

# ARE YOU UP FOR THE CHALLENGE?

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## NO IMPACT WEEK

Thank you for your interest in the Community No Impact Week! Below you will find a full description of the Community No Impact Week program package. If you cannot find the answers you are looking for below, please contact us at (347) 566-1593 or at [lilly@noimpactproject.org](mailto:lilly@noimpactproject.org)

### **Program Description:**

The No Impact Experiment is a one-week carbon cleanse. It is a chance for you to see what a difference no-impact living can have on your quality of life. It's not about giving up creature comforts but an opportunity for you to test whether the modern "conveniences" you take for granted are actually making you happier or just eating away at your time and money.

This experiment was inspired by [Colin Beavan's one year experiment with No Impact living in New York City](#). The No Impact Experiment is an eight day version of Colin and his family's yearlong experiment. Each day of the program has its own theme and challenge that builds on the next so that by the end of the week you are virtually living No Impact. The daily challenges are as follows:

- **Sunday: Consumption**  
Description: Don't buy anything new (except for food!)
- **Monday: Trash**  
Description: Don't create any trash.
- **Tuesday: Transportation**  
Description: Only transport yourself through environmentally friendly ways such as biking, walking, public transportation or carpooling.
- **Wednesday: Food**  
Description: Only eat local food and cut down on your meat consumption.
- **Thursday: Electricity**  
Description: Cut back on your electricity use or stop it all together.
- **Friday: Water**  
Description: Cut back on your water use.
- **Saturday: Giving Back**  
Description: Give back to your community.
- **Sunday: Eco-Sabbath**  
Description: Unplug and reflect. You and the environment take a break.

We believe it is not only possible, but is necessary to discover ways to live that are better for both people and the planet. The No Impact Week is particularly powerful when communities of people take on this challenge together. The No Impact Week is an immersive, educational program that empowers participants to 1) experience how lower impact living can benefit the

planet, the people, and the individual too, and 2) create a community that is engaged and excited about sustainability and involvement in the environmental movement.

**This package includes:**

- **The No Impact Week Manual**  
Description: *A daily guide for individuals participating in the No Impact Experiment with tips, guidance and inspiration to help them through each day's No Impact challenge.*
- **No Impact Week PowerPoint Presentation and Notes**  
Description: *This presentation is to assist you in sharing the No Impact Week concept and idea with colleagues, community members, etc.*
- **The Community No Impact Week Planning Checklist**  
Description: *A planning guide and organizing timeline for No Impact Week organizers.*
- **Answers to Commonly Asked Questions**  
Description: *We want to make sure we fully answer all questions you may have. If you do not find the answer you are looking for in this document you are welcome to contact us at (347) 566-1593 or at lilly@noimpactproject.org.*
- **26 film suggestions for No Impact Week**  
Description: *We cannot provide the rights to show these films, but this is a list of some of the leading films for each theme of the No Impact Week. Links and notes on which films are free and available online are included.*
- **The No Impact Week Workshop Guide**  
Description: *This is a facilitator's guide for leading workshops during the No Impact Week.*
- **100 No Impact Week Event Ideas**  
Description: *In addition to the individual challenge of the week we recommend planning interactive events and activities to further educate participants about environmental issues and build community. These are 100 ideas and resources to help you plan events that will bring the No Impact Week to life in your community.*
- **The No Impact Curriculum**  
Description: *This is a curriculum for educators with lesson plans that correspond with the themes of the No Impact Week.*
- **No Impact Curriculum Book Passages and Video Clips**  
Description: *A list of links to No Impact Man book and film passages that go along with the lessons of the No Impact Curriculum.*
- **NIW Middle and High School Challenge Worksheet**  
Description: *This worksheet is a way for students to record their personal environmental behaviors each day throughout the No Impact Week.*
- **No Impact Week daily email templates**

Description: *We recommend sending a daily email out to participants during the No Impact Week to remind them about the day's challenge and events and provide tips and inspiration. We have created templates for each day's email that can easily be adapted for your community.*

- **3 No Impact Week flyer templates**

Description: *These flyers are to help get the word out about No Impact Week and build excitement. These flyer templates are simple and easily adaptable for people who have no design experience and/or no access to design programs.*

- **No Impact design kit and event poster template**

Description: *These resources include a more advanced event poster template, No Impact Project fonts, borders and other design elements to assist people with design experience to customize their own outreach materials while keeping the branding consistent with the rest of the No Impact Week materials.*

- **No Impact Week press release template**

Description: *This press release template is easily adaptable to help you inform others about the awesome sustainability program your community is taking on.*

**Also Included:**

- **A license to use the No Impact Experiment name and program.**

Description: *The No Impact Week concept and materials are property of the No Impact Project. Although many of the No Impact Week resources are online for the benefit of individuals who want to undertake No Impact Weeks on their own, it is not our intention that institutions or organizations use the No Impact Week materials without the involvement and guidance of the No Impact Project.*

- **A customized link and password to access instantly updated registration data for your community.**

Description: *We provide you with access to a list of names and email address of people who have registered online for your community's No Impact Week. This information is automatically updated and can be downloaded by you at any time.*

- **The html code for a customized widget to keep a running count of No Impact Week registrants from your community.**

Description: *The html code for this widget can be plugged into any website. The widget looks like this:*



- **No Impact Week [pre-week](#) and [post-week](#) surveys.**

Description: *We have created pre-week and post-week surveys for participants to help them reflect on their experience and to help you gauge the impact the No Impact Week program had on the behaviors of your community.*

- **Access to auto analysis of survey results.**

Description: *We provide you with access to all data from these surveys as well as the tools to analyze it (we walk you through this process in the No Impact Week Planning Guide).*

### **Additional Resources:**

- [Videos of others taking part in the No Impact Week](#). To add a video to this playlist, upload a video on your personal or institutional youtube account and send it to us here: <http://noimpactproject.org/share-your-story>
- [Videos of interviews, lectures, etc. with Colin Beavan \(No Impact Man\)](#).
- The No Impact Project Facebook page to share stories, pictures, and questions with other No Impact Week participants around the world ([www.facebook.com/NoImpactProject](http://www.facebook.com/NoImpactProject)).
- The No Impact Project Twitter page to share stories, pictures, and questions with other No Impact Week participants around the world (<http://twitter.com/#!/noimpactproject>).

### **Additional Options:**

- Invite No Impact Man himself, Colin Beavan, to speak in your community (email [ellis@americantalentgroup.com](mailto:ellis@americantalentgroup.com)).
- Purchase copies of the [No Impact Man book](#).
- Purchase the [No Impact Man film](#) and public screening rights.
- \*Please note, that we do not want you to feel limited or overwhelmed by our ideas. Define your experience. Do as much as you can, adapt it to your life and community, and – like most challenges – the more you put into this, the more you’ll get out of it.

We hope to hear from you soon!

