



List of Sample Impact Statements

For an Impact Project to be effective, it is crucial to be super-clear about your intended impact. Think about answering these prompts:

If I implement this (solution) then.... this is (the impact) I expect to achieve. It's like a hypothesis.

Solar Panels on my House

If I solarize my home, I will zero out my energy consumption as well as my energy bill. Yes, it costs a lot for the initial installation, but there are great incentives that reduce this cost. Plus, the system pays for itself in 7-10 years. At that point, my energy is free for the rest of my life. If I can demonstrate that solarizing my home is such a fantastic deal, then I can convince other homeowners in my neighborhood to solarize their homes. If many people in my neighborhood solarize, I can share the data with my city government to encourage them to support the momentum I've helped generate by offering additional incentives and/or stronger green building codes for all homes in my city. If my city becomes a solar city, we can catch up to and surpass the carbon emissions reduction goals that we committed to as part of the [King County Cities Climate Collaborative](#). If the K4C surpasses its goals, we can get other cities to join the collaborative effort and we will become a model for the region, the nation, and the world. Along the way, three other benefits are realized. (1) Sustainability Ambassadors will receive funding through our partnership with [Sphere Solar Energy](#) to support a paid internship to manage the Solar Neighborhood Challenge. (2) We will learn a lot about [green jobs in the solar sector](#). (3) More underdeveloped communities will prosper from new solar projects through the [international charitable work](#) of Sphere Solar Energy.

Tree Planting

If I plant trees in my yard or help out at city tree-planting events, I will be contributing multiple benefits to my community. See [Many Benefits of Trees](#). If I join specific efforts to plant trees along the streams and rivers of my watershed, I will be providing shade, cooler water, and refuge for migrating salmon. If we do this, more salmon will survive. If more salmon survive then more Orca will survive. If we protect salmon populations, we honor Treaty agreements between the US Government and local Tribes. If I design a social media campaign with pictures, infographics, and my own video testimonials, posting on a regular basis, I can influence my friends to join me in tree planting events which will generate an even bigger collective impact.

Do Not Flush This

If I make sure to flush only the 4 P's and not FOG, unused medicines, hair, or so called "flushable" wipes down the toilet, then I will be reducing the pollution level in Puget Sound and avoiding clogs in pipes and pumps in our King County wastewater treatment system. Ultimately, this relates to the rate my family pays for wastewater treatment services.

I ♥ Storm Drain

If I take responsibility for maintaining 10 storm drains in my neighborhood, picking up litter and raking out leaves, then there will be less pollution getting into the stormwater pipes and flowing out into the streams and rivers of my watershed. If there is less pollution in my watershed then more salmon will survive. If more salmon survive then more Orca will survive. If we protect salmon populations, we honor Treaty agreements between the US Government and local Tribes.

Dog Poop Baggie Dispenser Posts

If I lead a campaign to install posts with dog poop dispenser baggies in public parks and around school yards, then more dog owners will clean up after their dogs. If there is less dog poop, then there will be less fecal coliform bacteria and related pathogens getting into the stormwater pipes and flowing out into the streams and rivers of my watershed. [See Science of Stormwater](#). If there is less pollution in my watershed then more salmon will survive. If more salmon survive then more Orca will survive. If we protect salmon populations, we honor Treaty agreements between the US Government and local Tribes.

Ecosia: My Green Search Engine

If I search with Ecosia, revenue from my searches will go towards Ecosia's projects regarding planting trees and reforestation. If more trees are planted globally thanks to my searches, more carbon dioxide (CO₂) can be removed from the atmosphere. If more CO₂ is removed from the atmosphere, global warming due to the greenhouse gas effect will slow down. If everyone in my school or in my school district follows this line of thinking, we can restore millions of deforested trees and preserve our planet for generations to come. If we can impact the life of future generations, we are rapidly advancing a sustainable future.

Take Shorter Showers

If I take shorter showers, I will greatly reduce my water and carbon footprint because the average shower uses [2.5 gallons of water per minute](#). That means that even by reducing my shower time by 4 minutes, I can save 10 gallons of water each time I shower. I take 5 showers a week, so that's a savings of 50 gallons. There are five people in my house, so we could save 250 gallons a week. With 52 weeks in a year, my family could save 13,000 gallons of water. This will save my parents money on our water bill. I can also start a social media campaign by showcasing that I listen to two specific songs that add up to a five minute shower which will influence my followers to follow a similar process.

Check My Toilet for Leaks

Household leaks can waste 180 gallons per week. Toilets are often the culprit, usually the flapper. Flappers are inexpensive rubber parts that can build up minerals or decay over time. If I replace my worn-out toilet flapper, I can save a lot of water. If I save water, I also save money on my family's water bill.

Boycott Bottled Water

If I boycott bottled water by using a reusable water bottle, I will reduce my carbon footprint and use of one-use plastic. If I educate my family and my classmates on the environmental impacts of bottled water, and the insane mark up, like 2,000%, over the water that comes out of my tap, I will convince them to boycott bottled water as well. If I design a social media campaign with pictures, infographics, and my own video testimonials, posting on a regular basis, I can influence my friends and their friends to join me in boycotting bottled water which will generate an even bigger collective impact.

Home Food Garden

If I design and plan a vegetable garden, then my family and I can start growing fresh and local food - right in our backyard. If we succeed in starting and maintaining a vegetable garden, then we can lower our carbon and water footprint and reduce our negative impact on many systems. [See Understanding Your FoodPrint.](#)

Reduce Food Waste

If I work with my family to implement a few easy systems related to food shopping, food storage, cooking, and composting food scraps, then I can reduce my household water and carbon footprints. If I design a social media campaign with pictures, infographics, and my own video testimonials, posting on a regular basis, I can influence my friends and their friends to also reduce food waste which will really amplify a collective impact.

Eat Less Meat More Veggies

If I choose to eat a plant-based diet, then I will reduce my water and carbon footprint significantly. Pound for pound, meat has a much higher water footprint than vegetables, grains or beans. A single pound of beef takes, on average, [1,800 gallons of water](#) to produce. Ninety-eight percent goes to watering the grass, forage and feed that cattle consume over their lifetime. If I design a social media campaign with pictures, infographics, and my own video testimonials, posting on a regular basis, I can influence my friends and their friends to go vegetarian as well which will really amplify a collective impact.

Don't Drip and Drive

If I raise awareness about the motor oil leakage problem and implement my "drip check" initiative, then school environmental clubs will be able to implement this project during the fall season when the rains return and wash massive loads of pollution from parking lots into our local watershed. If drip checks happen, with data and information provided to all of the students and faculty parking at school, then less motor oil will be transferred into our watershed and ultimately into the Puget Sound ecosystem, thus allowing the salmon population to thrive.

Commercial Car Wash

If I only use a commercial car wash to clean my car and the carwash is certified as Salmon Safe ([like Brown Bear](#)), then I will avoid having any grease, grime, oil, or grit going down the storm drain in front of my house. If I organize a massive awareness campaign at my school about the benefits to our watershed from using a commercial car wash, then we are not only reducing pollution in our streams, we are also supporting a local business. If there is less pollution in our watershed then more salmon will survive. If more salmon survive then more Orca will survive. If we protect salmon populations, we honor Treaty agreements between the US Government and local Tribes.

Boycott Fast Fashion - Carrot Mob* Ethical Fashion

If I boycott fast fashion, then I will show that sustainable fashion is both achievable and really creative. If I show that sustainable fashion is achievable, then others will follow suit and we will reduce our carbon and water footprints. If I get lots more people involved we can begin to vote with our dollars in association with [BCorps](#) building a movement around [Ethical Fashion](#).

*A Carrot Mob is a reverse boycott where a ton of people agree to start buying only from ethical companies. This sends a market signal to all companies about what ethical consumers really care about.

Who Gives a Crap

If I convince my family to only buy toilet paper from [whogivesacrap.com](#), then I will be making an investment in a company doing business as a [BCorp](#), which then invest 50% of profits in funding a variety of water, sanitation and hygiene projects, like building toilets, and providing soap and handwashing stations in countries like Papua New Guinea, Timor Leste, Kenya and India.

My Perfect Bike Map

If I create a bike route to the locations I frequently travel to, I will be able to travel more efficiently on my bike and reduce my carbon footprint by [19 pounds of carbon dioxide](#) per every gallon of gas I don't use by biking instead of riding in a car. If I share and present my easy bike routes with community members (friends, neighbors, classmates) they will be more inclined to bike themselves. If I apply this thinking to imagining bike paths that are not built yet but should be, I can submit my proposal to the transportation planners in my city government and influence their thinking. If all my friends did this for their own neighborhoods, we would have an even greater impact.

Reduce Home Idle Power

If I install power strips for devices and only use power when it is necessary, then it will reduce the home idle power load in my house. If the amount of energy wasted in my household is minimized, then it will reduce my family's carbon footprint. If many more families take this same action, we can help our city meet its emission reduction goals that we committed to when we joined the King County Cities Climate Collaborative.

ASB Sustainability Policies

If I create a compelling presentation to my school's administration about the need for an ASB officer focused on sustainability, my school will incorporate this role. If I assume this role and collect data on my impact as a sustainability officer, I can present it to other schools in my district and urge them to adopt a similar framework. If all ASB student governments have sustainability officers, and we collaborate on developing and sharing strong sustainability policies, we can track total carbon and water footprint reductions across the entire school district. We can apply this same model to the PTA.