



Ecosia: My Green Search Engine

Santoshi Pisupati, Class of 2023

International Community School, Lake Washington, Kirkland

State the Problem, phenomena, or driving question. Deforestation around the world due to logging, forest fires, urbanization and agriculture is harming our physical environment and atmosphere.

Impact Statement

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.

Provide brief background knowledge

It is estimated that 2.47 million trees are cut down daily, and the average person emits 27 tons of CO₂ into the atmosphere per year. Trees can remove an average of 10 tons of CO₂ per year. It takes less than 3 trees to cancel out someone's effect on the atmosphere. With the search engine Ecosia, we can plant 39 million trees annually at the current rate of progress.

Show how the project supports community goals (local policies, plans or performance measures)

Switching your default search engine to Ecosia has massive benefits for our local community. It supports the King County 30 year Forest Plan, the WA Ecosia Initiative's Work Plan from Sustainability Ambassadors, and helps maintain the pristine natural environment we live in, and give this opportunity to the rest of the world. It also supports [American Forests' Seattle Community ReLeaf Project](#), in partnership with The Nature Conservancy and Greenway Trust, which provides the opportunity with municipal partners to devise a canopy plan for Puget Sound and host tree planting events, with expert advice from the organization.

Document current conditions

Currently, Ecosia users have planted over 100 million trees around the world, and Ecosia is able to finance the planting of one tree almost over 0.8 seconds. That equates to over 108,000 trees planted per day! Ecosia is B-lab certified, and it is estimated that if it were as big as Google, it would remove 15% of carbon emissions from the atmosphere. Even though Ecosia and Google both run on renewable energy servers, Google is carbon-neutral, whereas Ecosia is carbon-*negative*. Every search on Ecosia removes 1 kg of CO₂ from the atmosphere.

Identify your stakeholders.

American Forests, as they are planning to feature the WA Ecosia Initiative in their winter magazine in February of 2021 and school districts across WA, to demonstrate the powerful effects Ecosia can have on our immediate and global environment. Other stakeholders in our area include [King County](#) officials and interested citizens, to support our [King Conservation District](#), the Puget Sound Area as a whole (including [Seattle](#) and [Kirkland](#)), [The Nature Conservancy](#), one of American Forests' partners in their ReLeaf Project, and [Forterra](#). These organizations and areas can stretch Ecosia's impact far beyond simple searches.

Describe the project and the steps taken to implement. My project is to use the search engine Ecosia for 30 days, and my overarching goal is to get to 1000 trees on my tree counter for Ecosia.

Steps to Motivate Friends to adopt this project:

1. Reach out via email or text to ask them to follow @waecosiainitiative on IG.
2. Post Ecosia-related content on my story.
3. Show evidence of Ecosia's real-world impact.
4. Email and follow up with friends regarding whether or not they've switched their default browser to Ecosia.
5. Add interested friends as contacts in the WA Ecosia Initiative campaign.
6. Continue to perform outreach in this manner, looping in more interested students.

Steps to motivate family to adopt this project:

1. Show evidence of Ecosia's real-world impact.
2. Call family and tell them about the initiative, explaining its impact.
3. Follow-up with family regarding their adoption of this impact project.
4. Explore options to increase impact, and add interested family members as contacts in the WA Ecosia Initiative campaign.
5. Continue to perform outreach, being supportive and helpful.

Steps to motivate school district to adopt this project for their school computers:

1. Read up on LWSD's Sustainability Policy, noting any gaps that could be addressed by implementing this impact project.
2. Loop interested students to help with advertising the adoption of this project.
3. Consult with LWSD Technology officers regarding feasibility.
4. Arrange meetings with LWSD staff, principals and administration regarding switching or giving the option for students to use Ecosia.
5. Perform district-wide presentations to students about the project.
6. Continue to follow-up with students and teachers regarding their interest in this impact project and what they have done.

Describe the audience (stakeholders) you will present your work to

I will be describing my progress to American Forests, the oldest tree conservation nonprofit in the United States, for them to feature in their Youth Profile magazine, and students + teachers who take part in Sustainability Ambassadors' Impact Project Training event(s).

Explain the impact your project had with evidence

After searching solely with Ecosia as my default search engine, and accumulating 1000 trees on my search counter, I was able to do the following:

1. Finance the planting of more than 20 trees.
2. Convince my family to switch their default browser to Ecosia for at least two weeks.
3. Add a segment about Ecosia to my school's Green Team Impact video.
4. Create a post about Ecosia for our Green Team's Instagram account.
5. Accumulate more than 70 followers on our @waecosianitiative IG account.
6. Secure a feature of this impact project in American Forests' magazine, as well as reach out regarding their ReLeaf project in Seattle, in partnership with The Nature Conservancy, and their Green Jobs program.

Reflect on your experience

1. Post a series of short blogs chronicling my project
 - a. To-do on the SAWG Blog, possibly IG and present on SAs website + at the Impact Project Training events.
2. Post a series of short videos documenting my project
 - a. Webinars (WPT), possibly short videos on IG.
3. Describe new insights, new stakeholder connections
 - a. I learned about how much of an impact we can all have just by searching on our computers.
 - b. TreeCard: your purchases go towards planting trees with this debit card, also a part of Ecosia's larger mission.
 - c. American Forests, partnering with the Nature Conservancy and LWSD administration as new stakeholder connections.
4. What new skills did I learn?
 - a. I learned how to track my impact while searching with Ecosia.
 - b. I also learned about presenting my impact to a variety of stakeholders, and sticking to a goal no matter how difficult it might be.
5. How do I feel about the impact I achieved?
 - a. Great! I know it took 30 days and 1000 searches was a tough goal, but I know I helped the planet that much more, and I understand how relatively simple it was, because we're all on our computers 24/7 these days, so searching is something common we can each do.
6. What is the mathematical amplification if lots more people did what I did?
 - a. If my family did what I did, we would help plant **60** trees!
 - b. If my neighborhood did what I did, assuming 700 units and 4 people on average per unit, we would help plant **56,000** trees!
 - c. If my school district did what I did, we would help plant **1.3 million** trees!
 - d. If my entire city did what I did, we would help plant **1.8 million** trees!