

# Opportunity

- The world is changing to be more environmentally focused from individuals to businesses and governments.
- Many people do not understand or are unaware of how small actions can impact our environment.
- Iowa City is a diverse community with progressive ideals that will benefit immensely from enhancing their sustainability initiatives. Providing citizens with environmental education will make sustainable behavior change more likely to happen.
- Although climate change is rapid, it's not happening fast enough for the average person to see an impact on their lives. People generally more concerned with short-term impacts/outcomes.
- Facts and scare tactics are **not enough** to motivate people to change. Friendly **competition and metrics** are the best ways to inspire action because they allow people to see the short-term impact of their actions



Change the way you think,  
Change the way Iowa City lives

# Objectives

- To have IC Impact start a sustainability movement in Iowa City that will lead to a positive impact on the community
- Provide platform to share and communicate with other citizens
- Show people that individual actions have a positive impact
- Raise awareness and improve understanding across various sustainability topics
- Create a simple and fun way for people to make small changes and learn about the benefits of incorporating sustainability in their own lives

# Target Market

Our recommended target market includes:

## Demographics

Middle class households with an average income between \$39,800-\$64,600 and upper class households \$75,000-\$100,000 who are between the ages of 20 and 64.

**This age group represents 68.12% of IC's population**

[http://www.icgov.org/site/CMSv2/file/solidWaste/IC\\_Sustain\\_Assessme nt1.pdf](http://www.icgov.org/site/CMSv2/file/solidWaste/IC_Sustain_Assessme nt1.pdf)

## Psychographics

Citizens who have the interest/passion, but currently lack the knowledge or means, to adapt to sustainable behavior.

Citizens with self-transcending values (benevolence, respect for nature) because they will be most likely to engage in sustainable behavior.

# Branding Strategy

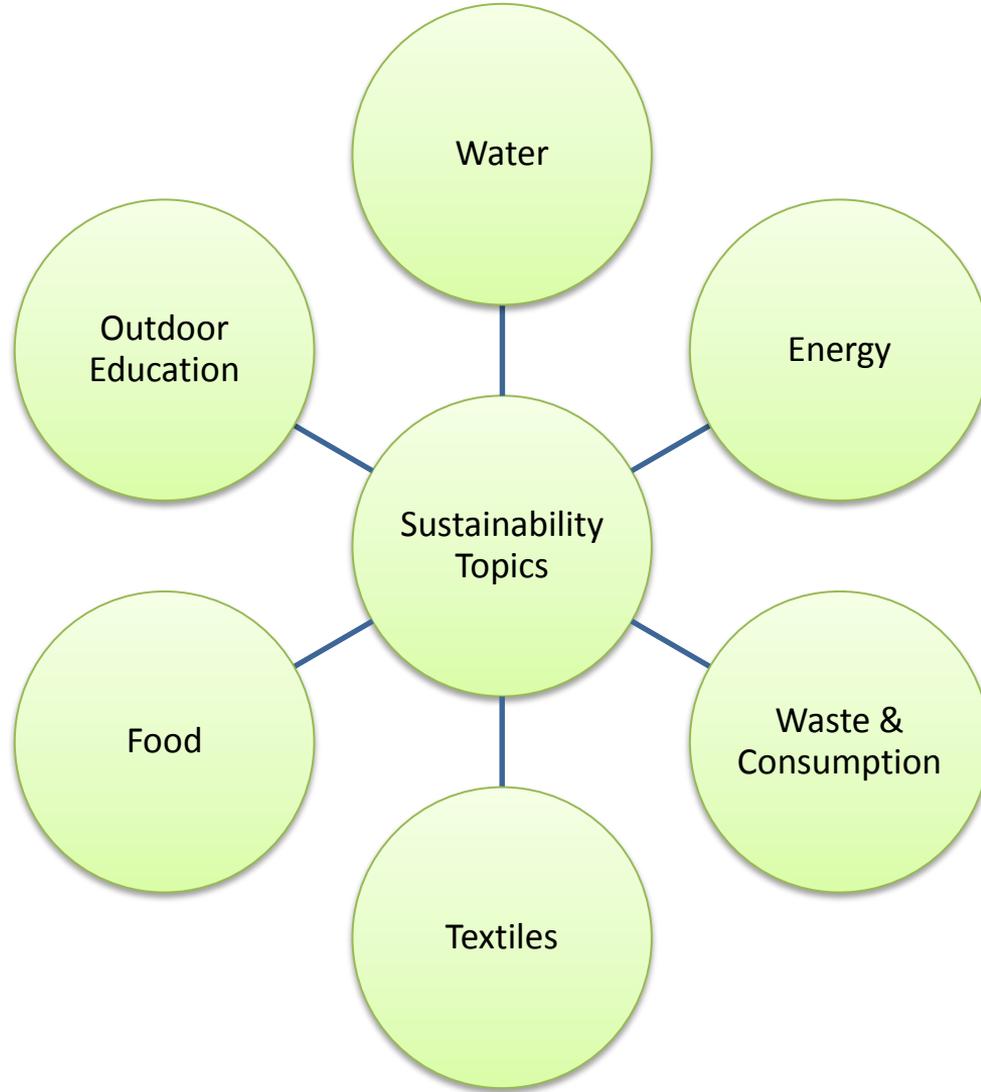
IC Impact promises to provide an educational platform where all members of the community can:

- See and learn more about topics in sustainability
- Document sustainability behaviors and see the importance of individual and community impacts
- Create a collective movement as people become more enthused about the results and start seeing the big picture of their actions brought together.

**IC Impact will demonstrate that  
small actions can and will make a difference.**

# Why “IC Impact”?

- IC Impact has the double entendre of including Iowa City and Seeing the Impact (I See Impact) of individuals and the community as a whole
- The logo contains a magnifying glass to symbolize the visual aspect of the name, while IC Impact is written in the text of a leaf to bring the earthy/world impact aspect through
- The challenge will work towards impacting behavior by having participants positively influence each other to take part
- Proprietary, but scalable to other communities under different brand



Water

Energy

Waste &  
Consumption

Textiles

Food

Outdoor  
Education

Sustainability  
Topics

# Overall Strategy

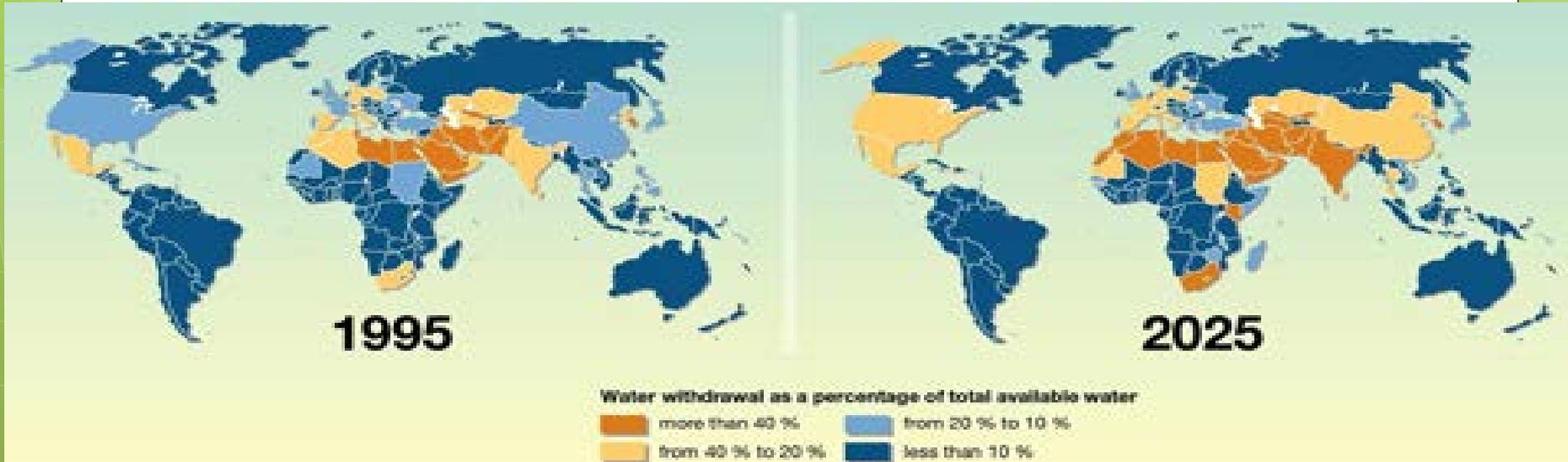
Create an informational platform encompassing sustainability topics featuring:

- A carbon footprint calculator with up to date information containing individual and community carbon footprint **impact**
- Information on local and global issues relevant to each topic
- Suggested solutions to these issues in the form of small steps people can take in their daily lives that will make an **impact**
- Individual and community metrics by which participants can track, measure, post pictures and videos of sustainable actions, share ideas, and reflect upon their progress with the **impact** they have made

# Water is a scarce resource

- 70% of Earth's surface is water; 97% of that is stored in the salty oceans; 2% is locked in snow and ice
- Which leaves **less than 1%** of the Earth's water for our consumption.
- 1 in 10 watersheds in America are being depleted faster than they can be replenished
- 40% of rivers and nearly 50% of lakes are so polluted that they are deemed unhealthy for swimming, fishing, or aquatic life.
- As citizens of Iowa City we have an impact on three major water sustainability issues:

**Water Usage - Water Cleanliness - Water Bottles.**



# Water: Shortage

## Why should you care?

- The average American shower uses 17.2 gallons and lasts for 8.2 minutes at average flow rate of 2.1 gallons per minute.
- There is not enough fresh water for everyone in the world to take a 3-minute shower
- Small drips from a worn faucet washer can waste 20 gallons of water a day. Larger drips can waste hundreds.
- Running a sprinkler for two hours can use over 500 gallons of water

## Why should you care?

The World Bank predicts that **by 2025 two thirds of the worlds population will run short of fresh water**. By saving water today, we create a better tomorrow for everyone. Every drop counts.

## What can you do to make an impact?

**Shower Timer:** use a shower timer to reduce your shower length to 2-5 minutes.

**Leaks:** Check your water meter for a two hour period while no water is being used. If the totals are not the same there is a leak. Also Check your hose because they often leak while connected directly to the faucet.

**Watering Lawn:** Use mulch to slow evaporation of moisture while discouraging weed growth leading to more effective water use.

- Check the weather forecast, if it is going to rain DON'T water your plants.

- Make sure sprinklers are not watering sidewalks and pavement.



# Water: Cleanliness

## Why should you care?

Industrial Facilities dump 6.2 million pounds of toxic chemicals into Iowa watersheds each year. Coupled with agricultural and urban runoff, the lower Iowa watershed, which includes Iowa City, is now the 30th most polluted watershed in the nation. The toxic chemicals include mercury, arsenic, and benzene, which are linked to cancer, developmental disorders, and reproductive disorders.

## What can you do to make an impact?

**Vote for change:** Make an impact on the water quality in your state by supporting clean water initiatives, such as Citizens for a Healthy Iowa ([citizensforahealthyiowa.org](http://citizensforahealthyiowa.org)) and voting for lawmakers who support clean water.

**Avoid conventionally grown produce:** This produce requires heavy use of **pesticides and fertilizers**. Precipitation carries these **chemicals into our waterways and pollutes our rivers**. Purchasing organically grown produce will mitigate the impact of nitrates and synthetic chemicals in our water.

**Eliminate personal non-point sources of pollution:** fix oil leaks from your car sitting in your driveway that are washed off by the rain, or spraying chemicals on your lawn.

# Water: Plastic Bottle Usage

## Why should you care?

- In the U.S. the average number plastic water bottles used per person is 167 bottles.
- The average household in Iowa City has 2.88 people. On average, these households each use 480.96 plastic water bottles.
- The average cost of a water bottle is \$1.45. So an average household in Iowa City spends \$697.39 on plastic water bottles each year.
- They pay this price for 2 reasons: Convenience and a false belief that plastic bottles are cleaner than tap.
- It takes 3 liters of water to make 1 liter of bottled water. This lack of efficiency contributes to the water shortage for  $\frac{2}{3}$  of the world projected in 2025.

## What can you do to make an impact?

### **Use an eco-friendly reusable water bottle:**

Bottled water is nothing more than filtered tap water and it is even less regulated than tap. Make the investment of \$6-\$30 and save money and resources.

**Get a home water filter:** Save large amounts of money you would have used purchasing bottled water.

# The Negative Potential of Energy Use

## COAL

- Iowa gets **62.34% of its energy from burning coal** AND **92% of Iowans live within 3 miles** of a coal-fired powerplant
- Iowa Chapter of Physicians for Social Responsibility study in 2010 found: Iowa has more power plants per capita than **ALMOST ALL** states and it is estimated that reducing the level of pollutant emissions in Iowa to that found on average in most states would save the state **\$71,785,903** in health care expenditures (representing many premature mortalities)
- In 2005, 36.3 million metric tons of carbon dioxide were generated by the production of electricity, with 34.9 million metric tons produced by coal-fired power plants.
- “Coal dust is notoriously difficult to control. BNSF Railway estimates that **each uncovered car** loses between **500 pounds and a ton** of coal dust en route.” With an **average train having 120 cars** that’s between **60,000 and 240,000 pound of coal dust per trip**

## ENERGY USE IN BUILDINGS AND HOMES

- Electricity accounted for **31% of Iowa’s greenhouse gas emissions**. In 2011, Iowa City buildings used 59,919 MMBTUs, which was the largest component of municipal energy usage
- Amount of municipal energy use derived from renewable sources, annual carbon dioxide equivalent emissions for the community in metric tonnes, per capita, and for municipal operations are all below the desired level
- **In 2011, Iowa City residential areas accounted for 252,517 metric tonnes of carbon dioxide emissions**

Sources: Iowa City Sustainability Assessment 2013, Iowa Sierra Club, and BNSF Railway

# Energy: Vampire Electronics

## Why should you care?

- Estimated 10% of home energy usage in U.S is due to these “Vampire” electronics. Average lowan household consumes 10,476 kilowatts per hour (KWH) annually. Vampire electronics account for approximately 1,048 KWH per lowan household per year. that accounts for 102 train cars worth of coal per year (an average trip contains 120 cars).
- Some TV’s and electronics can suck 500 kilowatt hours annually while on stand-by, thats 370 pounds of coal burned. If every house in Iowa City unplugged one TV while they weren't using it, we could prevent 49 train cars worth of coal being burned (an average trip contains 120 cars).
- Laptops, DVD players, cell phone chargers use energy when plugged in, even when they are not being used.
- An estimated \$4 Billion is spent per year on vampire electronics in the U.S alone, approximately \$1 per watt per year

## What can you do to make an impact?

**Unplug:** Unplug anything without an “off” switch when not using and countertop electronics such as a microwave.

- **Remote controlled plug-ins/power strips** let you easily turn off all electronics.
- Utilize light-switches that control individual electrical outlets to easily turn off electronics when not in use.

# Energy: Inefficient Energy Appliances

## What is the effect of these appliances?

Everyday household items waste energy: shower heads (hot water), light bulbs, faucets (hot water). Heating your home inefficiently

Light efficiency, in particular, can lead to significant savings: *“Given its prominence in the survey findings, energy gains from more efficient lighting were touted often. A nearly 50 percent reduction in annual electricity costs due to LEDs was reported.”* (Successful City initiatives with Energy Efficiency and Conservation Block Grant (EECBG) Funding)

## What can you do to make an impact?

**Buy Better:** Visit the hardware store. Buy low-flow showerheads, faucet aerators, and compact fluorescent light bulbs, as needed. These can be purchased from any hardware or home improvement store.

**Light bulbs:** when replacing bulbs purchase energy efficient (LED) bulbs, they last 10 to 25 times longer and save \$30 to \$80 in electricity costs over its lifetime

**Purchase efficient products:** When replacing broken appliances or household items (refrigerators, washers, dryers, light bulbs, etc.) encourage consumers to purchase Energy efficient products

**Measure Savings:** IC Impact will provide metric to demonstrate difference in energy used between products

# Energy : Home Energy Inefficiency

## How does proper design and construction of homes reduce or conserve energy usage?

- People may only commit to acts of change for a short period of time, **so long-term habits need to be built.**
- Building and home inefficiency can constitute up to 70% of greenhouse gas emissions. Inefficiency in Iowa City Homes account for approximately 7,333 KWH annually per home. That amounts to around 716 train cars of coal per year. more than 7 trips!!

## What can you do to make an impact?

**Turn down the heat:** Keep your thermostat as low as possible in the winter (use blankets and make sure that house windows are properly insulated) and avoid changing temperatures frequently.

**Research and investigate:** opportunities to join local solar panel power grids- responsibility partially falls on the city itself however many times these are made available to consumers who are engaged

**Reinforce Impactful Behavior:** IC Impact will provide reinforcements and challenges to keep the residents of Iowa City committed to a long term solution.

# The Waste and Consumption Problem

**The United States is 4% of the world's population,  
yet contributes to 30% of the world's waste.**

The presence of waste is an indication of **overconsumption** and **inefficient use of materials**. When we refer to waste and consumption, we are referring to all of the resources that we choose to purchase, wear, use, eat, and drink. Once the resources are of no use to us, we choose to throw them out and the items then become waste. It is easy to disregard waste once it is created because it goes into a landfill and is out of sight and out of mind. This makes it difficult for consumers to realize the impact they are making on the world and its limited resources. **With the current rate of consumption, our lifestyles cannot be sustained and we are on a fast track to depleting the world of its resources.**

# Waste / Consumption: Overconsumption

**People are buying and consuming more food than they need.**

“When taking into consideration factors such as population, energy used, meat consumed, and garbage produced, and assuming we use all the land on the planet, research concluded we need

**4.1 earths** to sustain the American lifestyle.”

- **Over-consumption** → health related problems and diseases i.e. diabetes, heart disease, obesity, arthritis
- Iowa ranks as the 12th most obese state in the country and has a 31.3% obesity rate

**What can you do to make an impact?**

**Buy only what is necessary**

- Track grocery shopping habits to see what is regularly being wasted/ not being used.
- Check refrigerators and pantries to avoid buying the same items again
- Plan recipes in advance and buy groceries accordingly

**Buy smarter**

- Choose healthier options i.e. organic food.
- Avoid boxed meals and processed foods.

**Consume only what you need**

- Adjust cooking portions to provide appropriate amount of food for your needs
- Save leftovers for quick meals the following day or incorporate them into new dishes

# Waste / Consumption: Disposal

**Disposal of food is happening before it is necessary, resulting in needless waste.**

Over 90% of Americans prematurely toss food often due to misinterpretation of expiration dates and lack of food label regulation. (Harvard Law School's Food Law and Policy Clinic and the Natural Resources Defense Council)

"In 2010, America wasted 33.79 million tons of food - enough to fill the empire state building 91 times." This wasted food could go towards feeding the "389,730 Iowans who are struggling with hunger."

**What can you do to make an impact?**

**Utilize recipes:** specifically for foods that are nearly spoiled (ex. making banana bread with ripe bananas, making cheese with nearly spoiled milk)

**Check Expiration Date:** Prior to grocery shopping, check for food items that are about to expire to see what recipes you can incorporate them into

**Donate** unused food items to a local food shelter/soup kitchen

# Waste / Consumption: Plastic

**Excessive consumption and careless disposal of plastic products is causing marine ecosystems to deteriorate.**

“The Great Pacific Garbage Patch is a floating mass of plastic twice the size of Texas, with plastic pieces outnumbering sea life by a measure of 6 to 1.”

- Wind blows littered plastic into the ocean where it gets sucked into powerful circular currents and becomes trapped
- The sun breaks plastic down into small microplastic pieces, which block sunlight. This causes problems for the growth of algae and plankton: common food sources for marine life
- The lack of these primary food sources is ultimately causing majorly destructive impact to the entire marine ecosystem

**What can you do to make an impact?**

**Buy Local:** Purchase local fresh food instead packaged food in order to reduce transportation costs

**Use reusable packaging:** i.e. Tupperware for meals that need to be consumed outside of the home. Avoid using paper bags, buy a reusable lunch bag instead

**Recycle:** Use available recycling sources in the community and compost as available to your home (IC Glass Recycling)

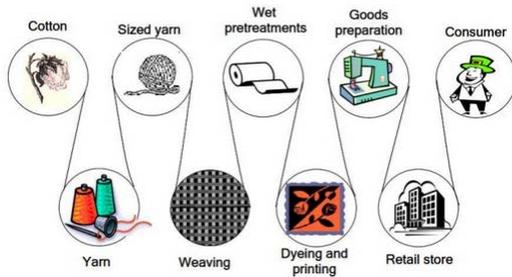
Purchase a **reusable water bottle** instead of cases of plastic water bottles

# Textiles

Textiles, from the supply chains to consumer use to disposal, have an enormous negative environmental impact that most Americans are not aware of. The interconnections between textiles and all other aspects of life and sustainability is important to become aware of.

IC Impact will inform citizens about how they can more sustainably purchase (or not purchase), care for, and dispose of (or not dispose of) their clothing to make Iowa City and our world a better place to live.

## 1. Supply Chain



## 2. Consumer Use



## 3. Post-use/ Disposal



**Consumed:** resources and energy & **Produced:** toxins, pesticides, and waste, and other pollution

# Textiles: Over Consumption

**Increased Consumption:** From 2000-2010 there has been a 47% increase in consumption of textiles.

The nation's apparel market is largely dependent on consumer spending, about 70.0% of US GDP. As consumer spending continues to trend higher, **consumers are more likely to purchase additional apparel items, bolstering demand at the manufacturing level. -IBIS world**

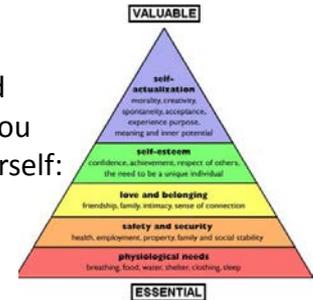
**Pesticides and Toxins:** 200+ tons of toxic chemicals escape treatment when disposing water after dyeing textiles.

**Pesticides used to grow cotton are killing off honey bee populations** who are responsible for pollinating at least 80 % of the food crops we rely on for sustenance. Continuation could lead to elimination of many foods in our ecosystem including many fruits and vegetables such as strawberries, avocados, and cocoa.

**What can you do to make an impact?**

**Buy Less:** Think about what you really need before buying to save resources and save you money on unnecessary purchases. Ask yourself:

- Why are you buying this?
- Will it make you happy?
- Do you really need it?
- What sacrifices were made for this product



**Buy Better:** When you do need to buy textiles, buy from sustainable and responsible companies that make clothing without formaldehyde and toxic chemicals that will be on your skin to benefit your health

- Consult GoodGuide
- Overdressed Shopping Directory
- Consider buying local
- Experience Economy

**Thrift:** Consider renting or thrift shopping for clothes when making purchases. These clothes reduce the impact that would be created when making a new garment.

# Textiles: Consumer Use

## **Negative Environmental Impact:**

50% of the environmental impact comes from the consumer when they own the product.

**Wasted Water and Energy:** 90% of energy consumed for laundry is used to heat the water. Using cold water can reduce the impact of carbon dioxide emissions by as much as 350 pounds annually, amounting to about **\$40 in savings** a year.



## **What can you do to make an impact?**

**Repair and Upcycle:** Learn to repair and re-purpose your clothing to increase its lifespan and save you money. Also, you will gain basic skills of repair and be able to help others learn too.

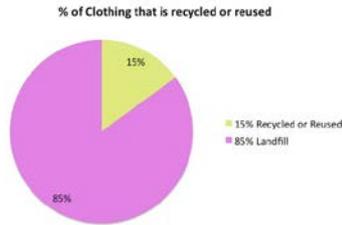
- iFixit
- Tailor clothing when it doesn't fit correctly

**Wash Smart & Wash Less:** Be conscious of the resources that your clothes consume after you buy them. If you take better care of your clothes, they will last longer and save you money buying a new garment.

- Wash clothes in cold water- (easier on clothes in long run)
- Always wash a FULL LOAD - traditional washers use roughly 40 gallons of water, and modern washers use roughly 14 - 25 gallons.
- Hang dry clothes when possible (also extends life of garment)
- Consider washing your clothes less
- Buy an energy efficient washer- save money in the long run

# Textiles: End of Life Disposal

**Unnecessary Waste:** 20 billion lbs of clothing enter a landfill per year



**Land is not unlimited:** if we keep filling it with trash, we will run out of land to use for agriculture and housing.

- 5.2% of landfill waste currently is made up of household textiles
- If the annual textile waste generated in the U.S. was put into Iowa landfills, all of Iowa's landfills would be filled 4.5 times
- We can only send our trash overseas for so long.

**What can you do to make an impact?**

**Recycle:** Dispose of waste properly, abiding by any policies local donation centers have.

- Don't dispose of clothes if they have mold on them, or are in the same container as glass products
- Know what second-hand stores are in your community (goodwill, ragstock, platos closet)

**Swap Clothing:** Consider swapping clothing with friends when you no longer want to wear it.

**Sell Clothing:** Consider selling clothing to second-hand stores or online.

# Impact of Industrial Farming and Processed Foods on Our Health and the Environment

People are choosing to eat very processed foods as well as food that is not locally grown which has an incredibly detrimental impact on our body's health and the health of the environment.



# Food: Industrial Farming vs. Local Farmers

## Why should you care?

- “For every dollar we spend on food, only about 16 cents goes to the farmer.”
- “**Those 84 cents pay for** the diesel and truck and driver to move the food from farm to processing plant or warehouse; the mill or the factory where food is processed, or the cost of storing it until it is sold. They also pay for the people who sell it wholesale or to grocers, the restaurant cooks who prepare it for us when we eat out, the satellite and databases to track shipments, and the workers, forklifts, warehouse and refrigeration at the grocery store.”
- As the distance food travels increases, so does the role of chemicals and processing to reduce spoilage before the food reaches the marketplace

## What can you do to make an impact?

**Buy based on quality/location:** Buy fruits and vegetables based on their quality and where they are grown in order to keep supporting local food production

**Buy Local:** Buy produce from farmers markets and local producers, they not only use less energy but they also have an “Inglorious Fruits and Vegetables” section.

**Avoid Buying flow in in produce:** Avoid buying produce that has been flown in from abroad. Cherries, blueberries, blackberries, raspberries, tomatoes, bell peppers and asparagus are the main fruits and vegetables most frequently shipped by air.

# Food: Industrial Protein vs. Natural Protein

## Why should you care?

### Grass Fed Beef vs. Corn Fed Beef

Grass fed beef is much better for the environment and better for the state of Iowa.

- “Producing 1 kilogram of beef emits more greenhouse gas than driving 155 miles” (Similar to if you drive from Iowa City to Chicago for a steak dinner!)
- “Grass fed meat has about the same amount of fat as skinless chicken or wild deer or elk”

### Factory-farmed poultry vs Locally farmed poultry

Arsenic is a powerful carcinogen to humans, but routinely fed to chicken and pigs to make them grow faster and improve the color of the meat. Studies has shown that eating just 60 grams of chicken a day would lead to an arsenic intake of 1.38-5.24 micrograms/day; compared to the World Health Organization’s “safety limit” of 2 micrograms/kg/day.

## What can you do to have an impact?

**Buy Less:** If you gave up beef, you would save over 300,000 gallons a year. ( A whole lot more if you could save by never showering)

**Buy Better:** If you are going to buy meat, since farmers don’t often slaughter their animals year-round, buy your meat from local farmers in bulk and store it in your freezer.

# Food: Packaged Foods Overconsumption

## Why should you care?

- “Many processed foods contain phosphate additives that augment taste, texture, and shelf-life. But these additives are known to cause health problems like rapid aging, kidney deterioration and weak bones, according to the *Rodale Institute*.”
- Difficulty concentrating can be attributed to processed foods. According to *Oxford University*, having found that junk food consumption can cause people to become angry and irritable. Nutrient-dense whole foods, on the other hand, can help level out your mood, sustain your energy levels, and leave you feeling calmer and more collected

## What can you do to have an impact?

**Learn what is in your food:** Become educated on what exactly is going into processed food as well as the amount of packaging and energy that goes into making the product

**Buy Healthy:** Choose fresh foods to cook with and eat, stay away from the middle aisles and checkout lines

# Outdoor Education: Major Problems

- Not spending adequate time in the sun leads to a variety of health issues
- A lot of people don't have access to natural/green spaces, or they would rather spend time indoors

<b>Skin Type</b>	<b>UVI: 0 - 2</b>	<b>UVI: 3 - 5</b>	<b>UVI: 6 - 7</b>	<b>UVI: 8 - 10</b>	<b>UVI: 11+</b>
<b>Always burn, never tan</b>	<b>0 minutes</b>	<b>10 - 15 min</b>	<b>5 - 10 min</b>	<b>2 - 5 min</b>	<b>1 - 2 min</b>
<b>Easily burn, rarely tan</b>	<b>0 minutes</b>	<b>15 - 20 min</b>	<b>10 - 15 min</b>	<b>5 - 10 min</b>	<b>2 - 5 min</b>
<b>Occas. burn, slowly tan</b>	<b>0 minutes</b>	<b>20 - 30 min</b>	<b>15 - 20 min</b>	<b>10 - 15 min</b>	<b>5 - 10 min</b>
<b>Rarely burn, rapidly tan</b>	<b>0 minutes</b>	<b>30 - 40 min</b>	<b>20 - 30 min</b>	<b>15 - 20 min</b>	<b>10 - 15 min</b>
<b>Never burn, always dark</b>	<b>0 minutes</b>	<b>40 - 60 min</b>	<b>30 - 40 min</b>	<b>20 - 30 min</b>	<b>15 - 20 min</b>

# Outdoor Education: Lack of Focus

## Why should you care?

The symptoms of ADHD in children are often more severe when they stay inside all day and have minimal exposure to nature.



## What can you do to have an impact?

**Go Outside:** Research has shown that behavioral problems associated with ADHD were reduced in severity when children spent time each day outside in a green environment.

**Take a Walk:** This can be as simple as taking a short (15-20 minute) walk through a park or other green space every day. In fact, even children and adults without ADHD have reported having better focus after outside activity.

# Outdoor Education: Vitamin D deficiency

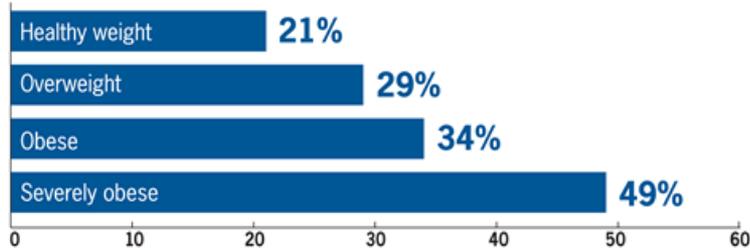
## Why should you care?

Vitamin D deficiency from little sun exposure can lead to weakened muscles, asthma in children, cancer, and certain cognitive impairments including mental illnesses such as depression or anxiety.

## What can you do to have an impact?

**Get Some Sun:** Sun exposure not only raises Vitamin D levels, it also provides a better night's sleep, enhances your mood, lowers blood pressure, and provides protection against breast, colon, and even skin cancers. **Spending 15-20 minutes in the sun can supply a person with all of the Vitamin D they need for the day.** Perhaps website can give UV index for the day and provide chart on first Outdoor slide so people know the adequate amount of time needed for vitamin D intake

Prevalence of vitamin D deficiency in children



# Outdoor Education: Diminishing Natural Areas

## Why should you care?

A nationwide poll found that children are less willing to spend time outdoors. Sixty two percent of children have no transportation to nature areas and sixty one percent have no natural areas near their homes.

## How can you make an impact?

**Engage Friends:** This same poll also found that ninety one percent of children will go outdoors if encouraged by a friend, so positive encouragement is the best way to get kids engaged in outdoor activities

**Outdoor Events:** The city could host or sponsor fun outdoor events for families or kids to get them outside and using IC's natural areas



# Measurement

Measurement will be based on an individual and community **point system**.

## **Total Counters will Include**

**Water Calculator:** will track household water consumption on a daily, monthly, & yearly basis

**Energy Efficiency counter:** tracks the cumulative number of kilowatt hours saved

**Grocery/Waste tracker:** will help consumers compare and contrast their grocery shopping habits from week to week as well as track the waste they produce

**Nutrition/Activity Counter:** individuals can record their actions and see how those activities contribute to their overall well-being

## **Measurement will also include:**

Individuals will be encouraged to share best practices and testimonials about specific actions they have taken to improve their day-to-day impact. Additional points will also be given to those who interact more often on the website by commenting on other people's actions or sharing their own actions on social media.

# Communication Strategy

- We recommend the development of a multi channel communication strategy using all media to communicate to Iowa City residents that there is a place where they can go to learn more about sustainability and simple changes they can make, without sacrifice, to have a small but positive impact on the planet.
- This communication strategy will inform residents of this resource that is different from other similar resources in that it is easy to use, interactive, and is unique to problems in Iowa City
- This multi channel communication strategy will be targeted to various demographics, psychographics, and lifestyle targets to encourage them to explore the website and learn about environmental issues concerning water, energy, food, waste, textiles, and outdoor education.
- Our response objective is to draw the citizens of Iowa City to the various applications, understand their impact, change the way they live, and “see” their positive impact.

# Media

- Direct Marketing
  - Mail: (utility bills, pamphlet, newspaper ad in Press Citizen)
  - E-Mail
- Newspaper article or news story
- Social Media - #hashtags, shares, likes, etc.
  - Ex: “#ICtheImpact on my health!”
- Connections with relevant organizations
- Influential endorsements
  - Business owners
  - Government members

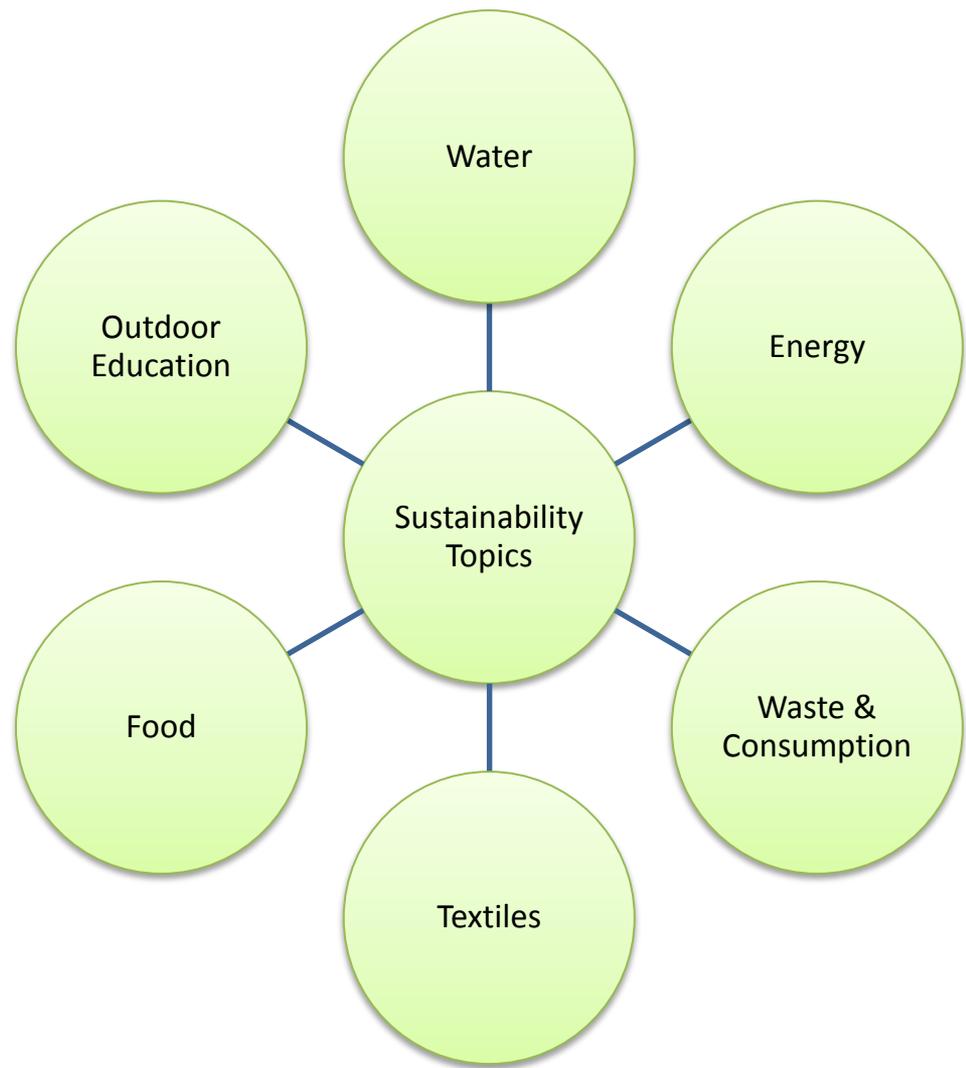
# Recommendations

1. Send out bi-monthly e-mails to citizens containing...
  - a. Updates on the website and Iowa City progress
  - b. Featured citizens that have logged a lot of actions
2. Incorporate these actions into Iowa City events.
  - a. For example: don't offer bottled water at an event and instead say, "log your use of a reusable water bottle to show your support for a more sustainable Iowa City"
3. Host special events when certain city milestone events are reached
  - a. For example: such as 500 people actions logged on the website)
4. How do you want to live?- Your impact on others is always powerful, no matter how many people you affect. Often we think we are too small or are incapable of helping to inspire others or change the world. No matter how big or small one's actions are they still can change the world and affect others. A simple act of talking about an issue such as sustainability to someone can impact another in a way that affects 1000 more. Don't underestimate and play down your own individual power.

# Everything is Connected

- [Cotton T-shirt Video](#)







Change the way you think,  
Change the way Iowa City lives

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