

# 2017 ECOCHALLENGE



## EVENT SUMMARY

October 11- 25, 2017



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# 2017.ECOCHALLENGE.ORG

## THE POWER OF COLLECTIVE IMPACT

**We believe the solution to the planet's biggest challenges lies in the power of collective action.**

Our 2017 EcoChallenge engaged a record 12,214 participants across 639 teams from 83 countries! By all accounts, it was our most successful challenge ever. Thousands of EcoChallengers in school, communities, and businesses took action on the most important environmental and social issues, and inspired others to join in the fun.

Whether you are a seasoned EcoChallenger or first time participant, we hope your EcoChallenge experience resulted in habits that add up to a lifetime of positive changes for you, your community, and the planet.

While EcoChallenge may officially be over, we hope you'll continue to be bold in your actions and practices, and share what you've learned with others.

Thank you, please enjoy the following recap of collective impacts and success stories!





# CHALLENGE STATS

## PARTICIPANTS

**12,214**  
Total  
Participants

**83**  
Countries  
Participating

**50**  
States  
Participating

**13,341**  
Posts to  
the Feed

2,705 Replies to Posts  
981 Pics Shared

## CHALLENGES

**9**  
Total  
Challenges

**57,905**  
Actions  
Selected

**208,601**  
Actions  
Taken

**1,476,258**  
Points  
Earned

Health: 6,558  
Water: 6,543  
Food: 6,536  
Waste: 5,563  
Energy: 5,429  
Simplicity: 4,505  
Nature: 3,964  
Transportation: 3,822  
Community: 2,483

**Top 5**  
Exercise Daily  
Happiness Practice  
Meatless Meals  
5-Minute Showers  
Watch a Documentary  
  
115,046 Current  
Behaviors Marked

Average of 7  
(out of 15 total)  
Daily Checkins  
per Daily Action  
Selected  
  
61% Success  
Rate for One-  
Time Actions

**Top 3 Teams**  
Mt. Hood Comm. College  
Rob Greenfield Team  
Ecova All-Stars

**Top 3 Individuals**  
Rob G. - 4,409  
Brandon R. - 2,575  
Jericho A - 2,281

## TEAMS

**639**  
Total  
Teams

**109**  
Competitions  
Initiated

## PROMOTIONS

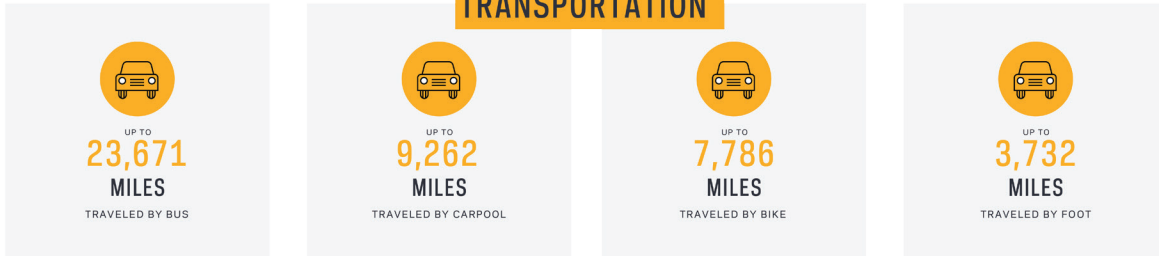
**30**  
Community  
Sponsors

**1,567,316**  
Page Views from  
Aug - Oct

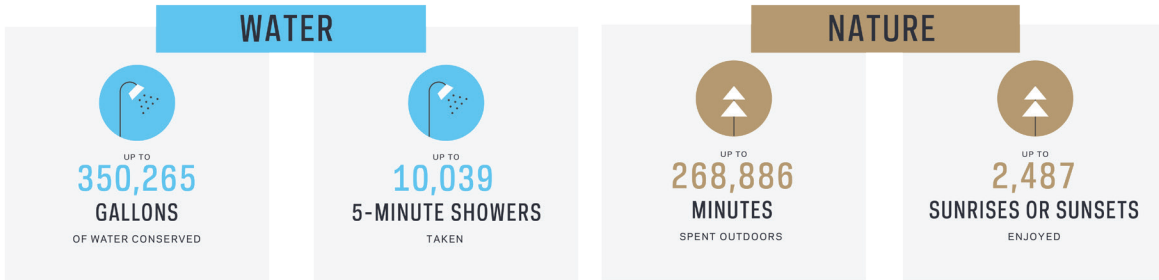
# COLLECTIVE IMPACT

See the entire impact at [2017.ecochallenge.org/impacts](http://2017.ecochallenge.org/impacts).

## TRANSPORTATION

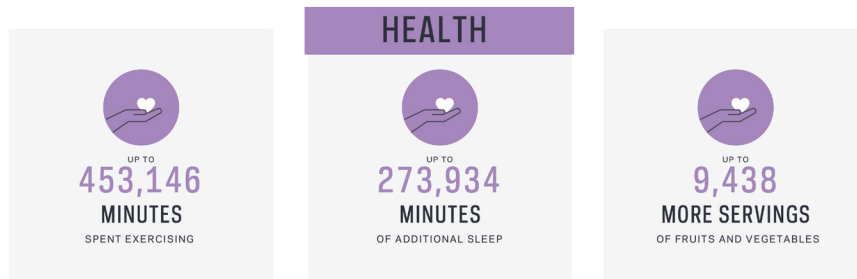


## WATER



## NATURE

## HEALTH



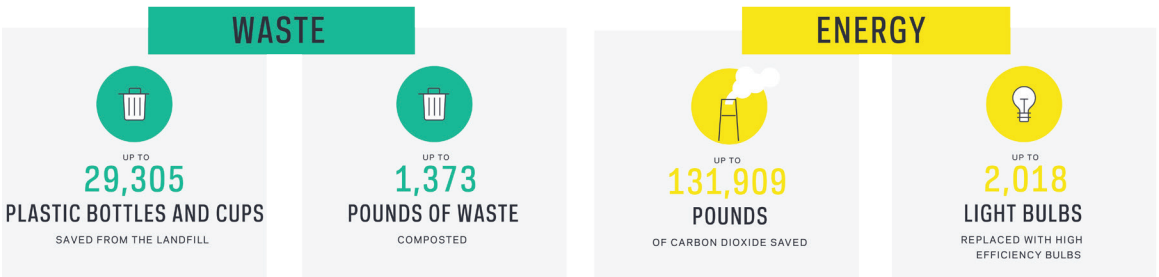
## FOOD



## COMMUNITY



## WASTE



## ENERGY

# STORIES + PHOTOS FROM THE FEED

**ERIKA OROPEZA**

**Adventures in Thumbholes Team | Houston, Texas**

"My personal daily #EcoChallenge is to avoid using single-use plastic or anything that it is not necessary. Sharing my passion and love for my Mother Earth is my motto."



**MICHAEL MORRIS**

**CITI Green Team Network | O'Fallon, Missouri**

"I wish to ensure that steps we take today as humans, will have a positive impact in the world for future generations. Mission accomplished in our highway clean-up event!"

**JODI FLANNERY**

**Rob Greenfield Team | Stockport, England**

"I have stopped shaving my legs in the shower. I can shave them afterwards with the water I collect and when the kids aren't here I can keep that there to flush the loo with water."



**JOHN LEARY**

**Trees for the Future | Gaithersburg, Maryland**

"Switching to solar was my New Year's resolution, and the #EcoChallenge helped make sure it got done."

See more stories at [2017.ecochallenge.org/dashboards/posts](https://2017.ecochallenge.org/dashboards/posts).

# CELEBRATIONS!

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"I learned that doing one small thing a day for the community may seem small to me but make a big deal to someone in need."

"What I liked most was that it pushed me to learn more. I consider myself fairly aware of my habits and their effects, but I learned how much more I could be doing."

"We reduced our distribution of straws at all three of our pub locations by more than 38% and at one of our locations more than 60%!!! Thank you EcoChallenge for getting us to act and make a difference! "

"The challenge was instructive and inspiring to me. The big take away for me is mindfulness; its important to think about how you want to be a good environmental steward, even in the small things you do every day."

"It took a lot of self discipline that I didn't know I had to be able to go through this. But I did and I have been making healthier decisions and it has made me feel much better. "

"I learned that you really need to invest in yourself first. WOW. If we would all take the time and effort we could do so much more for others because we are rested, at peace, health and focused."

"After completing this challenge I learn that it doesn't matter if you are the only one doing something for the world because small actions make big changes! "

"Loved this! :-D "

See more at [2017.ecochallenge.org/dashboards/posts](https://2017.ecochallenge.org/dashboards/posts).

# THANK YOU SPONSORS!

## TITLE SPONSORS



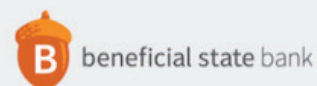
Chinook Book



## CONTRIBUTING SPONSORS



## SUPPORTING SPONSORS





# POWERED BY NORTHWEST EARTH INSTITUTE

## WE BELIEVE EVERY PERSON HAS THE POWER TO CREATE POSITIVE ACTION.

There's no shortage of information about the serious challenges facing our planet – and although most people say they would like to do more, they don't know where to start.

That's where we come in.

## WE BELIEVE CHANGE SHOULD BE FUN.

For over 20 years, NWEI has helped make change more possible, more social, and yes, more fun by helping people connect with their communities and take action, together.

## WE BELIEVE THE LITTLE THINGS MAKE A BIG DIFFERENCE.

NWEI was founded in 1993 with a simple objective: to give people a framework to talk about our relationship with the planet and to share in discovering new ways to live, work, create and consume. And (as more than 175,000 NWEI participants worldwide have discovered since then) it turns out that within that simple objective is a recipe for powerful change.

When you break big issues into bite-sized pieces, and talk through them with the people who matter to you, you discover insights and inspiration. You learn, together. You build a personal network of shared stories and support that makes it easy to take action. In short, you become part of a community for change.

## WE BELIEVE IN CHANGE THAT WORKS FOR YOU.

From the beginning, we have been committed to meeting people where they are. We don't tell you what to think, or buy, or do. And we believe no change is too small — in fact, those tiny choices we make every day, by rote or by habit (paper or plastic? take or toss? borrow or buy?) are exactly where change is most possible and powerful.

Through our discussion courses and the EcoChallenge, we help people discover shared learning, shared stories and shared action.

## WE DISCOVER CHANGE, TOGETHER. SEE MORE AT [NWEI.ORG](http://NWEI.ORG).



Northwest  
Earth Institute  
DISCOVER CHANGE, TOGETHER.

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