



2018 NAMM Day of Service – Puerto Rico, USA

HI IMPACT 2020

Empowering staff to better our planet.

Our staff are our greatest asset. They're what separates a HI hostel from our competition and what makes our mission possible. So, it is essential that we build a culture of global stewardship, so that they can carry our values into their work every day on the front lines. **Our Project, HI IMPACT 2020, will empower HI USA staff to be better global stewards by challenging them to a 30-day campaign to improve their impact while inspiring others along the journey.**

Knowing how to be more sustainable is only half the battle; many lack the tools or experience to set change in motion. Every day, hostels give travelers the tools to have intercultural experiences that leave them impacted for a lifetime. Each hostel is a lab for experiential learning, so we want to take that same spirit into our project. Instead of just telling our staff what to do, this project will give each pledged participant the tools to commit to 12 unique impact challenges.

About 550 people work at HI USA. We wish for 30-50 of them to make the 30-day pledge and also see representation from at least 80% of all hostels and national departments. After signing a pledge and being accepted, each will receive an Impact Kit with tools to help them achieve the 12 HI IMPACT challenges. Each participant will be provided access to a daily log and expected to complete it for each of the 30 days of the challenge.

A representative committee, including select participating volunteers from both the national and hostel levels, will be formed to manage the campaign and facilitate engagement between participants, other staff, and the broader HI USA community. Group chats, facilitated by HI USA's sustainability coordinator, will be open for participants able to join once each week to discuss environmental issues related to the challenges and solutions being taken at the local, national, and global levels.

[**Click here to vote now**](#)

HI Sustainability Fund 2020



At the end of the campaign, four winners will be determined by representative committee and asked to share their experience with all-staff. There will be prizes too! But not just two for 'most impactful' but also awards for 'most engaged and creative' and 'most improved'.

A report produced by the committee will outline the project's impact on staff and our environmental and social communities. Weekly overall scores for each participant will be determined by the committee and released weekly to all HI USA staff. At the conclusion of the campaign, all quantitative and qualitative data collected from journal entries will be analyzed and provided publicly (while protecting personal privacy) in the released report. It will also include analysis of pre- and post- participant surveys using the same methods as HI USA's community education department.

Few if any previous HI Sustainability Fund winning projects have embraced employee engagement. The power of effective employee engagement is clear and required in the type of working environment that a hostel presents. When approached using a sustainability lens, the impact of employee engagement is significantly magnified.

This project addresses the following HI Pillars of Sustainability: Our People, Our Communities, Consuming Sustainability, and Our Nature; while also support Goal 12: Sustainable Consumption and Goal 13: Climate Action of the UN Sustainable Development Goals

The 12 Challenges:

I will...

- 1) only print paper when absolutely necessary.*
- 2) limit to eliminate the number of plastic-bottled beverages that I drink.*
- 3) conserve water when showering by limiting use to under 7 minutes per shower.*
- 4) give the greatest resource I have, my time, to volunteer in my communities.*
- 5) buy from local markets and businesses.*
- 6) eat less and environmentally preferred meat.*
- 7) ride public transit or carpool where available.*
- 8) compost organic waste at home and work.*
- 9) plant a tree.*
- 10) attend a public event related to sustainability.*
- 11) attend a local civic engagement.*
- 12) watch a climate change documentary with someone who hasn't seen it before*

[Click here to vote now](#)

HI IMPACT 2020 Challenges List with Goals and Measurements

#	Challenge	Goal	Measurement Method
1	I will only print paper when absolutely necessary	Only essential paper printed	+/-IMPACT for paper printed versus essential need
2	I will limit the amount of plastic bottled beverages that I drink	No plastic bottled drinks purchased	-IMPACT for plastic bottled beverages consumed
3	I will conserve water when showering by limiting use to under 7 minutes per shower	7-minute average shower time per week	+/- IMPACT for actual to target ratio
4	I will give the greatest resource I have, my time, to volunteer in my communities	4 hours of volunteer service in month	+IMPACT for more volunteer hours served
5	I will buy from local markets and businesses	Buy from 1 local business or market per week	+IMPACT for more visits/purchase
6	I will eat less and better meat	Eat 1 meat-free meal per week and limit high-impact meat	+IMPACT for more meat-free meals and highly limiting high-impact meat
7	I will ride public transit or carpool where available	Use when available	+/- IMPACT given use to availability
8	I will compost organic waste at home and work	Compost Bin Used Daily	-IMPACT if compost bin not set-up or used
9	I will plant a tree	1 tree planted	+IMPACT for more than 1 tree planted
10	I will attend a public event related to sustainability	1 sustainability event attended	+IMPACT for more events attended
11	I will attend a local civic engagement	1 civic engagement attended	+IMPACT for more civic engagements attended
12	I will watch a climate change documentary with someone who hasn't seen it before	Watched 1 time with 1 new viewer	+ IMPACT for more screenings and new viewers

[Click here to vote now](#)

Key Performance Indicators and Goals

#	Key Performance Indicators	Campaign Goal	Climate Impact
1	HI USA pledged participants	> 50	N/A
2	Pieces of paper printed by participants	< 4,000	⁽¹⁾ 0.017 metric tons of CO2-e in 30 days + long-term impact
3	Reusable bottles filled by participants	> 3,000	⁽²⁾ 0.245 metric tons of CO2-e in 30 days + long-term impact
4	Plastic bottled beverages drank by participants	< 200	
5	Hours volunteered by participants	> 200	N/A without knowing specifics
6	Gallons of water saved while showering by participants	> 2,000	⁽³⁾ 0.3 metric tons of CO2-e in 30 days + long-term impact
7	Farmers market purchases	> 200	N/A without knowing specifics
8	Meat-free meals eaten by participants	> 200	N/A without knowing alternatives
9	Personal green resolutions achieved by participants	> 200	N/A without knowing specific commitments
10	Rides on Public Transit by participants	> 200	N/A without knowing alternatives
11	Pledged participants who are composting	> 50	⁽⁴⁾ 0.26 metric tons CO2e in 30 days + long-term impact
12	Trees planted by participants	> 50	⁽⁵⁾ 3 metric tons of CO2e over 10 years
13	Sustainable advocacy events attended by participants	> 50	N/A given subjective nature
14	Civic engagement activities attended by participants	> 50	N/A given subjective nature
15	Climate documentaries screened with first time viewers by participants	> 50	N/A given subjective nature
Total Carbon Footprint Reduction:			0.822 metric tons of CO2-e in 30 days + 3 metric tons over 10 years from trees + positive long-term impacts

(1) Standard Carbon: 1 piece of paper 0.0092 pounds of CO2-e

(2) Sciencing: 1 500 milliliter plastic bottle of water has a carbon footprint of 82.8 grams or 0.18 pounds of CO2-e

(3) 8.33 pounds per gallon of water. 1 BTU to heat 1 pound of water by 1-degree Fahrenheit. 8.33 BTU to raise 1 gallon of water 1-degree F. 85-degree F difference between tap and hot water settings on average equals 708.05 BTU to warm 1 gallon of water to shower temp which equals 0.21 kWh or 0.00015 metric tons of CO2-e per gallon.

(4) USEPA: 1 tree planted for 10 years reduces 0.06 metric tons of CO2-e

(5) USEPA: 3 pounds of waste per day per person sent to landfills with 21% being organic, so 0.63 pounds of food waste per day per person. 0.54 metric tons of CO2 equivalent per ton of food waste sent to the landfill, so 1 pound of food waste equals 0.00027 metric tons of CO2-e

[Click here to vote now](#)

Competition Details

Duration/Timeframe

The campaign will start on June 5th (World Environment Day), 2020 and end at the close of July 4, 2020.

Campaign Operating Committee

The HI IMPACT Committee is responsible for executing the campaign. The committee will be co-chaired by HI USA's Sustainability Coordinator and HI USA's Human Resources manager along with 2 other national and hostel representatives. Their core responsibilities will include

- Reviewing participant pledges to make final selections
- Ordering and distributing Impact Kits
- Facilitating the participant community and reporting updates to the entire HI USA network
- Tracking data and narratives to then conduct a final review to determine winners
- Ordering and distributing prizes
- Compiling a final report
- Participating in the campaign personally but not eligible for prizes

Recruitment of Participants

Prior to campaign launch, participants will have to complete a pledge form to register. All HI USA staff will be made aware of the campaign via all communication channels including national calls, email listservs, newsletters, department meetings, and hostel calls. At least one person representing all hostels and departments will be encouraged. We would like to see at least 30 participants but will have to cap it at 50.

Participant Pledge

When registering for HI IMPACT 2020, each interested staff member must complete a pledge form. The HI IMPACT Committee will review each form to select final participants. We would like to accept all registrations, but in the event that we exceed our cap of 50, the HI IMPACT Committee will determine final participants by a combined score of earliest registration, most engaged, and service to organization. The pledge form will include a pre-experience survey, sign-off to commit to each of the 12 challenges, a list of personal impact commitments made by each participant, and a text box for each participant to answer why they want to participate.

Participant Engagement

Prior to the campaign launch, all participants will be invited to a new Microsoft Team group where they'll be able to share their accomplishments, engage with others, and access journal entry forms and other materials. HI USA's Sustainability Coordinator will host several weekly calls for available participants to attend one per week to learn about environmental issues related to the campaign and local, national, and global solutions available. These calls will offer provide an opportunity for staff to share their experiences.

Data Tracking

Microsoft forms will be used to provide and collect daily journal entries from each participant that will include an opportunity to check off each challenge and add in a narrative. The data will be compiled by the Campaign Operating Committee.

Network-wide Updates

At the end of each week of the month-long campaign, a network-wide update will be sent out via email to all staff. The campaign will be an agenda item on 6 separate all staff calls: two before to recruit, two during for updates, and two after for reporting.

[Click here to vote now](#)

Participant Scoring and Awards

The Campaign Operating Committee will review all daily logs weekly and rank each participant 1-5 in the following areas to achieve a #/100 score for each participant.

- a) Personal Engagement in the Campaign
- b) Creativity in Accomplishing Challenges
- c) Impact in Achieving Challenges
- d) Percent of Challenges Accomplished

The final score will be an average of each of the four weekly scores. Four winners will be determined at the end of the competition as described below:

- 1. 'Most Impactful' (highest top-two overall scores)
- 2. 'Most Engaged and Creative' (highest combined score between engagement and creativity)
- 3. 'Most Improved' (biggest net improvement in weekly scores over the course of the campaign)

The winners will be announced nationally and be asked to present as part of a final presentation on their journey and experience. Each of the three winners will have their choice in \$250 gift-card to a number of sustainably minded retailers, restaurants, and grocers such as Patagonia, REI, Whole Foods, Trader Joes, Thrive Market, Brandless, Equal Exchange, etc.

[Click here to vote now](#)

