**Some things are more important than me**

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1. What was my eco footprint? How does it compare to the “average”?
2. What aspects of my lifestyle were most impactful?
3. What environmental issue am I most concerned about?
4. How am I currently contributing to the problem? How can I quantify my contribution? What units might I use?
5. What am I prepared to sacrifice in order to contribute to remedying the issue?
6. How does my sacrifice help remedy the issue?
7. What reduction/corrective measures am i going to commit to?
8. What is my goal?
9. What units will I use to measure my goal?

**When do I start?**

1. How can I persuade others that my sacrifice is valuable and important and that they should do the same.
2. Make a bumper sticker that encapsulates the issue, your commitment, and the benefits of commiting.