

TEAM CAPTAIN GUIDE

people's
ecochallenge

 PEOPLES.ECOCHALLENGE.ORG





ABOUT

The People's Ecochallenge is a 21-day environmental and social engagement program brought to you by Ecochallenge.org.

From October 7 – October 28, 2020, select or create actions that align with your individual values and make a 21-day commitment to complete those actions, all the while practicing and reinforcing good habits. For every completed action, you earn points and create impact. Your points contribute to your team's total points, and your impact contributes to our collective impact!

The People's Ecochallenge harmonizes individual and collective action, camaraderie, and friendly competition all for a better shared future. Over 100 actions across ten Categories and multiple Action Tracks encourage you to think about and act on proven solutions, connecting the dots between your values and your action.

Ecochallenge is free to join and everyone is welcome. Join an existing team, create a new one, or join the global Community team. Welcome!

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COMMUNITY



HEALTH



FOOD



TRANSPORTATION



ENERGY



SIMPLICITY



WASTE



HIGH IMPACT ACTION TRACK



WATER



NATURE





COMMUNITY

COMMUNITY | OVERVIEW

THE PRIMARY PATTERN OF THE UNIVERSE IS RELATIONSHIPS.

At the scale of local communities, we can often see the power of our collective actions more clearly. In our neighborhoods, towns, and cities, we are connected by both infrastructure and relationships. Building supportive, interdependent communities can make us more resilient and move us toward a more sustainable way of living.



COMMUNITY

COMMUNITY | ACTIONS

- Support a sharing economy.
- Meet my neighbors.
- Help others.
- Support businesses owned by people of color.
- Express my support.
- Volunteer in my community.
- Join my neighborhood association.
- Support native communities.
- Raise money for a nonprofit.
- Host a watch party.
- Talk to my friends and colleagues.
- Connect with a nonprofit.



COMMUNITY

COMMUNITY | [LEARN MORE](#)

**Learn more about each action
and resources for each action in
Community:**

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



HEALTH

HEALTH | OVERVIEW

SUSTAINABILITY REQUIRES HEALTHY PEOPLE, HEALTHY PLACES, AND HEALTHY RELATIONSHIPS.

Our personal health intersects with the environment — and vice versa. Positive changes fostering good health reinforce one another, since a healthier environment is a fundamental condition for sustaining human health and well-being, as well as the health of all the other species with whom we share our planet.



HEALTH

HEALTH | ACTIONS

- Learn about environmental justice issues.
- Take control.
- Happiness.
- More fruits and veggies.
- Learn about food apartheid.
- Exercise daily.
- Go get a check up.
- Know my health.
- Eliminate toxic plastics.
- Healthy sleep.
- Reduce refined sugar.
- Audit toxic cleaning products.
- Support pollution reduction.



HEALTH

HEALTH | [LEARN MORE](#)

**Learn more about each action
and resources for each action in
Health:**

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



FOOD

FOOD | OVERVIEW

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

Eating is an essential natural process for all living organisms, yet our globalized systems offers us limited awareness of how our eating habits impact ourselves, let alone the rest of the world -- including other humans, animals, and ecosystems. The choices people make every day about what to eat are far reaching and provide a clear and hopeful opportunity for change.



FOOD

FOOD | ACTIONS

- Reduce animal products.
- Meet my local farmers.
- Choose organic ingredients.
- Watch a documentary about food sovereignty.
- Advocate for more food options.
- Whole foods diet.
- Zero-waste cooking.
- Locally-sourced meals.
- Weekly meal planning.
- Buy from a farmers market.
- Join a local CSA.
- Smart seafood choices.
- Try a new way to prep.
- Plant an herb garden.



FOOD

FOOD | [LEARN MORE](#)

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

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



TRANSPORTATION

TRANSPORTATION | OVERVIEW

BETTER FOR OUR BODIES, BETTER FOR OUR PLANET - ALTERNATIVE TRANSPORTATION IS THE WAY TO GO!

The ways we currently transport people and products are largely inequitable and environmentally damaging. Greenhouse gas emissions, congested roads, traffic fatalities, noise, and polluted runoff point to the unsustainability of our current transportation system. Let's re-design our communities for the benefit of people instead of cars.



TRANSPORTATION

TRANSPORTATION | ACTIONS

- Stay on the ground.
- Support public transportation.
- Improve a bus stop.
- Use public transit.
- Learn more and talk to my friends.
- Go by bike.
- Walk instead.
- Drive less.
- Car share.
- Work from home.
- Conduct virtual meetings.
- Choose a carbon offset.
- Advocate for greener vehicles.
- Research hybrid/electric vehicles.



TRANSPORTATION

TRANSPORTATION | [LEARN MORE](#)

**Learn more about each action
and resources for each action in
Transportation:**

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



ENERGY

ENERGY | OVERVIEW

SAVING ENERGY IS GOOD FOR THE PLANET, AND GOOD FOR YOUR WALLET.

Energy allows mobility, growth, adaptability and development. Access to reliable energy allows children to learn remotely and study after dark, families to heat their homes and refrigerate their food, medical staff to perform life-saving procedures, and businesses to grow and expand. Using energy wisely and choosing renewable energy options is important for our own well-being as well as the health of our planet.



ENERGY

ENERGY | ACTIONS

- Choose LED bulbs.
- Adjust the thermostat.
- Choose clean/renewable energy.
- Support resilient powergrids.
- Power down the computer.
- Online energy audit.
- Turn it off.
- Switch to cold water.
- Replace manual thermostats.
- Install alternative energy.
- Use an energy meter.
- Heat and cool naturally.
- Upgrade my windows.
- Donate to or volunteer for low-income solar initiatives.

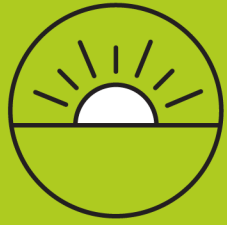


ENERGY

ENERGY | [LEARN MORE](#)

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Energy:**

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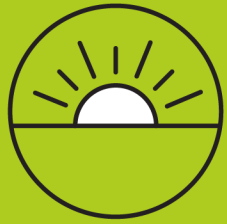


SIMPLICITY

SIMPLICITY | **OVERVIEW**

LIVE SIMPLY SO THAT OTHERS MAY SIMPLY LIVE.

The concept of "living simply so that others may simply live" is not a new one, though it grows increasingly relevant as the world around us grows more complex. We're faced with new challenges and new opportunities thanks to technology and the global nature of the world we live in. We need an authentic way of living simply that is both inwardly fulfilling and outwardly focused – creating real, positive change in our personal lives and in the world at large.



SIMPLICITY

SIMPLICITY | **ACTIONS**

- Needs vs wants.
- Support a sharing economy.
- Meditate.
- Buy used clothes.
- Less screen time.
- Disconnect from email.
- Limit social media.
- Track my purchases.
- Work-life balance.
- Go for a daily walk.
- De-clutter my home.
- Eat mindfully.
- Organize a course.
- Research impact investing.



SIMPLICITY

SIMPLICITY | [LEARN MORE](#)

**Learn more about each action
and resources for each action in
Simplicity:**

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



WASTE

WASTE | OVERVIEW

REFUSE, REDUCE, REUSE, REPURPOSE, AND RECYCLE.

By binding us to a very narrow role in society as 'consumers,' consumer culture negatively impacts us as individuals. It also negatively impacts the people and places that manufacture our cheap goods, and the people and places affected by all of the waste we create. The choices we make as individuals make a huge impact on the world around us. We are more than just consumers — reduce your waste and exercise your power as creator, artist, organizer, friend, and healer.



WASTE

WASTE | ACTIONS

- Use a reusable water bottle.
- Use a reusable mug.
- Skip the straw.
- Use reusable bags.
- Advocate for more food packaging options.
- Reduce single-use disposables.
- Compost food waste.
- Choose two-sided printing.
- Prevent recycling contamination.
- Go paperless.
- Launch a recycling program.
- Tour a waste management facility.
- Carry my trash.



WASTE

WASTE | [LEARN MORE](#)

**Learn more about each action
and resources for each action in
Waste:**

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



HIGH IMPACT ACTION TRACK

HIGH IMPACT ACTION TRACK | OVERVIEW

JUSTICE FOR THE WHOLE COMMUNITY.

Substantially reducing our greenhouse gas emissions is essential to solving the climate crisis and creating a better future. Individually, it is easy to feel powerless and overwhelmed when considering the scale of change needed. But, individual lifestyle changes can significantly contribute to overall emissions reductions, especially when they help to create new social norms in our households, communities, and society. These actions are some of the most impactful you can take to reduce your carbon footprint and encourage others to do the same.



HIGH IMPACT ACTION TRACK

HIGH IMPACT ACTION TRACK | ACTIONS

- Install alternative energy.
- Stay on the ground.
- Zero-waste cooking.
- Reduce single-use disposables.
- Plant trees.
- Talk to my friends and colleagues.
- Ditch the lawn.
- Learn about local environmental justice concerns.
- Research impact investing.



**HIGH IMPACT
ACTION TRACK**

HIGH IMPACT ACTION TRACK | [LEARN MORE](#)

**Learn more about each action
and resources for each action in
High Impact Action Track:**

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



WATER

WATER | OVERVIEW

HELP US PROVE THAT EVERY DROP COUNTS.

Throughout our existence, the availability of fresh, clean water has determined the success or failure of the human experiment. History shows that civilizations have evolved only with access to adequate clean water resources. When water supplies have been interrupted, populations have secured new sources, migrated to areas of greater abundance, or simply collapsed. Water is essential to our survival, and yet all too often we take this precious, limited resource for granted.



WATER

WATER | **ACTIONS**

- Get involved in the water justice movement.
- Eco-friendly gardening.
- Say no to plastic straws.
- 5-minute showers.
- Install a toilet tank bank.
- Conserve toilet water.
- Fix leaky faucets.
- Install a low-flow showerhead.
- Insulate water pipes and water heater.
- Mulch the base of trees and plants.
- Ditch the lawn.
- Collect rain water.
- Install greywater catchment.



WATER

WATER | [LEARN MORE](#)

**Learn more about each action
and resources for each action in
Water:**

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



NATURE

NATURE | OVERVIEW

NATURE IS CALLING! CULTIVATE A SENSE OF PLACE AND RECONNECT WITH THE WORLD AROUND YOU, FOR THE GOOD OF YOUR SELF AND THE PLANET.

As our world has become more industrialized and globalized, we have become separated from nature, seasons, and the places we live, as well as who produces our food and where our waste ends up. The more we receive our sustenance from, and take care of our waste in our own bioregion, the better we can see the effects of our living patterns on the water, soil, and living beings around us. When we have a stake in our own place and are committed to making it last over time, the benefits can be immense — to ourselves, our communities, and to the Earth.



NATURE

NATURE | ACTIONS

- Advocate for green spaces.
- Practice gratitude for Earth.
- Plant trees.
- Go for a daily walk.
- Forage for my food.
- Support local pollinators.
- Spend time outside.
- Do nature activities.
- Leave no trace.
- Enjoy the sunrise/sunset.
- Explore my area.
- Join an outdoor project.
- Keep a nature journal.
- Tend a garden.



NATURE

NATURE | [LEARN MORE](#)

**Learn more about each action
and resources for each action in
Nature:**

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

FREQUENTLY ASKED QUESTIONS

how do i register for ecochallenge?

Go to peoples.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?

You can sign up at anytime throughout the Eco-challenge period.

how often should i “check in” during this 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 participant feed can provide important inspiration.

for more info, visit:

peoples.ecochallenge.org/about/resources

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 teams 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:** peoples.ecochallenge.org/about/resources

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

instagram and facebook posts

- graphics to introduce each Category, Action Track
- quotes from participants
- ongoing release of graphics of Highlighted Actions

instagram stories posts

- introductions to Categories, Action Tracks
- actions to-do lists

emails graphics

- newsletter headers

printable posters + postcards

blank posters + postcards

**to download graphics and explore
more resources:**

peoples.ecochallenge.org/about/resources

CONTACT US

need more to engage and support your team members? tell us!

We are here to help you fully engage your team 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!

ecochallenge
dot org