

2018.ECOCHALLENGE.ORG



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OCTOBER ECOCHALLENGE



CAMPUSES COMMUNITIES WORKPLACES

TOGETHER FOR CHANGE

THE POWER OF COLLECTIVE ACTION

EcoChallenge is a fun and social way to take measurable action on the environmental and social issues you care about. Take the challenge, and see how three weeks of learning and action can add up to a lifetime of positive change for you, your community, and the planet!

Join now, registration is open.



[2018.ECOCHALLENGE.ORG](https://2018.ecochallenge.org)



EcoChallenge is powered by Northwest Earth Institute, 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.

We envision a world where everyone has the hunger and power to collectively learn and act on solutions to transform environmental and social systems, and heal our connection to each other and Earth. [Learn More >>](#)

CHALLENGES

FOOD	HEALTH	TRANSPORTATION	ENERGY
0 PARTICIPANTS	0 PARTICIPANTS	0 PARTICIPANTS	1 PARTICIPANT
			

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

OVERVIEW

ABOUT ECOCHALLENGE

October EcoChallenge is a 21-day sustainability engagement and action program.

The challenge takes place October 3 - 24, 2018. Participants track and share their progress online in a robust platform 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.

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 that make a difference for you, your community, and the planet. Over 100 actions within nine Challenge categories provide participants with diverse options to take action.

EcoChallenge is free and open to everyone. We invite anyone looking to make an impact or dive deeper into living sustainably to join the movement at 2018.EcoChallenge.org. Participants can sign up as a team captain and engage their workplace, school, neighborhood or community, or join the NWEI Community Team.

ABOUT US

EcoChallenge is a program of Northwest Earth Institute (NWEI).

NWEI is 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.



WATER: EVERY DROP COUNTS

“Knowing caring people are out there in the thousands was a powerful boost to my own personal efforts. Onward!

~ 2018 EcoChallenge Participant

CHALLENGE STATS

PARTICIPANTS

16,615*

Total
Participants

*Largest Ever
EcoChallenge

78

Countries
Participating

55

States +
Territories
Participating

26,707

Posts to
the Feed

12,065 Reflections
13,011 HI-Fives

CHALLENGES

9

Total Challenges
(popularity below)

Waste: 16,234

Health: 12,594

Food: 9,820

Simplicity: 6,297

Energy: 2,475

Nature: 4,638

Water: 3,687

Transportation: 2,579

Community: 1,665

63,467

Actions
Selected

Top 5

Exercise Daily

Reusable Bottle

Reusable Bags

Happiness

Skip the Straw

141,481 Current
Behaviors Marked

283,607

Actions
Taken

Average of 6
(out of 22 total)
Daily Checkins
per Daily Action
Selected

64% Success
Rate for One-
Time Actions

2,563,167

Points
Earned

Top 3 Teams

HP Puerto Rico

HP India

WSP USA + Friends

Top 3 Individuals

Bailey W.. - 4,755

Kate B. - 4,550

Summit T. - 3,647

TEAMS

842

Total
Teams

283

Competitions
Initiated

PROMOTIONS

31

Community
Sponsors

1,515,235

Page Views from
Aug - Oct

COLLECTIVE IMPACT

See the entire impact at 2018.ecochallenge.org/impacts.

264,425

GALLONS OF WATER SAVED

THAT COULD FILL OVER 13
BACKYARD POOLS



87,843 MILES

NOT TRAVELLED BY CAR

THAT'S ENOUGH MILES TO MAKE
OVER 4 ROUND TRIPS
FROM OREGON TO ANTARCTICA.



834,297

MINUTES SPENT EXERCISING

THAT'S LIKE RUNNING
3,039 MARATHONS



326,040

MINUTES OF ADDITIONAL SLEEP

THAT'S LIKE WATCHING THE
ENTIRE HARRY POTTER SERIES
307 TIMES.



32,795
PLASTIC STRAWS

THAT'S OVER 38 TIMES
THE HEIGHT OF
THE SPACE NEEDLE.



29,981

DISPOSABLE CUPS

THAT'S OVER 11 X
THE HEIGHT OF THE
EIFFEL TOWER.



REFLECTIONS FROM THE FEED

NATALIE GARDNER

Green is the new Black | Melbourne, Australia

"Very excited to participate in another Ecochallenge! I learnt so much from the challenge and am inspired to grow even further now as a result. I was especially thrilled about the new category 'simplicity'. Can't wait to participate again and be a part of this welcoming and energising community!"



MARIANNE GRECO

Slow Food Team | Middlebury, Connecticut

"I considered myself an ECO pro before I started this challenge, but I learned so much and networked with several fantastic local and national organization I didn't know about. Thanks for all the resources compiled for this challenge. I feel like I just took, in three intense weeks, the most important and relevant college course ever."

IRENE MATTHEWS

WSP USA + Friends | Tampa, Florida

"Who knew there were 3600 species of bees in the U.S? There is a lot to learn about our partnership with nature. Pollinators are the backbone of our health and well-being and we must do our part to help them thrive and survive."



LILIANA POMAREDA

CITI Green Team Network | Sacramento, California

"I learned that there are many ways to make a small impact in our daily lives. Doing this challenge makes me realize every year how easy it is to make small changes that result in big results. Working together to help spread the word about recycling and conservation is always fun!"

See more stories at 2018.ecochallenge.org/dashboards/posts.

THANK YOU SPONSORS!

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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.



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