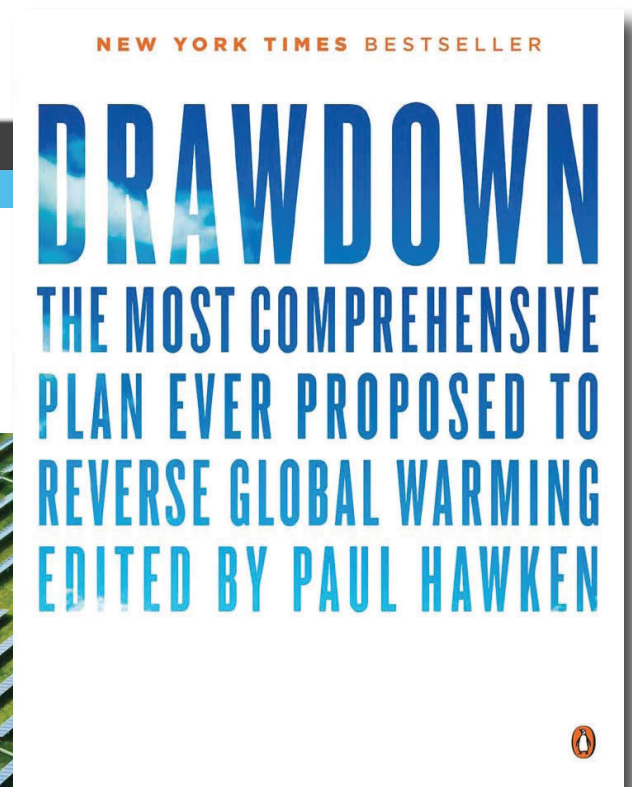
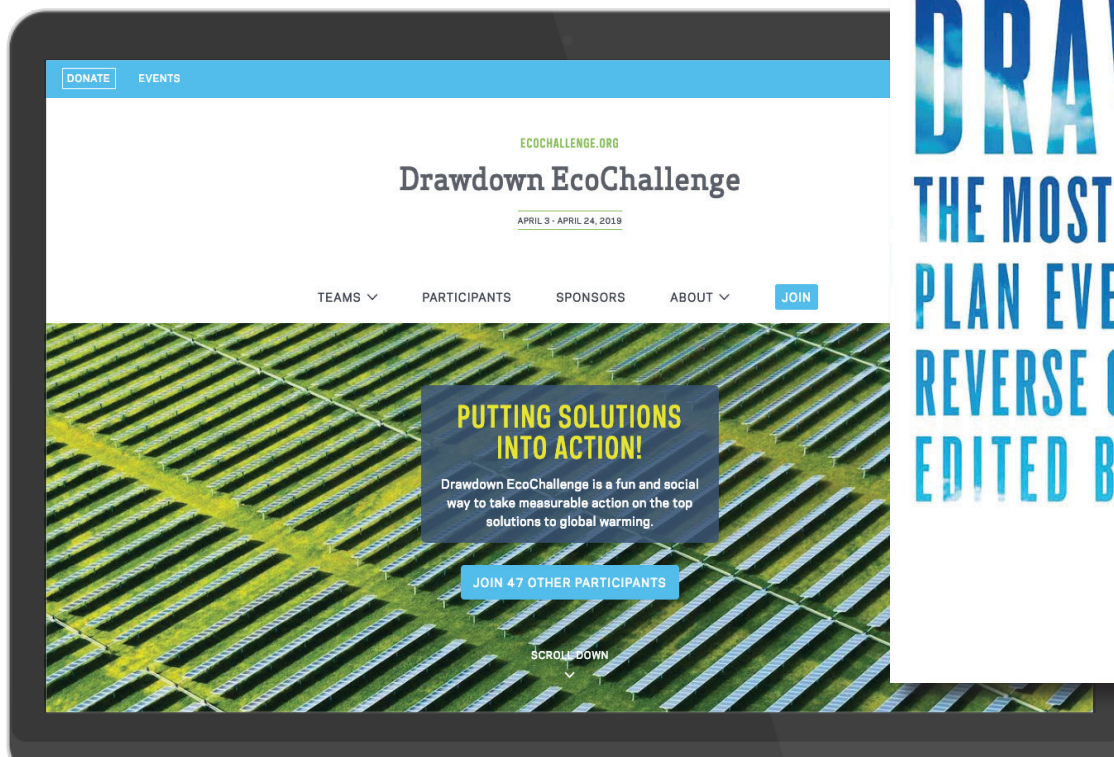




# DRAWDOWN ECOCHALLENGE



## MEDIA + PROMOTIONAL KIT MAXIMIZING ENGAGEMENT + IMPACT



ECOCHALLENGE.ORG  
(formerly Northwest Earth Institute)

v. Feb. 2019

# DRAWDOWN ECOCHALLENGE

A SIGNATURE PROGRAM HELD BY ECOCHALLENGE.ORG,  
PARTNERED WITH PROJECT DRAWDOWN

April 3-24, 2019 | [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org)

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## SOLUTION #6: EDUCATING GIRLS

“

At last count, 130 million girls are still denied their basic right to attend school... Too many girls are missing a vital foundation for life. Education means better health for women and their children, better financial security, greater agency at home and in society, more capacity to navigate a climate-changing world. Education can mean options, adaptability, strength. It can also mean lower emissions.

– Katharine Wilkinson, Project Drawdown

## ABOUT DRAWDOWN ECOCHALLENGE

**Drawdown EcoChallenge, a signature event of EcoChallenge.org partnered with Project Drawdown, is a 21-day online engagement program focused on carbon reduction.**

Drawdown EcoChallenge takes place April 3-24 on [drawdown.ecochallenge.org](https://drawdown.ecochallenge.org), our platform that provides participants the inspiration and tools to turn intention into action. This 21-day program highlights over eighty actions within seven Challenge categories, giving participants choice and agency to act on proven solutions to reverse global warming.

The myriad of actions offered are supported by solutions spotlighted in [Drawdown](#), a book written for everyone and based on meticulous research that maps, measures, models, and explains existing (many even implemented) solutions to global warming.

Participants earn points for taking action, and track and share their progress online. 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 are invited to join an existing team, the Community team, or create a new one – all from wherever they are.

## ABOUT ECOCHALLENGE.ORG (formerly Northwest Earth Institute)

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

The EcoChallenge Platform is a signature offering of [EcoChallenge.org](https://EcoChallenge.org) (formerly Northwest Earth Institute), a sustainability organization that provides innovative social and digital tools designed to be a launchpad for both emerging generations and sustainability leaders to experience “a-ha” moments that lead to extraordinary environmental and social change.

We also host a global October EcoChallenge which is free and open to everyone, everywhere. Over 73,500 people from 101 countries have used our EcoChallenge Platform, and we have engaged over 250,000 people throughout our 25-year history. Our EcoChallenge Platform can also be used to create custom Challenges that meet the sustainability engagement and action goals of your workplace, college, or community.

By incentivizing and celebrating both effort and impact, we give aspiring leaders the resources and confidence to take on the world’s greatest challenges.



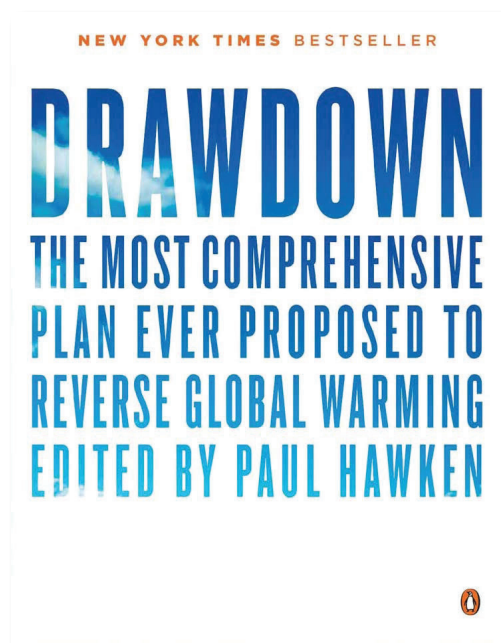
## Project Drawdown

[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

*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 how 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.

#1 Best-Selling  
Environmental Book of 2017



## 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, Founder of Project Drawdown

## YOU ARE PART OF A MOVEMENT!

Use #EcoChallenge, and see how you are one of many. Together, we live for a better shared future.

### HERE'S INSPIRATION FOR YOU ALONG THE WAY:

MAR  
28

#### **Social Justice & Climate Change: The Inextricable Links Between Two Movements**

March 28, 2019 @ 12pm PT via [Facebook Live](#) & Zoom

Sherri Mitchell, Indigenous rights activist spiritual teacher and Katherine Wilkinson of Project Drawdown sit down together to talk about the inextricable links between social justice and the climate change movement. Lacy Cagle of EcoChallenge.org will moderate.

APR  
20

#### **Earth Day**

Everyday is Earth Day, but on this noted day, with the dedicated time and space for Mother Earth, we aim to take as many actions as possible. Together, let's see how far we can push our collective comfort and create a new status quo.

EVERY  
MON

#### **Mainstream Monday** via [Facebook](#) and [Instagram](#)

We strive to start every week with a spotlighted story of an inspiring individual, group of people, or organization from anywhere in the world who is making sustainability mainstream in their lives and in their community.

EVERY  
TUES

#### **Take Action Tuesday** via [Facebook](#) and [Instagram](#)

In case you would like to take on more action during Drawdown EcoChallenge, tune in to our Facebook and Instagram every Tuesday for another action we can all take.

## FOLLOW ECOCHALLENGE.ORG AND PROJECT DRAWDOWN ON SOCIAL MEDIA FOR HELPFUL TIPS AND RESOURCES.

We'll be highlighting stories of inspiration before, during, and after the 21-day Drawdown EcoChallenge. Please share the below sample posts and the event narratives to promote your Drawdown EcoChallenge participation, and help spread the word about this program.



@EcoChallengeOrg  
@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 @nweiecochallenge and @projectdrawdown. 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 and join us at [drawdown.ecochallenge.org](https://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 @nweiecochallenge and @projectdrawdown. Drawdown EcoChallenge takes place April 3-24. Join us at [drawdown.ecochallenge.org](https://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 @nweiecochallenge and @projectdrawdown - register a team today at [drawdown.ecochallenge.org](https://drawdown.ecochallenge.org).

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



@EcoChallengeOrg  
@ProjectDrawdown

The research is in - now is the time to take action on #globalwarming - register for #DrawdownEcoChallenge drawdown.ecochallenge.org

#DrawdownEcoChallenge is coming up! Create a team and invite your friends, family, coworkers to join you! For a shared better future. drawdown.ecochallenge.org

#GlobalWarming - yes, there's something we can do about it! Sign up for #DrawdownEcoChallenge 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

#DrawdownEcoChallenge will push you and may even stretch your comfort level, but that's what's needed to #reverseglobalwarming - drawdown.ecochallenge.org

Have you heard - @nweiecochallenge and @projectdrawdown are partnering for the 2nd year in a row to bring you #DrawdownEcoChallenge, proving that positive, small actions add up to a better shared future.

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

## HASHTAGS

### Primary Hashtags

#DrawdownEcoChallenge #EcoChallenge #Drawdown #ClimateSolutions

### Supporting Hashtags

#sustainablefuture #climatechange #globalwarming #climateaction #behaviorchange  
#sustainable #naturalcapital #socialjustice #environment #resilient #actonclimate  
#reverseglobalwarming #climate #ecochallengeorg #projectdrawdown

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



**ECOCALLENGE.ORG**

**DRAWDOWN®**



## TELL THE STORY

Here is our narrative, both short and long versions, for how Drawdown EcoChallenge came to be.

### Shorter Narratives

*Drawdown* is the most comprehensive plan ever proposed to reverse global warming. That is why EcoChallenge.org and Project Drawdown are coming together to offer the 2nd Annual Drawdown EcoChallenge this April. Drawdown EcoChallenge elevates fun and social ways 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 propel us to a better shared future.

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We believe the solution to the planet's biggest challenges lives in the power of collective action. Drawdown EcoChallenge elevates that collective action, enabling participants from around the world to take action to reduce carbon. Join tens of thousands of participants April 3-24 as we prove that small actions add up to a better shared future.

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What is 'drawdown'? 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 manifesting climate drawdown by mapping, measuring, modeling, and describing the 100 most substantive solutions to global warming. EcoChallenge.org and Project Drawdown have come together to offer Drawdown EcoChallenge, a 21-day challenge focused on carbon reduction to get us on the path to reversing global warming.

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*Drawdown* uncovered a path forward—a series of plans that already exist—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 needed now is to accelerate the knowledge and growth of what is possible. This is why EcoChallenge.org and Project Drawdown have come together to offer 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 us at [drawdown.ecochallenge.org](http://drawdown.ecochallenge.org).



## Longer Narrative

[EcoChallenge.org](https://ecochallenge.org) and [Project Drawdown](https://projectdrawdown.org) have come together to bring you our 2nd Annual 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 written for everyone to digest and based on meticulous research that maps, measures, models, and describes existing solutions to global warming. Drawdown EcoChallenge provides participants the inspiration and tools to turn intention into action and highlights over eighty actions within seven Challenge categories, giving participants choice and agency to act on said Drawdown solutions.

The idea is simple: EcoChallengers choose their challenge, set their goals, and then take action. The social support created by participating with tens of thousands of others, along with friendly competition and earning points for success, helps to turn actions into positive, long-term habits.

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

Here are a few words from Audrey, a participant in last October's EcoChallenge:

*"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 or team member and engage their workplace, school, neighborhood, or community, or join the Drawdown EcoChallenge Community Team. All are welcome, no matter where you are!

We invite anyone looking to live sustainably to join the movement at [drawdown.ecochallenge.org](https://drawdown.ecochallenge.org).

## EcoChallenge.org and Project Drawdown Collaborate to Offer the 2nd Annual Drawdown EcoChallenge, a 21-day Engagement Program to Reverse Global Warming

**Portland, Oregon** — EcoChallenge.org (formerly Northwest Earth Institute), a recognized leader in transformational sustainability education and behavior change for 25+ years, alongside Project Drawdown, launches their 2nd Annual Drawdown EcoChallenge, a 21-day online engagement program focused on reversing global warming.

Drawdown EcoChallenge follows solutions highlighted in *Drawdown*, a New York Times bestseller written for everyone to digest and based on meticulous research that maps, measures, models, and describes existing solutions to global warming.

Drawdown EcoChallenge is free and open to the public, and includes challenge categories such as electricity generation, sustainable food, alternative transportation, land use, and more. Participants choose their challenge, set their goals, and then take action. Participants sign up as a team captain or team member and engage their workplace, school, neighborhood, or community, or join the Drawdown EcoChallenge Community Team. All are welcome, no matter where you are! The social support created by participating with tens of thousands of others, along with friendly competition and earning points for success, helps to turn actions into positive, long-term habits.

“All of life is comprised of self-organizing systems and 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, Founder of Project Drawdown. “With the global climate movement’s spotlight on *Drawdown* solutions, this EcoChallenge thrives at an opportune 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 EcoChallenge.org.

To register for Drawdown EcoChallenge and for more information, visit [drawdown.ecochallenge.org](https://drawdown.ecochallenge.org).

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**About EcoChallenge.org** — EcoChallenge.org (formerly 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 three signature EcoChallenge events throughout the year. For over 25 years, EcoChallenge.org has given people an enjoyable and social framework to talk about their relationship with the planet and to revel in discovering new ways to live, work, create, and consume. Over 230,000 people from around the world have taken part in EcoChallenge.org programs and taken action toward a sustainable future. For more information, visit [ecochallenge.org](https://ecochallenge.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, organizations, and activists developing a model to enable action and implementation throughout the world. Project Drawdown’s 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.”





APRIL 3-24, 2019

# DRAWDOWN ECOCHALLENGE



COMMUNITIES, CAMPUSES, & WORKPLACES  
**PUTTING SOLUTIONS INTO ACTION**

NEW YORK TIMES BESTSELLER

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



Drawdown EcoChallenge is a fun and social way to learn about and take measurable action on the most substantive solutions to global warming. Take the challenge, stretch your limits, and see how three weeks of learning and action adds up to a lifetime of change for you, your community, and the planet!

**Registration is open - join today!**

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