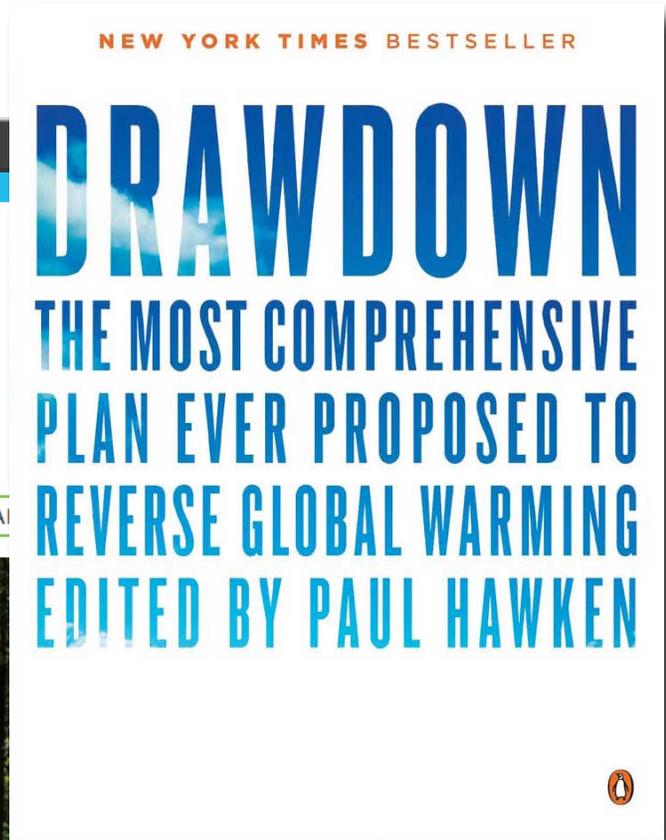
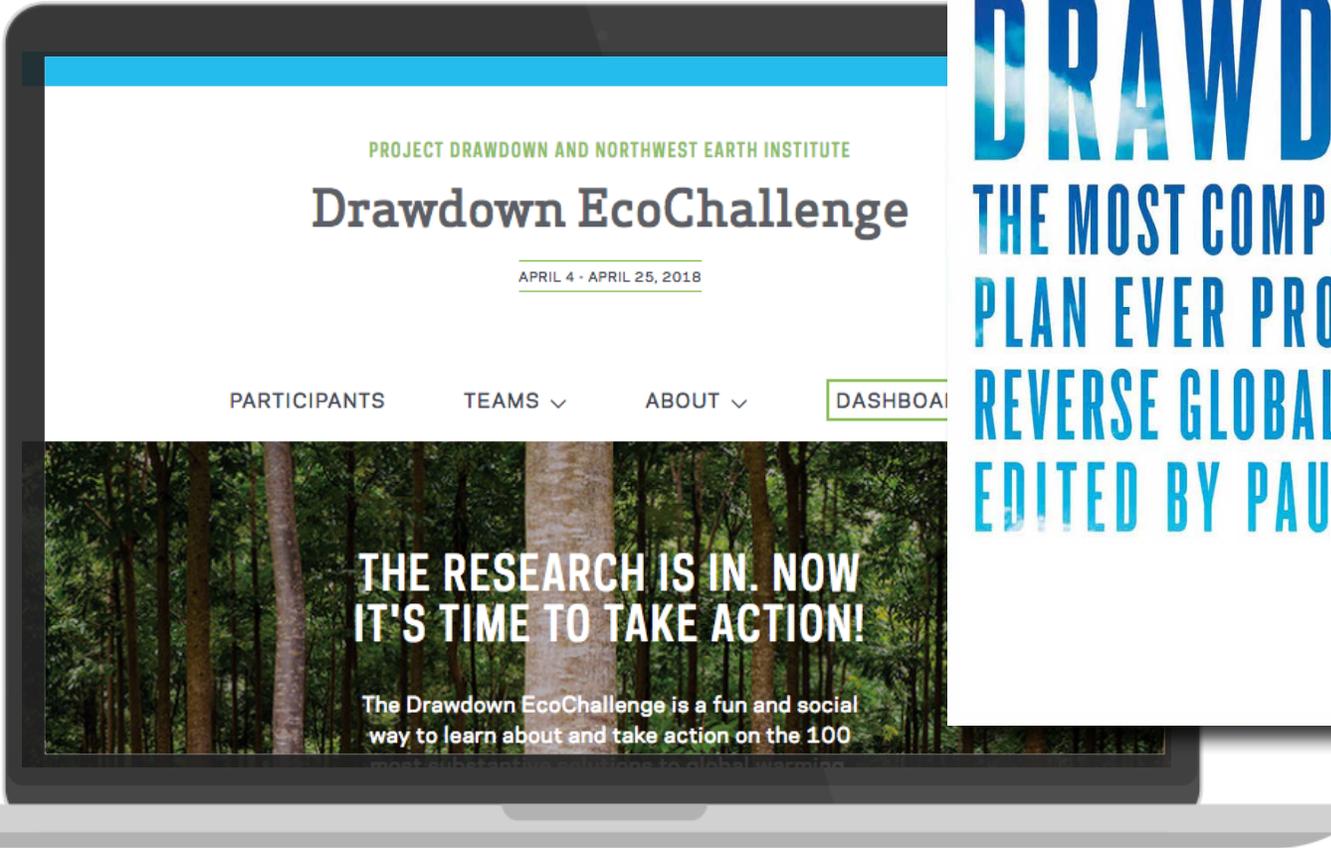


# DRAWDOWN.ECOCHALLENGE.ORG



## MEDIA + PROMOTIONAL KIT

### Maximizing Engagement and Impact



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APRIL 4-25, 2018

# DRAWDOWN ECOCHALLENGE

The research is in. It's time to take action.

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## SOLUTION #8: SOLAR FARMS

*“All of life is comprised of self-organizing systems and the Drawdown EcoChallenge is exactly that—people coming together to share, learn, support, imagine, and innovate for a better world. We are honored to be a part of this significant and brilliant initiative.*

*~Paul Hawken*

# OVERVIEW

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## ABOUT DRAWDOWN ECOCHALLENGE

**Drawdown EcoChallenge is a 21-day online engagement program focused on carbon reduction.**

The Challenge takes place April 4-25 and follows actions highlighted in *Drawdown*, a book based on meticulous research that maps, measures, models, and describes solutions to global warming that already exist.

Drawdown EcoChallenge provides tools and inspiration to turn intention into action, and gives participants a fun and social way to think about and act on proven solutions to reverse global warming. Over eighty actions within seven Challenge categories provide participants with diverse options to reduce carbon emissions.

Participants track and share their progress online and earn points for taking action. The combination of collective action, camaraderie, and friendly competition makes change a little easier — and a lot more fun.

Drawdown EcoChallenge is free and open to the public. Participants can join an existing team, create a new one, or join the Community team.

## ABOUT US

### Northwest Earth Institute

EcoChallenge is a program of [Northwest Earth Institute](#) (NWEI), a sustainability organization that provides innovative social and digital tools designed to change the way individuals live in and interact with natural and built environments. Since 1993, NWEI has based its programming on the idea that individual action compounds to larger, collective impact.

NWEI has served over 2,500 organizations nationally and over 200,000 individuals worldwide. After 25 years of service and 16 published books, NWEI continues to meet changing community needs through EcoChallenge, a custom-designed, online platform that extends the learning of our Discussion Courses and provides an innovative tool for assessing and shifting sustainability behavior.

**We envision a world where EcoChallengers live every moment with the hunger and power for positive action.**

EcoChallenge gives schools, organizations, and communities the tools and inspiration to accomplish their sustainability engagement and action goals. Our digital platform elevates solutions, facilitates action, and visualizes impact. By incentivizing and celebrating both effort and impact, EcoChallenge gives aspiring leaders the resources and confidence to take on the world's biggest challenges.

## OVERVIEW (CONTINUED)

### Project Drawdown

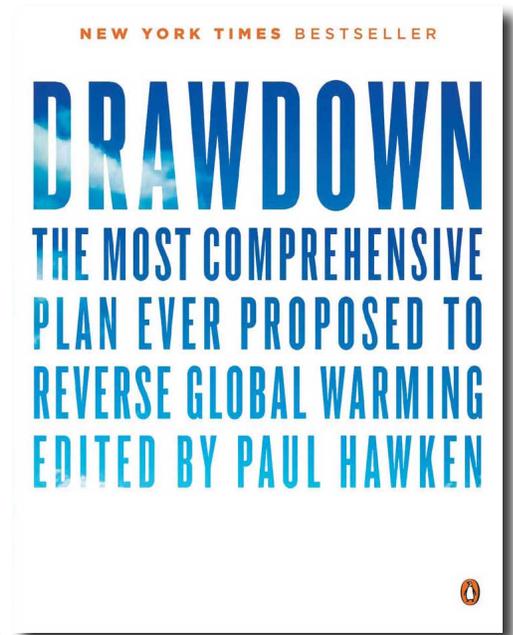
[Project Drawdown](#) is a broad coalition of researchers, scientists, graduate students, PhDs, post-docs, policy makers, business leaders, and activists who have come together to map, measure, and model the best available solutions that can cumulatively reverse global warming within the next 30 years.

### About The Book + Paul Hawken

*Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming* maps, measures, models, and describes the 100 most substantive solutions to global warming. For each solution, the book describes its history, the carbon impact it provides, the relative cost and savings, the path to adoption, and how it works. The goal of the research that informs *Drawdown* is to determine if we can reverse the buildup of atmospheric carbon within 30 years. All solutions modeled are already in place, well-understood, analyzed based on peer-reviewed science, and are expanding around the world.

Paul Hawken (Executive Director of Project Drawdown) is an environmentalist, entrepreneur, journalist, and author who has dedicated his life to sustainability and changing the relationship between business and the environment.

#1 Best-Selling  
Environmental Book of 2017



## SOLUTION #6: EDUCATING GIRLS



# SOCIAL MEDIA

## Follow NWEI and Project Drawdown on social media for helpful tips and resources.

We'll be highlighting stories of inspiration prior to and during the 21-day Drawdown EcoChallenge. Use these sample social media posts to promote your participation in Drawdown EcoChallenge or to help spread the word about Drawdown. Suggested hashtags and images are provided to bolster your social media posts. Please modify as needed.



**/NWEIEcoChallenge**  
**/ProjectDrawdown**

Global Warming - yes, there's something we can do about it! We're registered for Drawdown EcoChallenge, a 21-day online challenge focused on carbon reduction organized by @projectdrawdown @nweiecochallenge. We're choosing challenge actions such as renewable energy, sustainable food, land use, and alternative transportation. Drawdown EcoChallenge is free and open to everyone. Learn more at [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org).

Climate change is one of the top threats to our planet and to future generations. The good news is there's something we can do about it. We've signed up for Drawdown EcoChallenge, a 21-day program focused on carbon reduction organized by @projectdrawdown @nweiecochallenge. Drawdown EcoChallenge takes place April 4-25. Join us at [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org).

You've read Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming and now it's time to take the Drawdown EcoChallenge, a 21-day program focused on carbon reduction. The Challenge is organized by @projectdrawdown @nweiecochallenge – register a team today at [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org).

Drawdown EcoChallenge will inform, inspire, and mobilize you to take action to reverse global warming. @projectdrawdown @nweiecochallenge are partnering to bring you #DrawdownEcoChallenge, a 21-day challenge to reverse global warming. Learn more and register a team today at [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org).

With the global climate movement spotlight on @projectdrawdown, Drawdown EcoChallenge is an ideal opportunity to share your environmental values and engage your colleagues or network to reverse global warming. Take the Challenge - register today at [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org).



**/NWEIEarth**  
**/ProjectDrawdown**

The research is in - NOW is the time to take action on #globalwarming - register for #DrawdownEcoChallenge [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org)

#DrawdownEcoChallenge is coming up! Create a team and invite your friends, family, coworkers to join you! [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org)

#GlobalWarming - yes, there's something we can do about it! Sign up for #DrawdownEcoChallenge [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org)

Join #DrawdownEcoChallenge and we'll show you how 3 weeks can get us on the path to reverse #globalwarming [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org)

#DrawdownEcoChallenge will push you and may even stretch your comfort level, but that's what's needed to #reverseglobalwarming [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org)

Have you heard - @projectdrawdown @nweiecochallenge are partnering to bring you #DrawdownEcoChallenge, proving that small actions add up to real change.

#DrawdownEcoChallenge is just around the corner. What action will you take to reverse global warming? Sign up today at [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org)

## SOCIAL MEDIA (CONTINUED)

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### HASHTAGS

#### Main Hashtags

#DrawdownEcoChallenge #Drawdown #ClimateSolutions #EcoChallenge

#### Supporting Hashtags

#paulhawken #sustainablefuture #climatechange #globalwarming #climateaction  
#sustainable #naturalcapital #socialjustice #environment #resilient #actonclimate  
#reverseglobalwarming #climate #projectdrawdown #nwei

### LOGOS

#### Use these official logos to promote your organization's participation in the challenge.

These images are available in high resolution for download, intended for sharing on social media and in emails, newsletters, blog posts, and for other promotional purposes.

[Download the logos here.](#) If you need an image in a different format or have trouble downloading, email us at [contact@nwei.org](mailto:contact@nwei.org) or call 503-227-2807.

See [drawdown.ecochallenge.org/about/resources](http://drawdown.ecochallenge.org/about/resources) for more resources including promotional flyers, video tutorials, and team captain tips.



**ECOCALLENGE**



Northwest  
Earth Institute  
DISCOVER CHANGE, TOGETHER.

**DRAWDOWN**

# EVENT NARRATIVES

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## TELL THE STORY

### Keep your community inspired with the stories below.

We know it's not always a one-size-fits-all approach when it comes to storytelling, so we created what we're calling "bits of inspiration" – shorter and longer posts that you can use as inspiration to promote Drawdown EcoChallenge. Modify as needed and use wherever you want to share the Drawdown EcoChallenge story.

### Shorter Narratives

Project Drawdown is the most comprehensive plan ever proposed to reverse global warming. That is why Project Drawdown and Northwest Earth Institute are coming together to offer the Drawdown EcoChallenge in April. Drawdown EcoChallenge is focused on carbon reduction and is a fun and social way to learn about and take action on the 100 most substantive solutions to global warming. Take the challenge, stretch your limits, and see how 21-days of action can get us on the path to reducing global warming.

-

We believe the solution to the planet's biggest challenges lies in the power of collective action. Drawdown EcoChallenge engages participants from around the world in taking action to reduce carbon. Join thousands of other participants April 4-25 as we prove that small actions add up to real change.

-

Climate drawdown is the point at which greenhouse gas concentrations in the atmosphere begin to decline on a year-to-year basis. Project Drawdown is leading the way by mapping, measuring, modeling, and describing the 100 most substantive solutions to global warming. The Northwest Earth Institute and Project Drawdown have come together offer Drawdown EcoChallenge, a 21-day challenge focused on carbon reduction to get us on the path to reversing global warming.

-

*Drawdown* uncovered a path forward—a plan that already exists—that can roll back global warming within thirty years. Nothing new needs to be invented. The solutions are in place and in action. The work is to accelerate the knowledge and growth of what is possible. This is why Project Drawdown and the Northwest Earth Institute are coming together to offer the Drawdown EcoChallenge - a fun and social way to learn about and take action on the 100 most substantive solutions to global warming. Take the challenge, stretch your limits, and see how three weeks of action can add up to a lifetime of change for you and the planet. Join at [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org).

# EVENT NARRATIVES (CONTINUED)

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## Longer Narrative

[Northwest Earth Institute](#) (NWEI) and [Project Drawdown](#) have come together to bring you Drawdown EcoChallenge, a 21-day challenge focused on reversing global warming - yes, it's possible!

Drawdown EcoChallenge closely follows solutions highlighted in the New York Times bestseller, *Drawdown*, a book based on meticulous research that maps, measures, models, and describes solutions to global warming that already exist. Drawdown EcoChallenge provides the tools and inspiration to turn intention into action, and give participants a fun way and social way to reduce carbon and reverse climate change, one of the biggest threats to our planet and to future generations.

The idea is simple: EcoChallengers choose their challenge, set their goals, and then take action for three weeks during the month of April. The social support created by participating with thousands of others, along with friendly competition and earning points for success, help to turn actions into positive habits. The ultimate goal is for EcoChallengers to discover taking action to reduce their impact and improve their communities is simpler than they thought, and more sustainable in the long-term.

We believe change should be fun, and we created the Drawdown EcoChallenge with this in mind. For 25 years the Northwest Earth Institute has helped make change more possible, more social, and more fun by helping people connect with their communities to take action, together.

Drawdown EcoChallenge inspires participants to renew their commitment to green living. As Audrey, a participant in last October's public EcoChallenge, shares:

*"EcoChallenge gave me a concrete reason to pay attention to what I am doing. I already do quite a few things with the environment in the back of my mind. This helped me get it to the front of my mind. My challenge had to do with energy efficiency, so I had specific goals associated with that. But I also noticed that I was mentally more present when I went to the farmer's market, put kitchen scraps in the compost pile, bought organic, picked from my garden, saved water, and so forth."*

Drawdown EcoChallenge is free and open to everyone. Participants can sign up as a team captain and engage their workplace, school, neighborhood or community, or join the Drawdown EcoChallenge Community Team.

We invite anyone looking to make an impact or dive deeper into living sustainably to join the movement at [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org).

# PRESS RELEASE

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## Northwest Earth Institute and Project Drawdown Collaborate to Offer Drawdown EcoChallenge, a 21-day Engagement Program to Reverse Global Warming

**Portland, OR**— Northwest Earth Institute (NWEI), a recognized leader in transformational sustainability education and behavior change for the past 25 years, announces a collaboration with Project Drawdown to offer Drawdown EcoChallenge, a 21-day engagement program April 4-25 focused on reversing global warming.

Drawdown EcoChallenge follows solutions highlighted in *Drawdown*, a New York Times bestseller based on meticulous research that maps, measures, models, and describes solutions to global warming that already exist. *Drawdown* was edited by renowned environmentalist, Paul Hawken - founder and executive director of Project Drawdown.

Drawdown EcoChallenge is free and open to the public, and includes challenge categories such as electricity generation, sustainable food, alternative transportation, and land use. Participants across the globe receive points for taking action and compete for prizes, including a team video call with Paul Hawken. The combination of collective action, camaraderie, and friendly competition makes Drawdown EcoChallenge a little easier—and a lot more fun.

“All of life is comprised of self-organizing systems and the Drawdown EcoChallenge is exactly that—people coming together to share, learn, support, imagine, and innovate for a better world. We are honored to be a part of this significant and brilliant initiative,” says Paul Hawken. “With the global climate movement spotlight on Drawdown, our partnership couldn’t have come at a better time. We are so excited to leverage the power of our digital platform to extend the critical work of Drawdown,” says David Macek, Executive Director of NWEI.

The 21-day Challenge provides tools and inspiration to turn intention into action, and gives participants a fun and social way to think about and act on proven solutions to reverse global warming. The robust online platform lets participants view collective impact in real-time as actions are completed. To register for Drawdown EcoChallenge or for more information visit [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org). Participants can join an existing team, create a new one, or join the Community team at any time during the 21-day Challenge.

###

**About NWEI**— Northwest Earth Institute, a nonprofit organization based in Portland, Oregon, offers a suite of educational and engagement programs including ten discussion-based course books and the online EcoChallenge. For the past 25 years, Northwest Earth Institute has given people a fun and social framework to talk about their relationship with the planet and to share in discovering new ways to live, work, create, and consume. Over 200,000 people from around the world have taken part in NWEI programs and taken action toward a sustainable future. For more information visit [nwei.org](http://nwei.org).

**About Project Drawdown**— Project Drawdown is a living research and communications organization that assesses, maps, models, and describes the potential of the most substantive solutions to achieve drawdown by 2050. It is a collaborative effort of over 200 researchers, policymakers, businesses, thought leaders, and organizations developing a model to enable action and implementation throughout the world. Our common mission is to do our part in solving global warming, by enabling a new, regenerative ‘business-as-usual’ that has cascading benefits to human well-being in concert with nature, while training the next generation of global citizens and thought-leaders.

JOIN TODAY >

# DRAWDOWN ECOCHALLENGE

Learn about and take action on the 100 most substantive solutions to global warming.

APRIL 4-25, 2018

[DRAWDOWN.ECOCHALLENGE.ORG](http://DRAWDOWN.ECOCHALLENGE.ORG)



NEW YORK TIMES BESTSELLER

# DRAWDOWN

THE MOST COMPREHENSIVE  
PLAN EVER PROPOSED TO  
REVERSE GLOBAL WARMING  
EDITED BY PAUL HAWKEN



THE RESEARCH IS IN. IT'S TIME TO TAKE ACTION.

PROJECT DRAWDOWN AND NORTHWEST EARTH INSTITUTE

## Drawdown EcoChallenge

APRIL 4 - APRIL 25, 2018

[PARTICIPANTS](#)

[TEAMS](#) ▾

[ABOUT](#) ▾

[DASHBOARD](#)

THE RESEARCH IS IN. NOW  
IT'S TIME TO TAKE ACTION!

The Drawdown EcoChallenge is a fun and social way to learn about and take action on the 100

NEW YORK TIMES BESTSELLER

# DRAWDOWN

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