

SMART Goals

Consider setting SMART Goals to help you focus on a few of these specific actions.

Smart goals are: **Specific, Measurable, Action oriented, Realistic, Time-bound**

Example: I will convert the lighting in my home from 50% LED to 90% LED over the course of a year.

In the example, the goal is:

Specific - Rather than saying something like “use less energy” this person states that they will use more LED lighting.

Measurable - The increase is put in terms of percentages, which the person could measure by counting the number of light fixtures in the house.

Action oriented - The goal uses action words, in this case convert. All goals should have an action verb in them.

Realistic - This is the most difficult aspect of writing a SMART goal. It is largely dependent on individual circumstances. What makes this realistic is in relation to the time frame and measurement. It would likely be unrealistic to think they could convert the rest of their lighting to LEDs within a week. However, they give themselves the time to get it done. It also might be unrealistic to convert 100% of their lighting to LEDs given that LED bulbs may not be available for some fixtures. This might mean that they need to get an entirely new lighting fixture, which may require an electrician, which they can't afford at the moment.

Time-bound - They give themselves a year, that way they can check in with themselves to see if they have met their goal.

Sample goals for individuals/families/households:

- I will eat one meatless meal per week.
- I will reduce the length of my shower each day by 1 minute.
- I will bring a reusable bag to the grocery store 95% of the time.
- I will carpool to work 6 times per month.

Sample goals for churches/businesses/organizations:

- By the end of the fiscal year, we will divest from 50% of unethical funds and reinvest in ethical funds.
- By the end of the quarter, we will purchase enough green blocks to supply 100% of our electricity from renewable energy.
- Over the course of the summer, we will reduce the amount of lawn mowed by 10 square yards per month.
- Over the course of the year, we will have a representative of the Indigenous Peoples of the area talk with us once a month.
- Over the course of a year we will reduce our use of single-use plastic by 5% per month.

Sample goals for the community, municipalities, and educational institutions:

Twice a year we will plan and promote an event that highlights sustainable businesses and organizations in our community.

At 90% of community celebrations for the year we will have meatless entree options.

Over the course of the year, we will introduce and act upon single-use plastic ban legislation.

Over the course of the year, 75% of new construction will be LEED certified.

Over the course of a year, the city will adopt a Climate Action Plan with SMART goals that can be assessed every election cycle.

Information regarding sustainable practices will be incorporated into community communication each month.