A GUIDE FOR *TEAM CAPTAINS*

PLASTIC FREE
ecochallenge

JULY 1-31, 2020

ecochallenge
dot org

PLASTIC FREE
ecochallenge

COLUMBUS ZOO AND AQUARIUM

ABOUT

Reducing plastic use and plastic pollution is as important as it ever was. But preventing the spread of COVID-19 requires that we sometimes have to adapt to changing regulations and the changing availability of plastic-free alternatives in order to prioritize public health and the safety of our communities and loved ones.

These challenges present the opportunity for creativity and innovation, and we hope you'll approach Plastic Free Ecochallenge with that spirit of creation and adventure.

Plastic Free Ecochallenge is an online experience, where every participant selects actions to take, commits to those actions for 31 days, and works towards reducing their plastic consumption.

For all of July, 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! We look forward to you and your team joining us.

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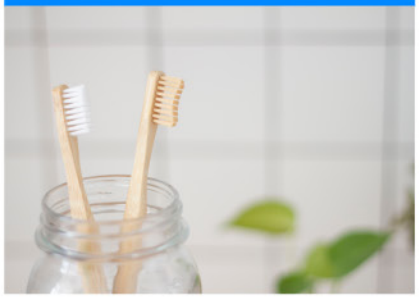
COMMUNITY

FOOD

LIFESTYLE

FAMILY

PERSONAL CARE



PETS

COMMUNITY

CATEGORY | **COMMUNITY**

LIVE A LIFE LESS PLASTIC!

Healthy communities, healthy planet! Select from these actions, and be an agent of change in your community!

COMMUNITY

- Write letters or emails.
- Estimate my plastic consumption.
- Keep my community clean.
- Pick up the phone.
- Join a cleanup effort.
- Volunteer in my community.
- Raise money for a nonprofit.
- Sign a petition.
- Share my actions.
- Host a watch party.
- Tour a waste management facility.
- Give some green gratitude.
- _____

CREATE YOUR OWN ACTION (SEE PAGE 25)

COMMUNITY

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

plasticfree.ecochallenge.org/challenges/community

FOOD

CATEGORY | **FOOD**

LIVE A LIFE LESS PLASTIC!

All of us need to eat! This means, each and everyday we have the opportunity to reduce our single-use plastic by purchasing and storing our food in non-plastic packaging. Take on this Ecochallenge by selecting from these actions.

FOOD

- Skip the straw.
- Use reusable utensils.
- Cook a zero-plastic waste meal.
- Use reusable containers.
- Advocate for more food packaging options.
- Make my own.
- Plant a garden.
- Minimize packaging.
- Buy unpackaged produce.
- Say no to plastic bags.
- Start composting.
- Use reusable water bottles.
- and more...
- _____

CREATE YOUR OWN ACTION (SEE PAGE 25)

FOOD

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

plasticfree.ecochallenge.org/challenges/food

LIFESTYLE

CATEGORY | **LIFESTYLE**

LIVE A LIFE LESS PLASTIC!

Take on a Lifestyle Challenge by selecting from these actions, and reduce your impact while living intentionally,cultivating peace of mind during this Ecochallenge.

LIFESTYLE

- Complete a waste audit.
- Buy only what I need.
- Support a sharing economy.
- Homemade cleaners.
- Natural fibers.
- Naked bins.
- Watch a documentary.
- Travel smart.
- Travel eating.
- Travel toiletries.
- _____

CREATE YOUR OWN ACTION (SEE PAGE 25)

LIFESTYLE

Learn more about each Lifestyle action and resources for each action:

plasticfree.ecochallenge.org/challenges/lifestyle

FAMIILY

CATEGORY | **FAMILY**

BE THE EXAMPLE FOR YOUR FAMILY WHEN MAKING PLASTIC-FREE CHOICES!

Take on a Family and Child Challenge by selecting any of these actions. Learn about plastic-free family-related options during this Ecochallenge.

FAMIILY

- Discover together.
- Swap the snacks.
- Provide the alternatives.
- Plastic free lunch boxes.
- Glass bottle baby.
- Thoughtful toys.
- Make the change to cloth diapers.
- Natural paints.
- _____

CREATE YOUR OWN ACTION (SEE PAGE 25)

FAMIILY

Learn more about each Family action and resources for each action:

plasticfree.ecochallenge.org/challenges/family

PERSONAL CARE

CATEGORY | **PERSONAL CARE**

LIVE A LIFE A LITTLE LESS PLASTIC!

Who knew there was so much single-use plastic in the bathroom? Take on a Personal Care Challenge by selecting any of these actions and learn about available plastic-free options.

PERSONAL CARE

- Just say no to plastic packaging.
- Sustainably packaged soap.
- Bamboo toothbrush.
- Deodorant bar.
- Toothpaste in aluminum or glass.
- Alternative menstrual supplies.
- Try a steel razor.
- Make your own beauty products.
- Purchase sustainably packaged products.
- Recycle contact lenses.
- _____

  CREATE YOUR OWN ACTION (SEE PAGE 25)

PERSONAL CARE

Learn more about each Personal Care action and resources for each action:

plasticfree.ecochallenge.org/challenges/personal-care

PETS

CATEGORY | **PETS**

TAKE YOUR BEST FURRY-FRIEND WITH YOU ON YOUR PLASTIC FREE JOURNEY!

Take on a Pet Challenge by selecting any of these actions and learn about plastic-free options when it comes to your pets.

PETS

- Homemade pet food/treats.
- Invest in a pooper-scooper.
- DIY cat litter.
- Try a pet shampoo bar.
- Rubber glove pet hair removal.
- All natural pet toys.
- Thrifty pets.
- _____

CREATE YOUR OWN ACTION (SEE PAGE 25)

PETS

Learn more about each Pets action and resources for each action:

plasticfree.ecochallenge.org/challenges/pets

how do i register for ecochallenge?

Go to plasticfree.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:
plasticfree.ecochallenge.org/about/faqs

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:

plasticfree.ecochallenge.org/about/faqs

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 teammates engage in the same action(s)? Assign actions from various categories to your team members.

3. manage multiple teams

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

for instructions on using features, visit: plasticfree.ecochallenge.org/about/features

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

instagram and facebook posts

- “Our actions speak for a #plasticfree world”
- “Join our team!”
- quotes from participants
- categories + actions

instagram stories posts

- categories
- actions to-do lists

emails graphics

- newsletter headers
- newsletter copy

printable posters + postcards

to download graphics and explore more resources:

plasticfree.ecochallenge.org/about/resources

CONTACT US

need more to engage and support your team(s)? tell us!

We are here to help you fully engage your teams 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!