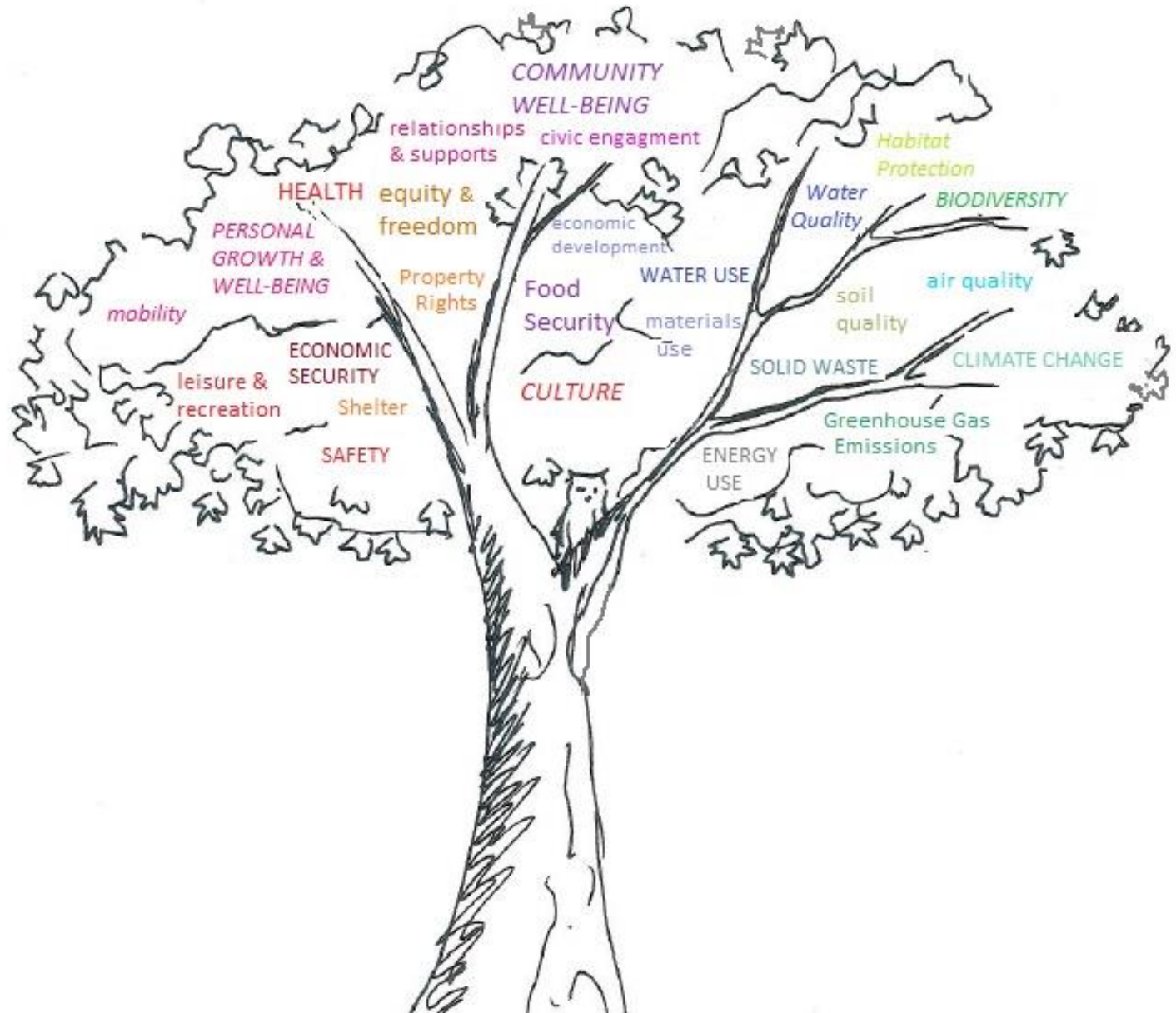


The Impact Tree

The impact tree can help you identify your full range of social and environmental impacts, beyond what you might obviously think of. Scan the tree illustration to find the words that you identify with your impact. Look at the related branches to identify other facets that relate. For instance, if you know that you are contributing to the personal growth and well-being of employees that you hire, consider how you may also be contributing to: building relationships and supports, health, mobility and economic security. Each impact area in the tree also has various dimensions which you can explore on the next page.

You can go further to record what you are doing in these areas using Demonstrating Values' [Impact Mapping Worksheet](#).



Impact Area	Impact Dimensions
Air Quality	- decrease in air pollutants, smog, acid rain - improvements in air quality
Biodiversity/ Habitat protection	- health of biological systems - diversity and viability of species - use of native vegetation - reduction of invasive species, - habitat protection
Civic engagement	-level of citizen involvement in civic life - political and non-political.
Climate Change	- reducing the possibility of significant, long-lasting changes in the climate of our planet. - adapting to changes in the climate
Community Well-being	- encompass all other parts of the tree relating to the healthy functioning of individuals, communities and the natural world.
Culture	-shared traditions and values -heritage and place -the arts -diversity and social history -cultural identity and preservation.
Economic Development	-investment -job creation -infrastructure development
Economic security	financial resources necessary to participate fully and with dignity in community activities
Energy use	-reduction in the amount of energy used -change in the type of energy used -increase in energy from more environmental benign sources
Equity and freedom	-diversity -equal rights and opportunities -non-discrimination -freedom of association -social justice
Food security	-quality and sustainability of the food supply -people's access to a healthy diet -food safety
Greenhouse gas emissions	--reduction in GHG gases by cutting emissions or improving sinks.

Health	-physical and mental health -health conditions -activity limitations
Leisure and Recreation	-free time -opportunities to express creativity -opportunities to satisfy spiritual, physical and community needs
Materials use	-decrease in the amount of materials used (per good/ absolute) -decrease persistent and synthetic (toxic) materials and increase in more benign materials (organic and biodegradable) -use of recycled materials, and those from well managed eco-systems
Mobility	-the ability to move in the community -barrier-free transportation -environmentally responsible transportation
Personal Growth and Well-being	-emotional well being -strength to overcome helplessness -meaning and connection in life -resilience
Property rights	-individual or community ownership and possession of land -cultural and intellectual property -indigenous entitlements
Relationships and Supports	-personal relationships -family -community supports
Safety	-incidence of crime -consumer protection -freedom from harm -life without fear and violence
Shelter	access to secure and affordable housing
Soil quality	- improvements in soil quality - limiting damage to soil
Waste	reduction in solid waste to landfill through recycling, and reuse.
Water quality	-limiting water pollution - improvement in water quality
Water Use	-decrease in water use for human consumption and manufacturing -using water in a way that doesn't compromise ecosystem functioning of the water system