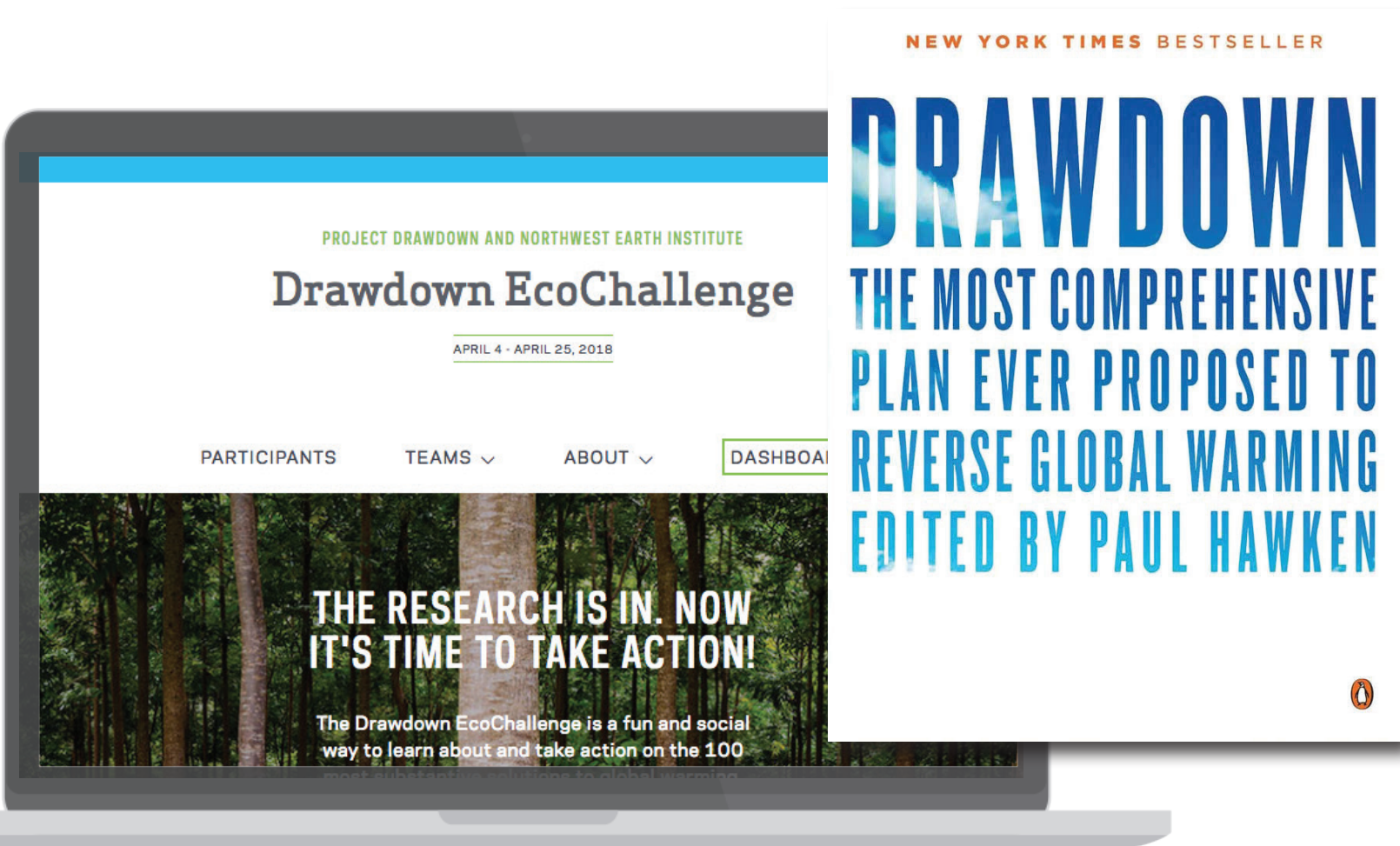


DRAWDOWN.ECOCHALLENGE.ORG



2018 EVENT SUMMARY

The Power of Collective Impact

powered by



Northwest
Earth Institute

DISCOVER CHANGE, TOGETHER.

107 SE Washington Street, Suite 251, Portland, OR 97214
contact@nwei.org | 503-227-2807

CHALLENGE STATS

PARTICIPANTS

7,247
Total
Participants

65
Countries
Participating

50
States
Participating

14,007
Posts to
the Feed

7,450 Reflections
1,484 Comments

CHALLENGES

7
Total
Challenges

37,888
Actions
Selected

75,979
Actions
Taken

1,200,100
Points
Earned

Food: 4,665
Materials: 3,208
Transport: 2,868
Electricity Generation:
2,804
Buildings + Cities:
2,475
Women + Girls: 2,181
Land Use: 2,076

Top 5
Less Animal Products
Smaller Portions
Expiration Dates Info
Track Wasted Food
Recycle Everything
26,374 Current
Behaviors Marked

Average of 7
(out of 22 total)
Daily Checkins
per Daily Action
Selected
62% Success
Rate for One-
Time Actions

Top 3 Teams
Asheville High School
Taisugar Circular Econ.
Built Ecology & Friends
Top 3 Individuals
Sarah D. - 2,777
Narada G. - 2,638
Shane H. - 2,368

TEAMS

767
Total
Teams

63
Competitions
Initiated

PROMOTIONS

11
Community
Sponsors

964,006
Page Views from
Feb - Apr

COLLECTIVE IMPACT

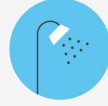
See the entire impact at drawdown.ecochallenge.org/impacts.



UP TO
183,396
MINUTES
SPENT LEARNING



UP TO
539
DONATIONS
MADE



UP TO
56,169
GALLONS
OF WATER CONSERVED



UP TO
150,402
POUNDS
OF CARBON DIOXIDE SAVED



UP TO
2,677
LIGHT BULBS
REPLACED WITH HIGH
EFFICIENCY BULBS



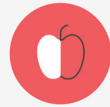
UP TO
35,334
MILES
TRAVELED BY BUS



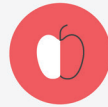
UP TO
18,138
MILES
TRAVELED BY CARPOOL



UP TO
7,655
MILES
TRAVELED BY BIKE



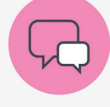
UP TO
21,177
MEATLESS OR VEGAN MEALS
CONSUMED



UP TO
6,689
ZERO-WASTE MEALS
CONSUMED



UP TO
4,793
LOCALLY SOURCED MEALS
CONSUMED



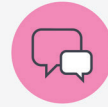
UP TO
493
PEOPLE
HELPED



UP TO
3,706
CONVERSATIONS
WITH FRIENDS



UP TO
2,037
LETTERS, EMAILS, OR CALLS
SENT TO PUBLIC OFFICIALS



UP TO
716
DOCUMENTARIES
WATCHED



UP TO
200
HOURS
VOLUNTEERED

REFLECTIONS + PHOTOS FROM THE FEED

ANA SOFIA

Asheville High School | Asheville, North Carolina

"The fact is that at this point, we're out of generations to push this on to and we need to be doing something now."



CLINTON FOX

Green Dinosaur | San Diego, California

"I'm new to silvopasture and these guys look like they really enjoy hanging in the woods! The biggest advantage is quality of life for the animals and keeping the land healthy and productive by having the livestock in the mix."

MARIA ALBULESCU

Illinois Green Alliance | Chicago, Illinois

"Such a great way to provide electricity to the islands! The only electricity comes from solar panels which are connected to many houses."



JAN CHANG

Taisugar Circular Economy | Tainan City, Taiwan

"Spent 3 hours sharing knowledge and experiences of renewable energy with high school students this morning. Encouraging young people to conserve energy and reduce carbon emissions, right here, right now."

See more stories at drawdown.ecochallenge.org/dashboards/posts.

CELEBRATIONS!

"Being eco-minded is not the same as eco-living. We have to take the next step to prioritize the planet and take care of what has been given to us."

"Participating in Drawdown EcoChallenge has helped me focus my energy and effort on issues that have been on my mind for a while now. Actually making time to research and implement these solution has been very rewarding."

"This Challenge has been very eye opening and informative for me. I not only was able to help the environment by completing actions, but smaller food portions helped me maintain more energy. Great job everyone!"

"Learning so much! This challenge brings us lots of awareness!"



ahssolarcougars • Follow
Asheville High School

ahssolarcougars Y'all, we are getting goofy for the [#drawdownecochallenge!](#) These fellas showed their enthusiasm for [#composting](#) by sporting banana buns all class! We have a container for compost in our room, come feed the compost bin! Also- guess which team is back in the top 10! WE ARE!!!! [#theacsway](#) [#coocooforcompost](#)



34 likes

APRIL 10

THANK YOU SPONSORS!

TITLE SPONSORS



CONTRIBUTING SPONSORS



SUPPORTING SPONSORS



OVERVIEW

ABOUT DRAWDOWN ECOCHALLENGE

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

The online challenge took place April 4-25, 2018 and followed 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

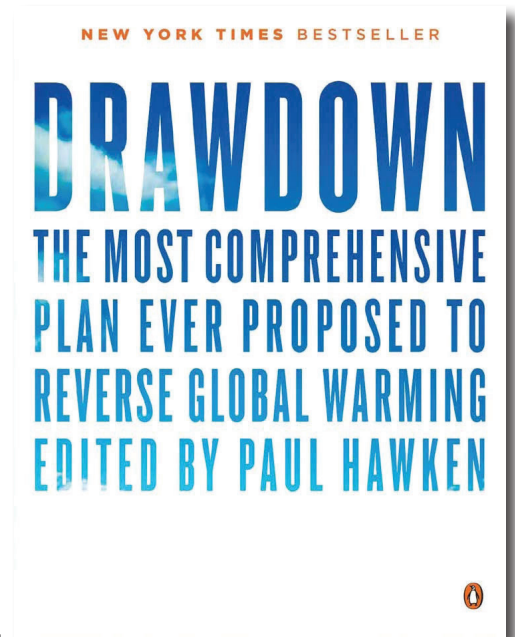
[Project Drawdown](#) is a broad coalition of researchers, scientists, graduate students, PhDs, post-docs, policy makers, business leaders, and activists who have come together to map, measure, and model the best available solutions that can cumulatively reverse global warming within the next 30 years.

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

