

campaign against consumption:

# Daily Footprint

## **Daily Footprint**

*A social-network campaign to raise awareness and change policy around the environmental impact of daily consumption*

### **MISSION:**

Daily Footprint makes environmental advocacy a feasible and everyday endeavor. Through connecting daily life and lifestyle to advocacy, the project creates a broad network of support for individuals and groups to make environmentally-conscious consumption changes at home, in their neighborhood, and on the civic and national levels. The Daily Footprint campaign is created through Ning, a free online social networking tool. The community aims to both local and global, with offline and viral events.

Daily Footprint is a place where people can use informal, everyday advocacy to take small steps for environmental change. In the process, they are given resources to learn about the bigger environmental picture and are connected to monthly campaigns, local groups and global movements. Daily Footprint will initiate one small change campaign per month centered on a daily ritual. These monthly campaigns create an online discussion and media forum, and an advocacy tool/worksheet with detailed instructions and resources about the issue.

### **OBJECTIVES:**

- 1) **Connect daily consumption to the environment:** Demonstrate that realistic, habitual change in consumption patterns can have a long-term impact on the environment.
- 2) **Show that advocacy can be happy in small steps**
- 3) **Widen the environmental advocacy net:** Create a supportive online, networked community that reaches broad potential everyday actors, not just those within the established environmental movement
- 4) **Learn and transmit the lingo:** Develop literacy and talking points around the environmental impacts of day-to-day consumption.
- 5) **Encourage Creative/Civic Participation:** Users can contribute their own slogans, posters, t-shirt designs, etc. to each month's campaign. They can also suggest the topic for a future month to be voted on at specific quorum dates.
- 6) **Affect policy:** To eventually help shape local policies in regards to consumer consumption and waste

**AUDIENCE:**

Consumers of all stripes, small businesses, neighborhood organizations, community groups

**ACTIVITIES:**

**Monthly Campaigns:**

Each month, Daily Footprint (DF) will inspire members about making one ritualized change. Campaigns can be suggested by group members and voted upon at an established DF quorum day, for example the first Wednesday of each month. Members will have 24 hours to support a future advocacy campaign. Each campaign is decided 3 months in advance in order for the campaign leader and group members to research and prepare materials, and to gather creative participation. The campaigns will emphasize one everyday, ritualized change, and also find examples of possible policy changes that could be proposed to support the change. A petition is also created online and circulated. **A media center supporting** that cause is also created and is continuously developed and maintained over the life of the campaign and beyond. Users can create their own materials – t-shirts, posters, stickers, about the particular issue and add it to the media board. Any user can download and print the material (licensed through Creative Commons) for their local campaign about the issue. Each campaign also creates a **DF worksheet** that covers talking points, gives salient facts (with cited research), and helpful suggestions on how to change daily behavior.

**Possible Monthly Campaigns:**

Plastic bags, take away silverware, disposable chopsticks, shower power, no-rinse dishwashing, unplug computer, disposable coffee cups, E-waste, bottled water, motion-sensor bathroom lights

**SUPPORTING ACTIVITIES:**

**Group challenges:**

Tapping into the competitive spirit of social-networking, groups can challenge each other during a monthly campaign. Challenges could include signing petitions, amassing and disseminating creative materials, staged off-line events and gatherings, and membership drives.



**The DF Widget:**

Daily Footprint will create a widget that can be applied to other social networks like Facebook or orkut, and can be added to your iPhone and your screensaver. The widget will also show your ranking within your group of members – you can see how many people have a lower daily footprint than you, and how you or your group ranks within the network. The DF widget will change monthly with a graphic that highlights its current campaign.

**Advocacy Group: Green Watch**

Here, we question the greening of the media sphere, and false claims that are made about “green” products.

**Advocacy Group: Green Thumb Policy Network**

A group that creates internal events, petitions or fundraisers that help support green policies. Examples of green policies are: banning plastic bags in cities, mandating use of LED lights in commercial buildings, etc. As its name indicates, the Green Thumb network is for beginner advocates, or people who are not expert policy changers. It’s a place to incubate people in the policy changing process.

**PARTNERS:**

Daily Footprint will create partnerships with media outlets, community groups, nonprofits, and civic organizations. Potential collaborators and partners are:

**Broadcast Media:** Bravo Network – Bravo has popular lifestyle reality shows. Potentially, a reality show could embed a Daily Footprint mission into an episode. For example, the *Top Design* show could have a competition for a green kitchen that incorporates a place for reusable mugs, encourage composting, etc. Current.tv could also be a partner with their VCAM (Viewer-created add messages) for DF

**Print Media:** Plenty Magazine (<http://www.plentymag.com>) -- Plenty is a green lifestyle magazine that also has an rss feed of political stories that relate to the environment. They could have a DF area that supports our monthly campaigns and highlights a member’s DF widget.

**Government:** DF could partner with specific agencies in city governments to support a media campaign (i.e. Seattle’s campaign to ban plastic bags or New York’s campaign to plant 1,000,000 trees, etc.). We could also tap state and local Environmental Councils.

**Nonprofit & NGOs:** DF could create campaigns with national organizations like the Sierra Club, the Environmental Law & Policy Center

**Corporate:** DF could partner with large restaurant chains or small entrepreneurs to create ways that limit packaging, disposable utensils, etc. Members of DF could in turn certify certain restaurants or companies with a low DF rating, for instance.

**UNDERLYING STRATEGY:**

Political choices and identities are reflected in lifestyle choices, and vice versa. Social research has shown that political consumerism can blur the lines between consumer and civic activity, and the roles of the consumer can bridge political, cultural and social spheres (Bennett and Entman, 2000). Further, through this life-style/consumer identity, broad coalitions of both individual citizens and small groups can band together against corporate hegemonies to bring about political and social change (Bennett, 2003). Radical ideas can be carried through life-style oriented messages and campaigns. Daily Footprint takes advantage of this

new reality by creating a vibrant, online, networked community that strives to become an “Internetworked Social Movement”, or ISM.

Online ISMs are a powerful -- and potentially positive -- derivative of the globalized, networked society. These electronic social networks have had, in some cases, astonishing success in mobilizing previously disconnected individuals and groups for concerted participatory action (Langman, 2005, and the Obama campaign in 2008). Daily Footprint will tap into a consumer trend towards green life-style choices by directly connecting these choices to green advocacy and local policy.

Daily Footprint also seeks to use creative and participatory measures to increase the power of DF’s monthly campaigns and messages. Many studies have shown how participatory media opportunities increase an individual’s connection to the messages themselves, and contribute positively to personal development, social capital and civic culture (Jenkins, 2006; Pew Internet & American Life project, Lenhardt & Madden, 2005). Again, DF provides forums, blogs and creative media spaces for individuals and groups to contribute posters, videos, and other media about any campaign.

### **PROJECT ROLLOUT:**

#### ***Step 1 (first 16 months):***

Creation of the social network on Ning, a free, social networking site. We will invite coalition groups, find members of other environmentally-friendly groups through Facebook, MySpace and orkut, and invite them to join the network. The initial members recruitment is issue-based. A list of our first 8 campaigns are created with members who volunteer themselves as campaign leaders. These members might be experts in their campaign field, and will help put together the factsheets and the beginnings of the media center. We will also develop the DF Widget.

#### ***Step 2 (next 24 months):***

The grassroots campaigns will begin approaching corporate and small business partners in creating informal changes in local policies. Simultaneously, the local “branches” or local-based groups on DF will be aggressively created. This geographically-based member recruitment will be the backbone of the local policy campaigns and initiatives.

#### ***Step 3:***

Based on the success of the geographic actions, DF will build a larger national coalition. By this time, the local groups will be self-sustaining. Larger partnerships with City and State governments will be folded into the advocacy campaigns, and potential corporate partnerships are developed.

**ADDENDUM: SCREENSHOTS and IMAGES****PrototypeE:**

The screenshot shows a web browser window displaying the 'Daily Footprint' Ning site. The browser's address bar shows 'http://dailyfootprint.ning.com/'. The page features a large 'Daily Footprint' logo with a footprint icon. Below the logo is the tagline: 'Bag, buy and consume less each day and make conservation a daily ritual.' The navigation menu includes 'Main', 'Invite', 'My Page', 'Members', 'Photos', 'Videos', 'Forum', 'Events', 'Groups', 'Blogs', 'Notes', and 'Manage'. The main content area is divided into several sections:

- Welcome to your new social network, Ya-Hsuan Huang!**: A green banner with icons for 'Invite friends', 'Add photos', 'Add a video', 'Add Applications', and 'Make it unique'.
- Members**: A sidebar section with an 'Edit' button and an 'Invite More' link.
- Groups**: A sidebar section with an 'Edit' button and two groups listed: 'Green Watch' (1 member) and 'Bring Your Own Chopsticks!' (1 member).
- Forum**: A sidebar section with an 'Edit' button and two forum posts: 'Coffee -- paper cups, mugs and whatnot' and 'Join the Recycle Your Fork Week organizing'.
- Notes**: A central section titled 'Daily Footprint Calculator' with a sub-header 'Daily Footprint' and a large footprint icon. The text reads: 'We want to make a gadget that helps us calculate our daily footprint. Daily Footprint will create a widget that can be applied to other social networks like Facebook or orkut, and can be added to your iPhone and your screensaver. The widget will also show your ranking within your group of members – you can see how many people have a lower daily... [Continue](#)'. Below this is a 'Welcome to Daily Footprint!' section with text about measuring carbon footprints and a link to 'The American brand of over-consumption has been the driving force behind the rise and collapse of the current global economy, and has led to both excess waste and'.
- Ya-Hsuan Huang**: A user profile sidebar with a 'Sign Out' link and links for 'Inbox', 'Alerts', 'Friends - Invite', and 'Settings'.
- Ads by Google**: A sidebar section with three advertisements: 'Reduce Carbon Footprint', 'ICF Green Business', and 'Water Conservation Expo'.

A prototype of the DailyFootprint.org has been created on the Ning website. Please note that Dailyfootprint.ning.com is only in the planning phase.



*Example of a User-Contributed Poster campaign*

Ning Create Your Own Social Network Ya-Hsuan Huang Search

# Daily Footprint

Bag, buy and consume less each day and make conservation a daily ritual.

Main Invite My Page Members Photos Videos Forum Events Groups Blogs Notes Manage

**Chopstick Media** + Add a Discussion

Posted by Ya-Hsuan Huang on December 23, 2008 at 6:13pm in [Bring Your Own Chopsticks!](#)  
[Back to Bring Your Own Chopsticks! Discussions](#)

Please contribute NO CHOPSTICKS! videos that you've created or stumbled upon here:

**Admin Options**

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**Ya-Hsuan Huang**  
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About Daily Footprint  
**Ya-Hsuan Huang** created this social network on [Ning](#).  
[Create your own social network!](#)



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and example of a media thread in the discussion forum of the No Chopstick Campaign. The videos can be viewed here:

<http://www.youtube.com/watch?v=Ow8WrYSTYpA&feature=related>

<http://www.youtube.com/watch?v=vekflTMhu2s>