

A GUIDE FOR *EDUCATORS*

earth day
ecochallenge

APRIL 1 - 30, 2020



ABOUT

Celebrate the 50th Anniversary of Earth Day with a global community of changemakers. Dedicate your actions to Earth throughout all of April!

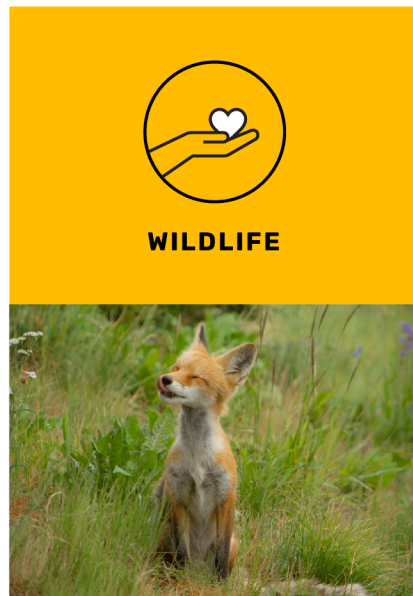
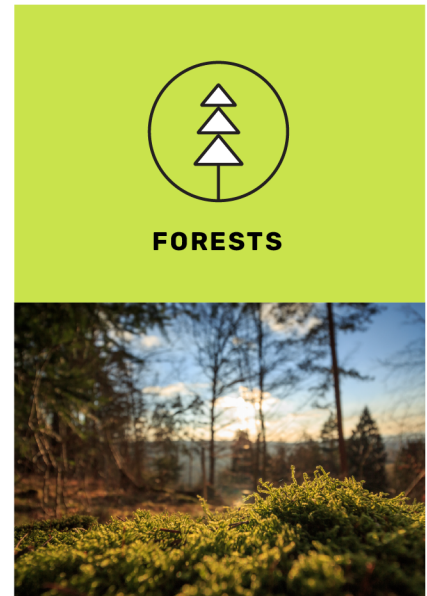
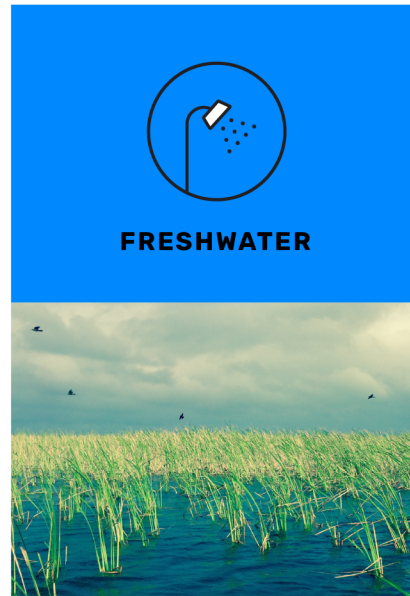
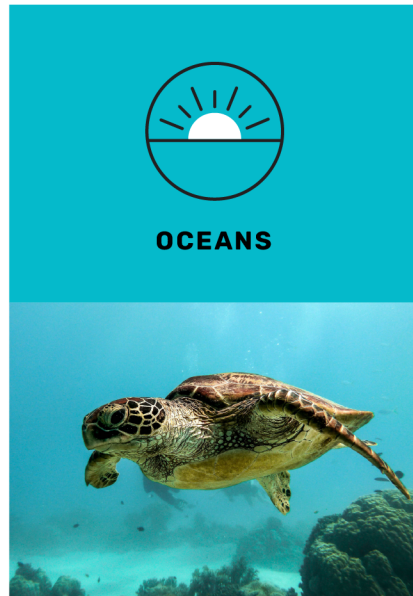
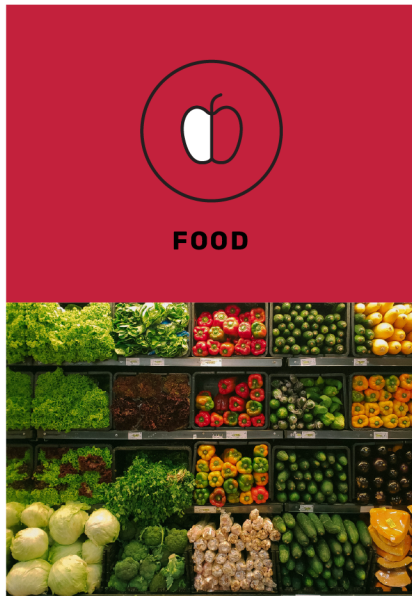
Earth Day Ecochallenge is an online experience, where every participant selects actions to take, commits to those actions for 30 days, and works towards changing their behavior to be more environmentally-minded.

For all 30 days of April, connect with a global community of advocates and changemakers, each taking action however we can, in ways that are most relevant to us, to make this great spinning dot we call *home* a healthier, more equitable, more sustainable place.

Welcome to Earth Day Ecochallenge! We look forward to you and your team joining us.

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ACTION TRACK:
**BUILDING
RESILIENCE**

CATEGORY | **ACTION TRACK: BUILDING RESILIENCE**

BUILDING RESILIENCY IS MORE IMPORTANT NOW THAN EVER.

Welcome to our Building Resiliency Action Track! You can use Action Tracks to focus your Ecochallenge on a specific theme that runs through the other categories. All actions within the Building Resiliency Action Track help us to build resilience in our communities and in ourselves. Once you select an action here, it will automatically be selected in any category it is duplicated within. We encourage you to select actions you can truly commit to while giving yourself room to learn and grow within your commitments.



ACTION TRACK:
**BUILDING
RESILIENCE**

ACTIONS | **ACTION TRACK: BUILDING RESILIENCE**

- Get involved in the water justice movement.
- Support pollinators.
- Research the benefits of biodiversity.
- Watch a documentary about food sovereignty.
- Connect while social distancing.
- Volunteer in your community.
- Advocate for more food options.
- Use muscle power.
- Research local climate issues.
- Spend time outside.
- Support a sharing economy.



CREATE YOUR OWN ACTION (SEE PAGE 31)



ACTION TRACK:
**BUILDING
RESILIENCE**

LEARN MORE | ACTION TRACK: BUILDING RESILIENCE

**Learn more about each action
and resources for each action in
the Building Resiliency action track:**

[earthday.ecochallenge.org/challenges/
action-track-building-resilience](https://earthday.ecochallenge.org/challenges/action-track-building-resilience)



FOOD

CATEGORY | **FOOD**

SUSTAINABLE FOOD FEEDS US, OUR COMMUNITIES, AND OUR LOCAL ECONOMIES.

We currently produce more than enough food to feed every human on Earth, but that food isn't distributed fairly or efficiently, leaving some people with too much and some people with too little. The way we currently produce and distribute food is not only wasteful, it threatens ecosystems, pollinators, wildlife, freshwater, and human health, and contributes significantly to climate change. We can create food systems that feed everyone while nourishing our natural resources by reducing waste, working with natural systems, and reducing our reliance on animal products.



FOOD

ACTIONS | **FOOD**

- Reduce consumption of animal products.
- Learn the truth about expiration dates.
- Compost food waste.
- Plan weekly meals.
- Watch a documentary about food sovereignty.
- Advocate for more food options.



CREATE YOUR OWN ACTION (SEE PAGE 31)



FOOD

LEARN MORE | **FOOD**

**Learn more about each Food action
and resources for each action:**

[🔗 earthday.ecochallenge.org/challenges/food](https://earthday.ecochallenge.org/challenges/food)



PEOPLE

CATEGORY | PEOPLE

WE MUST KEEP OUR COMMUNITIES AND OURSELVES HEALTHY IF WE ARE TO CREATE A SUSTAINABLE WORLD.

All of the solutions for our planet are essentially people-powered: the environmental issues we face have been caused by human activities, but human actions are essential in helping to solve them, as well. People working together can increase their power and impact for positive change. Engaged and inspired world citizens, working together, can interact with the systems we've created on multiple levels to make them better and more ecologically sound. Thousands of people have already been doing this all around the globe — crowd-sourcing solutions and impacting their communities positively.



PEOPLE

ACTIONS | PEOPLE

- Write letters or emails.
- Support a sharing economy.
- Keep my community clean.
- Pick up the phone.
- Join a cleanup effort.
- Volunteer in my community.
- Connect while social distancing.
- Spend time outside.



CREATE YOUR OWN ACTION (SEE PAGE 31)



PEOPLE

LEARN MORE | PEOPLE

**Learn more about each People action
and resources for each action:**

[🔗 earthday.ecochallenge.org/challenges/people](https://earthday.ecochallenge.org/challenges/people)



WILDLIFE

CATEGORY | **WILDLIFE**

HUMAN ACTIVITY DETERMINES IF OUR INTERACTIONS WITH WILDLIFE ARE BENEFICIAL OR DEADLY - FOR BOTH THEM AND US.

Wild animals fill humans with a sense of awe and wonder at the complexity and beauty of our planet. Wildlife also provides humans with ecosystem balance, food, fibers, building materials, medicines, transport, and recreation. But species biodiversity is declining at unprecedented rates around the world, and extinction rates are accelerating, with grave impacts on both native ecosystems and humans. These declines have one common factor -- human activity.



WILDLIFE

ACTIONS | WILDLIFE

- Leave no trace.
- Use reusable bags.
- Seek alternative souvenirs.
- Support pollinators.
- Research benefits of biodiversity.
- Research a wild animal



CREATE YOUR OWN ACTION (SEE PAGE 31)

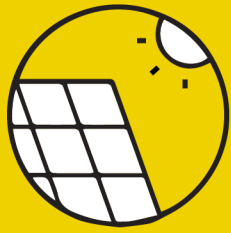


WILDLIFE

LEARN MORE | **WILDLIFE**

**Learn more about each Wildlife action
and resources for each action:**

[🔗 earthday.ecochallenge.org/challenges/wildlife](https://earthday.ecochallenge.org/challenges/wildlife)

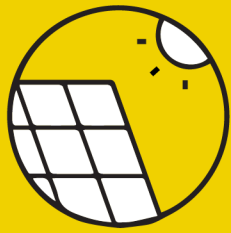


CLIMATE

CATEGORY | **CLIMATE**

CLIMATE CHANGE AFFECTS US ALL, BUT WE CAN ALSO AFFECT CLIMATE CHANGE WHEN WE COME TOGETHER TO TAKE ACTION.

Climate change is likely the greatest challenge humans have ever faced. Our changing climate is negatively impacting our freshwater, oceans, forests, wildlife, food supply, and human health. Human activity is causing climate change, but human activity can also solve climate change. Creating a more sustainable and resilient future will mean switching out fossil fuels for renewable energies, reducing our consumption of resources, and rethinking peoples' relationship to the rest of our planet. Many people, governments, and businesses around the world have already started working on these solutions, but we need to do more and do it faster to prevent some of the most devastating effects to human populations and ecosystems around the world.



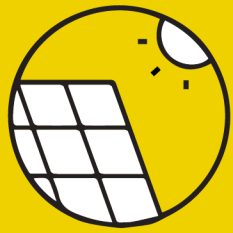
CLIMATE

ACTIONS | CLIMATE

- Choose renewable energy.
- Use public transit.
- Use muscle power.
- Stay on the ground.
- Choose LED bulbs.
- Research local climate issues.



CREATE YOUR OWN ACTION (SEE PAGE 31)



CLIMATE

LEARN MORE | **CLIMATE**

**Learn more about each Climate action
and resources for each action:**

[🔗 earthday.ecochallenge.org/challenges/climate](https://earthday.ecochallenge.org/challenges/climate)



FORESTS

CATEGORY | FORESTS

CONSERVING FORESTS SUSTAINS NATURE'S DIVERSITY, BENEFITS OUR CLIMATE, AND SUPPORTS HUMAN WELL-BEING.

Forests are treasure troves of biodiversity: eight out of ten land-based species live in forests, as well as almost 300 million people. Forests offer food, shelter, medicine, ecosystem services, and many of the raw materials that create the products people rely upon in our daily lives. But forests are threatened by deforestation from expanding agriculture and development, illegal and unsustainable logging, and more frequent and intense wildfires caused by our changing climate. Humans can address the threats to forests through conservation and consuming less -- including animal products and palm oil, and prioritizing sustainably grown and harvested products.



FORESTS

ACTIONS | FORESTS

- Consume forest-friendly foods.
- Choose better wood products.
- Plant trees.
- Advocate for forest protection.
- Use a reusable mug.
- Explore my area.
- _____

CREATE YOUR OWN ACTION (SEE PAGE 31)

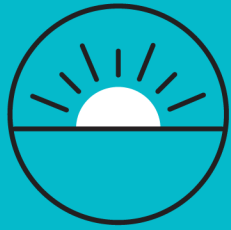


FORESTS

LEARN MORE | **FORESTS**

**Learn more about each Forests action
and resources for each action:**

[🔗 earthday.ecochallenge.org/challenges/forests](https://earthday.ecochallenge.org/challenges/forests)

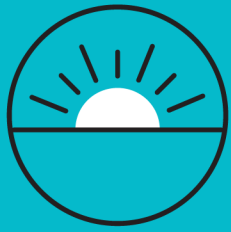


OCEANS

CATEGORY | **OCEANS**

OCEANS SUPPORT LIFE ON EARTH IN MANY WAYS. WE CAN SUPPORT OCEAN HEALTH BY CHANGING OUR ACTIONS WHEREVER WE ARE.

Life started in the ocean, and 97% of the planet's water is in oceans. Even though oceans cover 71% of the planet, 95% of the oceans have yet to be explored by humans. Oceans regulate our climate, produce half of the oxygen we breathe, create important ecosystem habitats for marine life, and provide food and sustainable livelihoods for millions of humans. Our oceans are currently at risk from climate change (which acidifies ocean water), agricultural runoff, plastic pollution, and overfishing.



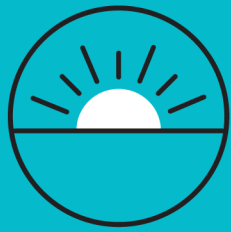
OCEANS

ACTIONS | OCEANS

- Research smart seafood choices.
- Say no to plastic straws.
- Join a cleanup effort.
- Advocate for more packaging options.
- Learn about our oceans.
- Support organic growing methods.



CREATE YOUR OWN ACTION (SEE PAGE 31)



OCEANS

LEARN MORE | **OCEANS**

**Learn more about each Oceans action
and resources for each action:**

[🔗 earthday.ecochallenge.org/challenges/oceans](https://earthday.ecochallenge.org/challenges/oceans)



FRESHWATER

CATEGORY | FRESHWATER

FRESHWATER ECOSYSTEMS ARE ESSENTIAL TO LIFE ON EARTH.

Water is key to life. About 97% of the planet's water is in the ocean, and less than one percent is freshwater (the remainder is stored in glaciers and polar ice). Throughout our existence, the availability of fresh, clean water has determined the success or failure of the human experiment. But freshwater is also vital to all other forms of life on Earth. Freshwater habitats are home to much of Earth's biodiversity, including more than 10% of all known animals and about 50% of all known fish species. Freshwater systems are facing extreme risks from climate change and population growth, as well as overconsumption. As a result, many human communities are experiencing more frequent and longer droughts, and freshwater species are declining at an alarming rate of 76%.



FRESHWATER

ACTIONS | FRESHWATER

- Use a reusable water bottle.
- Get involved in the water justice movement.
- Purchase water-friendly beauty products.
- Use dishwashers efficiently.
- Practice eco-friendly gardening.
- Conserve toilet water.



CREATE YOUR OWN ACTION (SEE PAGE 31)



FRESHWATER

LEARN MORE | **FRESHWATER**

**Learn more about each Freshwater
action and resources for each action:**

[🔗 earthday.ecochallenge.org/challenges/fresh-water](https://earthday.ecochallenge.org/challenges/fresh-water)

how do i register for ecochallenge?

Go to earthday.ecochallenge.org, and click the JOIN button on the homepage. After creating your profile, you'll have the option to search for a team, create a new one, or join the Community team.

ecochallenge has already started - is it too late to sign up?

Registration remains open until the end date of the Ecochallenge. It's never too late to sign up and add to the collective impact.

how do i select actions?

For all instructions, visit:
earthday.ecochallenge.org/about/faq

how often should i “check in” during ecochallenge?

Simply put, as often as you can! Watching your impact add up each day, as well as sharing your experience with others on the social feed can provide important inspiration if you start to lose steam.

for all FAQs, visit:

earthday.ecochallenge.org/about/faq

use these features to lead your team(s) through a successful and engaging ecochallenge!

1. create your own actions

Do you have an action for all of your team members to take? Within any category, you can create an action and give it a description, a reflection question, and links to resources for learning more.

2. assign actions

Want to make sure all of your students engage in the same action(s)? Assign actions from various categories to your team members.

3. manage multiple teams

Have multiple classrooms or groups you'd like to engage in this Ecochallenge? Utilize the "Manage Multiple Teams" feature to oversee and guide all your teams.

**for instructions on using features,
visit:** earthday.ecochallenge.org/about/resources

**we have an array of graphics for you
to use across social media.**

instagram and facebook posts

- "Join my team!"
- "Join our team!"
- countdown to start of Ecochallenge
- quotes

instagram stories posts

- categories
- actions to-do lists

emails graphics

- newsletter headers
- newsletter copy

printable posters

to download graphics and explore more resources:

earthday.ecochallenge.org/about/resources

CONTACT US

need more to engage and support your students? tell us!

We are here to help you fully engage your students to take part in this transformative experience. Reach out to us at support@ecochallenge.org and let us know how we can best support you!