



2017

STUDENT

AMBASSADOR

TOOLKIT

Presented by
The Ecology Center

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Hurley



TOOLKIT ELEMENTS

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MANIFESTO

It's one of the driest years in recorded history... Yet we each use 1800 gallons of water every day. 90% of that doesn't even flow from the tap - it's in the food we eat and the things we buy. Tracking the hidden water we consume is called water footprinting. That hamburger you had for lunch took 1200 gallons to make. That t-shirt you're wearing, another 600 gallons. You get the picture.

Let's cut our water use in half.

IT'S TIME TO WAKE UP, CALIFORNIA.

TURNING OFF YOUR FAUCET ISN'T ENOUGH.

WE NEED A WATER REVOLUTION.

IF THERE IS LESS WATER, WE SHOULD USE LESS WATER.

NO WATER NOW, DOESN'T HAVE TO MEAN
NO WATER IN THE FUTURE.

JOIN THE MOVEMENT!

START HERE. START NOW.

WE CAN TURN THIS AROUND.

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OUR CHALLENGE

1. THE WATER EFFECT

The average American uses 1800 gallons of water every day. That's twice the global sustainable average. At the rate we're consuming water, we'd need two planets to quench our thirst.

This is more than just the water you use to drink, shower, brush your teeth, and wash your dishes. Water flows through everything we buy, eat, wear, and throw away.

This is visible AND invisible water. This is our **water footprint**.

The Water Effect reimagines our relationship to water through:

- The stuff we buy.
- The food we eat.
- The water we use at home.

The majority of our water use is invisible. By bringing awareness to the water it takes to make and transport everything we touch, we can all make better choices every day.

Through collaboration and leadership, we will act as stewards of our most precious resource and create an abundant future.

Together, we can turn this around. The Water Effect issued a call, and you answered.

Let's get started.

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WATER FOOTPRINTING

Let's review the basics.

Q. What is a water footprint?

A water footprint is the volume of freshwater required to make all the goods and deliver all the services we consume on a daily basis. We can calculate this footprint for an individual, a family, a school, or even a country.

The amount of available freshwater on the planet is rapidly decreasing, and water footprinting is an important, comprehensive tool to measure our use and identify places where we can save right away. We believe everyday changes are the key to effective water conservation.

Remember that 1800 gallon average? Scientist have calculated that the individual sustainable footprint based on our current global water supply is just 957 gallons per day. Let's cut our daily water use in half!

Q. What uses the most water?

Some of the water we use on a daily basis is what we call **"visible"** water usage. We're all more or less aware of the water we use to bathe, drink, wash dishes, flush the toilet, and anything else where we can physically see the water. On a daily basis, we use nearly 100 gallons of direct water at home. To contrast, we use over 1600 gallons of indirect or **"invisible"** water every day. For example, our food requires water to grow, harvest, process, prepare, ship, and cook. The water footprint of our plates is massive! Now think of everything you buy, everything you do. Buying clothes, driving a car, drinking coffee, charging your phone, using a computer. We all use water all day, every day.

Q. Where does most of our water come from?

Most Southern California communities receive their water from either the San Joaquin Delta in Northern California or the Colorado River via Lake Mathews in Riverside County. In either case, water travels hundreds of miles to get to your community.



CALCULATE YOUR FOOTPRINT

1. THE WATER EFFECT

Examining your daily useage provides a better understanding of how water footprints work. As an example, we've put together a brief list of choices we make everyday.

Mark the things that apply to you and calculate your total daily gallons used.

Step 1. Food Choices

- | | |
|--|---|
| <input type="checkbox"/> Reusable Water (1 gal) | <input type="checkbox"/> Plastic Water Bottle (6 gal) |
| <input type="checkbox"/> Water (20 oz.) | <input type="checkbox"/> Soda (35 gal) |
| <input type="checkbox"/> Veggie sandwich (200 gal) | <input type="checkbox"/> Hamburger (650 gal) |
| <input type="checkbox"/> Apple Snack (19 gal) | <input type="checkbox"/> Potato Chips (50 gal) |

Step 2. Lifestyle Choices

- | | |
|---|---|
| <input type="checkbox"/> Thrift store t-shirt (0 gal) | <input type="checkbox"/> New Cotton t-shirt (500 gal) |
| <input type="checkbox"/> Use recycled paper (6 gal) | <input type="checkbox"/> Use New Paper (19 gal) |
| <input type="checkbox"/> Play outside (50 gal) | <input type="checkbox"/> Watch TV (500gal) |
| <input type="checkbox"/> Bath (80 gallons) | <input type="checkbox"/> Shower (20 gallons) |

TOTAL DAILY FOOTPRINT: _____

What stands out from your footprint? Can you identify the biggest water user in your day?

Try translating that big water user into a solution. Maybe for you it's eating less meat, maybe it's swapping all your single-use plastics for reusables. Your water footprint is your roadmap towards maximum impact by switching behaviors.

This is just a snapshot of your daily use! For a more accurate measure, try an online calculator like [this one](#).



5 SOLUTIONS TO REDUCE YOUR FOOTPRINT

1. CHANGEMAKING

Get started right away with these simple habits that create immediate, significant savings.

1. GO REUSABLE Purchase and use a reusable water bottle (6 gallons/day)

It takes almost 7 times as much water to produce a plastic bottle than there is water inside of it. Plus, every year in California, more than 1 billion plastic water bottles end up in the ocean, or in the landfill where they leak toxic additives into groundwater and take 1,000 years to biodegrade. Use a reusable water bottle everyday, and you eliminate plastic waste and reduce your water footprint. Take it a step further and swap out all of your single-use items (cups, bags, to-go ware) for reusable materials.

2. CONSCIOUS CONSUMPTION Buy less, buy to last (100's of gallons/week)

Choose quality over quantity to save water and stop feeding landfills. Every shirt, shoe, phone, and tablet you purchase requires massive amounts of water to produce and transport. The average cotton t-shirt takes 650 gallons to produce. Give old things new life. Buy products that are durable, responsibly made, or used and be sure to repurpose and recycle instead of tossing your worn goods in the landfill.

3. EAT LESS MEAT Swap a meat-based meal for a veggie-based meal (1,000 gallons/meal)

Beef has one of the largest water footprints of any food choice. In addition to the water that animals drink, it takes water to grow their feed and process their meat. Take a step down the food chain and save – up to 1,600 gallons for 1lb of beef. Already a vegetarian or vegan? Not all fruits and veggies are created equal when it comes to water usage. Do some research to see what seasonal produce is the most water conscious.

4. DITCH THE LAWN, GROW YOUR OWN From unused land to abundance (300 gallons/week)

Transform empty, unused, or lawn areas into vibrant ecosystems. By installing a native, vegetable, or even butterfly garden in the place of water-using plants or hardscape, you reduce pollutants, water usage, and create life! Growing your own food (even if it's just an herb garden to get started) keeps harmful pesticides out of our waterways and reduces the water otherwise needed to transport, process, and store food.

5. HEAD OUTSIDE Surf, hike, explore! (50 gallons/day)

Instead of staying in with your tv, computer, or tablet, head outside for rejuvenation and rest. Put down the phone and soak in the ocean, mountains, a garden – wherever you find inspiration. Water is energy and energy is water. Save both when you opt outside.

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AMBASSADOR PROGRAM

1. CHANGEMAKING

As a Student Ambassador for The Water Effect, you'll do more than shift your own daily habits. Supported by your ambassador team, The Ecology Center staff, and other water conservation leaders, you'll take part in the following throughout your internship:

1. **Audit** the water footprint of your school at the beginning and end of your internship.
2. **Collaborate** as an ambassador team on a social media campaign centered around March 22, 2017 -- World Water Day.
3. **Activate** your campus and community through a long-term project.
4. **Share** the impact of your work through social media and presentations.

Month	Audit	Collaborate	Activate	Share
January	First campus water audit	Meet at The Ecology Center; Brainstorm	Analyze audit and plan for activation	SM / Personal footprinting solutions
February		Meet at The Ecology Center; Planning	Activate	SM / Activations
March		Meet at The Ecology Center; Execute Campaign	Activate	SM/ World Water Day
April	Second campus water audit	Meet at The Ecology Center; Celebrate and discuss impact	Design another activation	Presentation at partner school

AUDIT

In order to analyze your school's water use over the course of your internship, you'll perform a water audit at the beginning and at the end of your project.

This water audit is an overall look into the water usage of your high school. It counts gallons of **visible water** used monthly in bathrooms, irrigation, facilities maintenance etc. These audits allow us to track changes in water use and deduct what practices contributed to the differences.

To perform an audit:

- If you go to a **public school**, ask your district office to talk to their head facilities person. This person can help you access your school's water bill and track overall usage. A teacher can help facilitate if needed.
- If you go to a **private school**, ask your head of facilities for copies of the water bill.
- In either case, make sure to inquire about water efficient upgrades in place at school.

When you perform a water audit, please record your results using this [form](#).

NOTE:

This type of water audit only accounts for visible water. As you can probably see by now, it is very difficult to measure invisible water usage for a large area or group of people.

Do you have any ideas for how the comprehensive impact of your water conservation can be measured? How can you incorporate the personal water footprinting audit you calculated for yourself? Before you put your activation plan in motion, establish a metric for success.

COLLABORATE

Together, the Ambassador team will create a campaign to celebrate World Water Day (March 22, 2017) and inspire a day of action.

“World Water Day is an international observance and an opportunity to learn more about water related issues, be inspired to tell others and take action to make a difference.” - UN Water

Questions for guidance:

Q. What would be most meaningful in your school? What would be most visible? Sit-in, walk out, collaborative art piece, discussion, or something else.

Q. What could be done across all 6 schools at the same time? Think [Earth Hour](#).

Q. How would participants share what they're doing? How would you mobilize the most people on social media?

Q. What will be the build up? What will happen on the day? How will you tell the story afterwards?

Q. What organizations on-campus and in your community could be valuable partners? For example: other schools, non-profits, or local businesses.

ACTIVATE

Design your own project based upon solutions that inspire you. Your challenge is to plan and execute an activation that inspires your campus to make positive change and real impact. Challenge yourself and your classmates to make change!

Here are a few examples based upon the 5 Solutions.

1. PLASTIC FREE CAMPUS

- Create a Reusable Water Bottle Challenge at your school.
 - Create a social media campaign around reusable bottles. (#GoReusable)
 - Develop a challenge and reward the winner with stickers or giveaways.
- Organize a screening of [Tapped](#)
 - Borrow a classroom or multipurpose room for a lunchtime screening.
 - Free pizza is always a plus, but potlucks are fun too!
 - Follow-up your screening with a discussion. The filmmaker's guide is [here](#)
- Create an art installation of collected plastic bottles from campus.
 - Display these in a public place like your school quad.
 - Film, photograph, or otherwise document people's reactions.

2. CONSCIOUS CONSUMPTION

- Organize a school-wide [clothing swap](#).
- Develop a directory of local farmers markets to share with your campus.
- Organize a craft fair run by students that make their own goods and art!

3. MEATLESS MONDAY

- Bring Meatless Monday to your school cafeteria.
 - Connect with your school lunch program.
 - Explore more resources from the Humane Society [here](#).
 - Try collaborating with a local farm like one listed on [Local Harvest](#).
- Organize a screening of FOOD INC.
- Organize a potluck to promote eating veggie.

4. DITCH THE LAWN / GROW YOUR OWN

- Organize a school garden work day or container gardening workshop!
- If a school garden doesn't exist, propose one. Use [this resource](#) to get started.
- Plant a school veggie garden or create a butterfly garden in empty soil patches.
- Remove a small section of lawn and plant a native garden!

5. HEAD OUTSIDE

- Organize a hiking group and explore local trails together.
- Create a photo campaign around inspiration you find outdoors.
- Go surfing! Stand out in the lineup with the help of the [Hurley Surf Club](#).

SHARE

Spreading the word is critical to the success of activism in any form. By combining digital and direct outreach, your work as an Ambassador will be made visible.

DIGITAL

- The Ecology Center team will guide the Ambassadors to create strategies to mobilize your digital community together. By engaging social media, solutions, problem solving, and real change will be shared instantly. This will culminate in a World Water Day activation.
- Use #TheWaterEffect to track engagement and reshares. Try developing a hashtag or two of your own that succinctly summarizes the goal of your activation or project.
- Remember to start your strategy by considering what you want those engaging with your content to do. How will it create impact?
- Balance the “ask” and the impact of your social media goals. For example, posting a photo of your lunch is simple, however it may not have the impact you’re looking for. If you ask people to calculate the water footprint of their lunch and then post it, you may receive fewer posts because of the extra steps, but create more impactful activations.

DIRECT

- Take the message on the road! We’ll connect you with a partner school to present your personal and campus-wide goals.
 - See the attached The Water Effect [presentation](#) to share water footprinting and creative solutions with your community.
- Make water visible at school. We’ve put together a dynamic [poster installation](#) that shows the real impact of our daily choices on our water footprint. Bring The Water Effect’s poster installation to your campus for a simple, impactful activation.



RESOURCES

We'll be constantly updating the Student Ambassador page on www.theecologycenter.org/water to be your go-to resource for additional information, water saving solutions, and more.

The Ecology Center DIY projects and resources:

[The Water Effect PSA Video with Rob Machado](#)

[Water Footprinting](#)

[10 Simple Solutions to Create an Abundant, Healthy Watershed](#)

[Build and Install a Rain Barrel](#)

[Video: How to Install a Rain Barrel](#)

[Brick It!](#)

[10 Ways Bucket Saves Water](#)

[Construct a Veggie Box](#)

[Video: Make and Plant a Veggie Box](#)

[Conscious Consumption](#)

[Become a Locavore](#)

Resources from other organizations:

[Ban The Bottle](#) / Resources, tips, and FAQ for starting a ban the bottle campaign.

[National Geographic](#) / Learn more about drought locally and worldwide.

[National Geographic: Footprint Calculator](#) / Get a more accurate picture of your total footprint.

[Rob Machado Foundation](#) / Bringing clean beaches and water refill stations to San Diego.

[UN Water](#) / Learn more about the origin of World Water Day, and how people organize globally.

[US EPA](#) / Dig deeper into the many challenges facing communities around water.

[Waves for Water](#) / Traveling out of the country? Become a clean water courier.

[WWF Canada Video](#) / Explore water footprinting and invisible water usage.



ASSETS FOR SHARING

3. SUPPORT

Visit the Student Ambassador page on www.theecologycenter.org/water for more downloadable toolkits, assets, and graphics to help you make water visible.

[Introductory Presentation](#)

10 solutions to cut your daily water footprint in half

[Poster Installation](#)

Series of water footprinting posters, available free for display on campus.

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CONTACT INFORMATION

We're here to support you every step of the way. Here's how to stay connected.

The Ecology Center
949 - 443 -4223

#TheWaterEffect

Instagram: @theecologycenter

Facebook: www.facebook.com/theecologycenter

Twitter: @eco_center

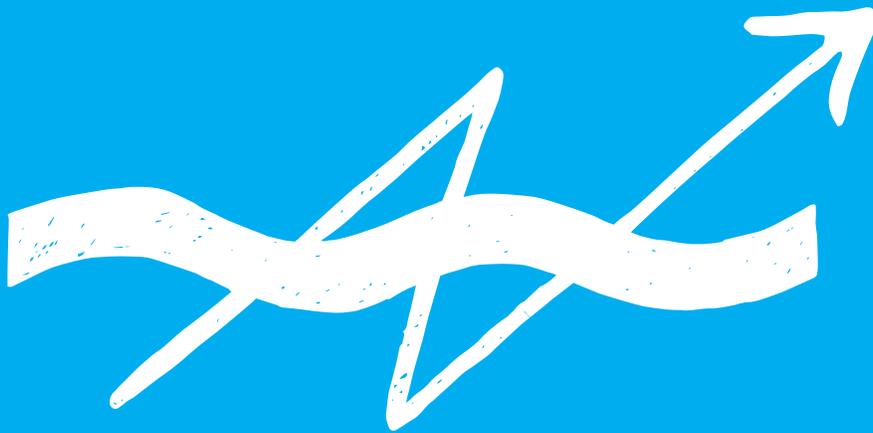
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