnecessary surplus?
<input type="checkbox"/>	Is it durable or reusable? (not single-use)?
<input type="checkbox"/>	Is it made from eco-friendly or recycled materials?
<input type="checkbox"/>	Does the vendor offer sustainable or local options?
<input type="checkbox"/>	Is the packaging recyclable or compostable?
<input type="checkbox"/>	Can we store and maintain it for future events?
<input type="checkbox"/>	Is it financially responsible and long-lasting?

Purchase/Distribution

Usage & Storage

Manufacturing

Recycle/Disposal





## Event Planning with Sustainability in Mind

### Event Planning 101

#### Three Main Timings:

##### Purchasing & Pre-event Planning



Recommended Timeframe: 2-6 weeks before event

- Define the goal for the event among the categories of reducing waste, emission, energy use, or water use and pick a clear outcome to prioritize
- Avoid single-use items when possible and prioritize local vendors and venues

##### Key Focuses

- Provide information about how to commute to the event in a sustainable manner (biking, bus, etc.)
- Communicate the importance of a sustainable event and how participants can also engage in a sustainable manner

##### Event Execution

Recommended Timeframe: Day/Week of Event



- Event execution consists of preparing the volunteers and actual use of all supplies acquired
- Appropriate disposal should be available to participants (if need be)
- ASB Members/ volunteers should be present to aid with event and continue communication of goals

##### Key Focuses

- Event should function to meet predetermined sustainable transportation, waste and energy standards
- Monitor event operations in real time to ensure sustainability goals are being met and address issues as they arise

##### Post-Event Procedure & Clean up



Recommended Timeframe: Immediately After Event / Following Days

- Properly collect and sort all materials according to recycling, composting, and landfill guidelines
- Return, reuse, or store reusable materials and supplies for future events
- Ensure the event space is left clean and restored to its original condition

##### Key Focuses

- Confirm that waste, energy use, and transportation outcomes align with the event's sustainability goals
- Evaluate the effectiveness of sustainability strategies used during the event
- Document successes, challenges, and improvement opportunities



## Energy Conservation Initiatives

### What is the Electrify My City Campaign?

The purpose of Electrify My City Campaign is to help meet the emissions goals of cities around Washington State by having schools take initiatives to push for their district to go greener.

### Electrify My City Campaign

#### Why?

- Reduce non-essential energy use
- Foster school spirit
- Decrease our carbon footprint

#### How?

- Advertise these 3 main initiatives
- Turn Off the Lights Day (TOLD)
- Solarize My School
- Electrify My School Bus

#### Advertise By:

- Inform major club leaders three weeks before
- Offer service-learning hours as a reward
- Reward the classroom with the most lights-off periods during the campaign

#### Energy Usage Intensity (EUI):

- Measured in kilowatt-hours per square foot



#### Step 1: Track Energy Use

- Does your school have an energy-tracking system? Use it for accurate data.
- If not, ask the facilities team for the energy bill.
- After 2-3 weeks, calculate your baseline EUI.

#### Step 2: Improve Your Baseline

- Start with the given conservation initiatives
- Tailor each initiative more towards your school
- Work with your Director of Facility Services in your school district

#### EUI Equation

$$\frac{\text{kilowatt-hours}}{\text{square feet}} = \text{kilowatt-hours/square feet}$$

<b>ANNOUNCE IN SCHOOL NEWSPAPERS</b> One month in advance	<b>PUT UP POSTERS</b> Inform major club leaders three weeks before	<b>SHARE POSTS ON SOCIAL MEDIA</b> Three weeks prior
<b>POST SAMPLE CONTENT</b> Two weeks before and repost the night before	<b>MAKE DAILY ANNOUNCEMENTS</b> Leading up to and during the campaign	<b>ENCOURAGE STUDENTS TO POST</b> Tag the school or campaign
<b>USE ADVERTISING &amp; INCENTIVES</b> To boost participation	<b>ORGANIZE A SCHOOL vs. SCHOOL COMPETITION</b>	<b>REWARD CLASSROOMS</b> With the most lights-off periods



Director of Facility Services  
Issaquah School District  
Julius Carter



## Energy Conservation Initiatives

### What can be done?

#### Turn Off the Lights Day (TOLD)

##### What is TOLD?

- A one-day challenge where students, teachers, and staff are encouraged to switch off all unnecessary lights to see the impact on energy use, cost savings, and carbon emissions.

##### When to run it:

- October/Halloween - spooky sustainability twist
- Earth Week - pair with other green campaigns



#### Solarize My School

##### What is it exactly?

- Encourage your district to invest in solar energy. Find real examples and build a compelling case for clean power at your school.

##### Best time to start:

- Beginning of the school year
- Requires ongoing advocacy



#### Electrify My Bus

##### What is it exactly?

- Advocate for your school district to replace gas buses with electric ones. Research the benefits and rally support.

##### Best time to start:

- Beginning of the school year
- Check if your district already has an electric bus plan



#### Fall

- Start Electrify my School Bus
- Start Solarize my school
- Halloween-Turn of the lights day

#### Spring

- Run Turn off the light's day during Earth week.

#### Winter

- Advocate for Electrify My Bus and Solarize my School



## Water Conservation and Reduction Initiatives

### Introduce Water is Life Campaign



#### ...Why?

- Engage students in community action
- Foster school spirit from shared experience
- Lower water footprint

*Incorporate different activities into the school day!*



#### ...How?

##### Find the baseline

- Gather data the first few weeks of school
  - Are there water bottle filling stations?
  - How many?
  - Where?
  - Do enough students bring reusable bottles to school daily?

##### Collaborate

- Work with clubs, academic departments or sports teams to promote the push for installing automatic water stations
  - What will installing them do for the student body?
  - Who will it benefit and how?

##### Advertise & Incentivize

- Announce on school news letters and all-school assemblies
- Club competitions: hang posters, send in photos, enter raffles
- Present opportunities to earn service hours (we will provide)



#### ...How do we grow?

##### Track Data

- How many gallons dispensed in a week?
- How many bottles were saved?
- Randomly survey the student body
- Work new projects into class curriculum (sciences, arts, engineering, comp sci, etc.)
- Revive previous campaigns integrated into school and community wide life (asb, city events, etc.)
- Look at real world problems and develop solutions to engage students



## Water Conservation Initiatives

### What can be done around school?

#### Water bottle refilling station

- Work with the district to team up with Cascade Water Alliance to install automatic filler stations around the school
- Numerous benefits to installation
- Issaquah's example!
  - less plastic waste: 12,965 bottles saved per day!
  - decrease CO2 emissions: 1037 lbs avoided per day!



#### “Adopt a Drain”

- Have Eco or other environmental-based clubs work throughout the year to clean storm drains around campus!
  - Adapt time frame to the club
  - Highlight during Earth Week



#### Reusable Water Bottle Decorating Event

- Encourage a reusable water source
- Discouraged purchase of bottled water
  - Winter-based (gift-giving season!)
  - Used as a prize for previous campaign success





## Sustainable Transportation Initiatives



### What is the Carbon Commute Count (CCC)?

The purpose of the CCC is to **distribute the survey to collect baseline data on how students commute to school**. Share baseline data with our city, school, and school district partners. Use this data **to catalyze student participation** in the following campaigns: **Bus Bingo, E-bike Revolution, Bike to School, Carpool**, etc.

## How can we make transportation to school more efficient and sustainable?

### Zero Carbon Commute Campaign

#### ◆ How?

We are implementing the surveys across clubs, homerooms, and classrooms to ensure broad student participation. To encourage engagement and responses, we are amplifying student voices by using the **IP3 strategy** through videos, infographics, and other visual media. These materials are shared on social media platforms and in classrooms to increase awareness of the CCC, highlighting student perspectives, and making the initiative more accessible and engaging for the student body.

#### Ditch the drive (three-in-one):

- Carpool to School Campaign
- Bike to School Campaign
- Transit Bingo Campaign and Orca card distribution

You can lead:

- One day with all three
- One week with all three
- One day for each one
- Spirit week fun!

#### Incorporating Incentives

- School vs school competition
- Earn service learning hours (we can provide them)
- Send photo participating to be entered in raffle (special parking spot, ice cream party for homeroom, school merch)



#### ◆ Why?

- **Engage students in alternatives to driving** by promoting walking, biking, carpooling, and public transit as accessible, fun, and community-building options.
- **Foster school spirit by turning sustainable transportation into a shared school-wide effort** through challenges, events, and student-led initiatives.
- **Lower our carbon footprint by reducing single-occupancy vehicle use** and encouraging everyday choices that support a more sustainable school environment.



## Sustainable Transportation Initiatives

### Imagine this:

Carpooling turns four car trips into two. When a few students choose to ride together, bike, or walk, our parking lot drops from 250 to 234 cars and drop-offs from 154 to 130. Small choices add up.

**Here are some campaigns YOU can do at your school to improve and further reduce our carbon commute count...**

### Carbon Commute Count Campaigns:

#### Ditch the Drive! (Three in Drive):

##### Carpool to School

##### Recommended Timeframe

- The start of school is a great time to launch this individually: start habits early and incentivize with carpool only parking spots
- Earth Week: mix-and-match some other campaigns throughout the week

##### What is it exactly?

A day or week where the school encourages students to opt into carpooling instead of individual travel to school. This could mean driving with one, two, or three friends - the more the merrier!



##### Transit Bingo

##### Recommended Timeframe

- National Bike to School Day is the first week of October
- National Bike to School Month is May: spend some time outside as the weather starts warming up
- Earth Week: mix-and-match with other campaigns throughout the week

##### What is it exactly?

Students are encouraged to bike to school and get their friends to do so as well. Biking to school generates zero carbon and it's great exercise. So that could mean cycling, using a scooter, or even roller blading!



##### Bike to School:

##### Recommended Timeframe

- Introduce this campaign at the beginning of the year to give students more time to get comfortable with the bus and complete the bingo board
- Give reminders when doing other campaigns to continue Transit Bingo

##### What is it exactly?

A bingo sheet that students can fill out each time they ride public transportation. They can also earn volunteer hours for achieving bingo (or better yet a blackout). Reach out to us about supplying Orca cards to the student body!

