

2025 IMPACT REPORT



A MESSAGE FROM OUR DIRECTORS



We launched our first ever multi-organization coalition, *Your Yard, Our Climate*, with some amazing local non-profits and businesses to help residents make their yards healthy and biodiverse.

Education continues to be our guiding principle. Through our community drives and collections of items from Lego to Durable Medical Equipment, we demonstrated that a circular economy is possible in Westport. With a little effort, items that no longer serve us can find new life and stay out of the waste stream.

We know that true change doesn't just happen at one level; we must inspire urgency and change from both the bottom and the top. Our October environmental discussion with the First Selectman candidates provided a forum for our community to question leadership about their commitment to sustainability and plans for making our town greener, more bike- and pedestrian-friendly, less reliant on fossil fuels, and healthier for our families and future generations.

As we look ahead to 2026, we plan to build on this momentum. We have ambitious goals to bring actionable solutions to Westport, while maintaining our core mission to educate our community on sustainable living. We know Westport can rise to the occasion.

If you care about protecting our natural environment and keeping our air and water clean for generations to come, we invite you to join us – we need everyone involved. Together, we can create a more sustainable, resilient, and thriving community.

Johanna Martell & Gately Ross, Co-Directors

“2025 has been a year of exciting growth and program development for Sustainable Westport!”

OUR MISSION

To inspire, support, and connect residents, organizations and the Town of Westport in taking both small steps and big commitments toward a healthier, more sustainable future.

GROWING AUDIENCE REACH



8,000+

total digital reach*
+19% vs. 2024



700+

total event audience**
+75% vs. 2024

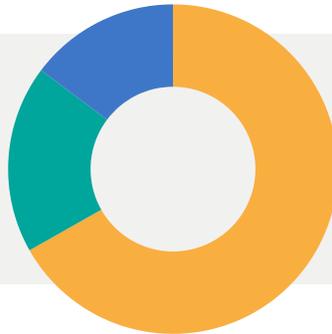


86

volunteers engaged
+50% vs. 2024



SUSTAINABLE WESTPORT IS
100% COMMUNITY FUNDED



- 67% Individual Donors
- 18% Program Sponsorships
- 15% Organizations
- 0% Town of Westport

IMPACT BY PROGRAMS & EVENTS

SNAPSHOT



24

total events held in 2025

3 new programs launched

6 total yearlong programs running

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I came to the Plastic People screening because health and wellness are at the core of everything I do, both personally and through KiiN...The event was powerful, and I left feeling grateful to be part of a community that's committed to meaningful sustainability.

- Ginger Richardson,
Westport resident and owner of KiiN

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*Gross Total Digital Audience - sum of email subscribers, social media followers, and average monthly site visitors (Jan.-Nov.)

**based on registrations or attendee estimates



INITIATIVES

DETAILS

OUTCOME

ENERGY



HeatPumps 101
HeatSmart
Westport
Launch

Delivered educational webinar introduction to HeatPumps, then launched HeatSmart Westport in partnership with the Town to turn awareness into action.

- Engaged 200+ residents to sign up for home energy audits, the first step toward more efficient, sustainable homes.

YARDS



Your Yard, Our
Climate
Magic of Meadows
Webinar

Led a coalition of 10 community partners to launch a program educating residents on climate-positive yards, delivering 13 events in just 3 months.

- 200+ guests attended capstone event
- Shared the Sustainable Westport story on a national podcast
- Received consistently positive attendee feedback

COMMUNITY



First Selectman
Discussion
Plastic People
Movie Screening

Organized events to inform our community about the issues at hand and inspire them to take action based on their learnings.

- 100+ guests attended discussion, plus more virtually
- Hosted 70+ engaged residents to learn about microplastics and discuss actions to reduce plastic use

WASTE



LobsterFest
Play it Forward
Mattress
Recycling
Medical Equipment
Drive
Sustainable
Shopping
Lego RePlay

Organized specialized collection drives to recover items that are often discarded despite their potential for reuse.

- Connected with new audiences through *Play It Forward* & the *Sustainable Shopping Event*
- Collected 150+ sports items, 71 mattresses/box springs, 750 lbs of Legos and 120 medical equipment items

Our progress would not be possible without the generous support of our donors.

Thank
you!

Your financial support has allowed us to grow both our team and our reach, sharing inspiring speakers from all over the country with our Westport community and developing programming dedicated to inspiring and empowering residents and organizations to take action now for the environment and for our collective health and well-being.

Thank you for being Sustainable Westport Champions!

NEW PROGRAM SPOTLIGHT



INTRODUCING RESTAURANT CHAMPIONS

Sustainable Westport's **Restaurant Champions** program is designed to highlight the sustainability efforts of local businesses in the food industry. In order to receive the distinction, restaurants must demonstrate exemplary practices across the four categories noted below. With confirmed interest from 10 restaurants already, 2026 will bring sustainability practices that start to meaningfully reshape Westport's food and dining scene.



Complying with Westport's single-use plastic ordinance



Sourcing ingredients sustainably



Engaging in responsible waste management



Prioritizing energy efficiency

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“I'm involved in Sustainable Westport because I know that so many people in our town care about sustainability, but they often don't know where to start, or don't have the time to figure it all out. What this team does so well is to remove those barriers, and replace them with practical easy steps that anyone can follow. For example, you can attend a webinar to learn about a new topic, or bring items to one of the special recycling events, or just follow on Instagram for quick tips. Sustainable Westport can help you be a little bit better than you were yesterday, no matter where you're starting from.”

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- Dawn Henry,
Sustainable Westport Board Member

HELP US CREATE A TRULY SUSTAINABLE WESTPORT!



DONATE TODAY



sustainablewestport.org



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