Each week in your monthly eco-journal has a new area of focus to concentrate and improve on. Try to do better as you go! As you progress through the weeks, don’t forget about your previous considerations and progress.

Your eco-journal is dry-eraseable! We recommend this method so that it is easy to reuse. It can be folded for easy portability, or hung on your wall so it’s always in sight.

The goal is progress. No one is perfect, but it sure helps to take steps in the right direction. Do as much as you can! Everything makes a difference.
Week 1
Water Conservation

Challenge: Time Your Showers

| M | T | W | Th | F | Sa | Su |

Checklist:
- Turn off water when rinsing dishes
- Run washing machines only when full
- Don’t water your lawn and plants on rainy days

Week 2
Food

Challenge: How many meals are mostly processed food?

| M | T | W | Th | F | Sa | Su |

Checklist:
- Buy sustainable and organic foods
- Buy locally or seasonally grown produce
- Don’t eat fast food

Week 3
Electricity

Challenge: Do all items on checklist (check off every day you successfully do them all)

| M | T | W | Th | F | Sa | Su |

Checklist:
- Turn off lights when you leave a room
- Use natural sunlight instead of artificial light
- Replace old lightbulbs with energy efficient ones

Electronics
- Unplug electronics when not in use
- Use the dryer less by hanging up clothes
- Dry on energy efficient power strip

Heating + Cooling
- Set higher or lower when leaving for a long time
- Set only as high or low as needed to be comfortable
- If possible open a window

Week 4
Transportation

Challenge: How many carpools or trips without a car can you make a day?

| M | T | W | Th | F | Sa | Su |

Checklist:
- Walk or bike to closer destinations
- Go one day without using a car
- Use public transportation
Take your efforts to be eco friendly to the next level through self improvement by using the inside of the Boxed Water carton, folded flat, you will have a week by week calendar to use to help yourself become more green. Not only are you not using more materials, but the material inside of the box is an erasable surface suitable for dry erase markers. This means you don’t even need to have more than one box, just reuse it.

The audience for this aspect of the product is the people who are already purchasing Box Water; those wanting to take the first step toward being more environmentally friendly. They can continue this process of improvement by being presented with ideas and challenges in a different theme each week. By having a different weekly theme people can concentrate on improving one aspect of eco-friendliness each week. As they progress they keep in mind what they improved upon in the week while focusing on a new area of improvement. Eventually being eco-conscious becomes a part of daily life.

The consumer would use the eco-journal daily to begin to change their habits and be challenged to make better decisions. When you keep track of your decisions, you become conscious and start to make better ones.

This function of the product is focusing on upcycling in two major ways: the first is by not using extra paper in order to keep this journal, the second is by being able to reuse the same journal over and over by using a dry erase marker.

The eco-journal is the perfect way for the average consumer to start decreasing their impact on the earth at a personal level, and Boxed Water is the means in which they can improve without using more resources.