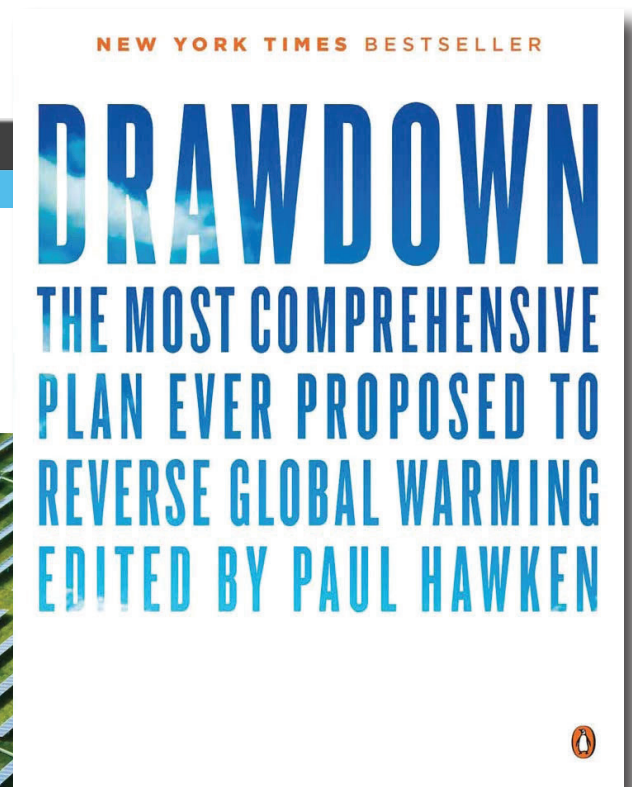
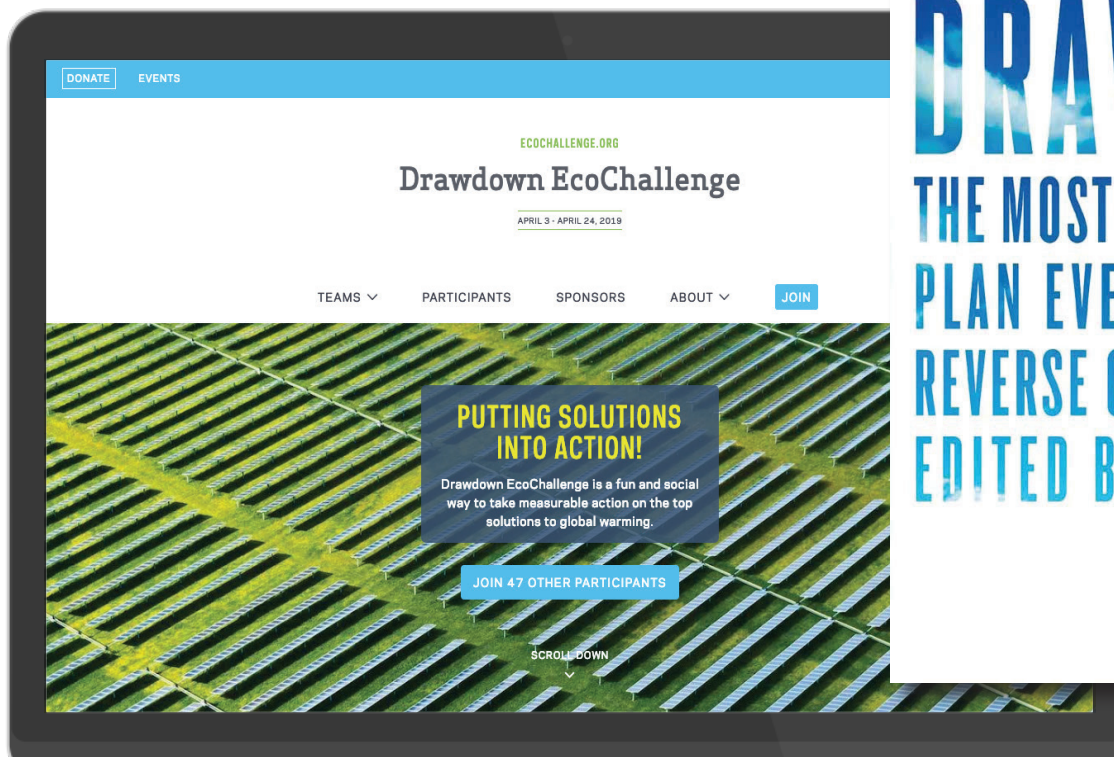




# DRAWDOWN ECOCHALLENGE



## PARTICIPANT TIPS MAXIMIZE YOUR SUCCESS + 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

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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 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.

## TIPS FOR SUCCESS IN YOUR ECOCHALLENGE

### Congratulations on rising to the challenge!

We are excited to measure our collective impact throughout the next few weeks. Drawdown EcoChallenge helps you to create change that is good for you and for the planet. However, changing our habits is difficult, even when we believe we should and want to make a change.

Our brains are wired to work as efficiently as possible, and habits help them do that. Habits require minimal awareness and are often difficult for our conscious mind to control. But we know you can do it -- you have the power to make positive change.



## SOLUTION #5: TROPICAL FORESTS

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*It can feel hard to make a difference, but when you start small, like within your own community, you get to reap the rewards immediately. Who knows, maybe it helps other communities take notice and expands the practice much further than you ever imagined could happen.*

– K. Jones, EcoChallenge Participant

Here are some tips to help you be successful in choosing and completing your EcoChallenge actions, as well as ways to convert them into long-term lifestyle changes. If you are not registered yet:

Contact [support@ecochallenge.org](mailto:support@ecochallenge.org) if you need further technical assistance. Good luck!

## HOW DO I DECIDE WHICH ECOCHALLENGE ACTIONS TO COMMIT TO?

### **Choose actions that connect to your values.**

Family, simplicity, spirituality, community, and nature are examples of values that might motivate you to choose to act. By consciously connecting your actions to your values, you will be giving yourself that extra push to keep going if it gets difficult or inconvenient to make it through the three week EcoChallenge.

### **Choose actions that require a little stretch from you, but are still achievable.**

For example, maybe you aren't going to go from never biking to biking 50 miles a day. But what if you commit to biking to places within three miles of where you live? Going from a mostly carnivorous diet to a vegan diet might be too big of a stretch, but what about committing to one meatless meal a day?

### **Choose actions that you can establish as new habits in your life, ones that will get you closer to your ultimate goal.**

EcoChallenge is not only about taking action during the event, it is about creating new habits that can be sustained well beyond the challenge. Consider this as you select actions: what habit(s) do you want to create in your life?

## HOW MANY ACTIONS SHOULD I CHOOSE?

### **According to the best behavior change research, changing one habit at a time is the ideal for lasting habit change.**

If you try too many things at once, you'll be overwhelmed and have difficulty achieving any of them. We recommend choosing one daily action, and one to three one-time actions. If a few actions are well-aligned or support each other, then combine them into one goal in your life. For example, committing to using muscle power for all of your trips around town, choosing specific trips and distances to go by bike, and advocating for better bike infrastructure are three actions that support each other and are well-aligned.

## WHAT ELSE CAN I DO TO BE SUCCESSFUL IN MY ECOCHALLENGE?

### Plan Ahead

“The key to success is preparation,” says seasoned EcoChallengers. Prepare for success in your EcoChallenge by planning for the actions you’ve selected. For example, aiming to eat vegan meals? Look up recipes and stock up on the ingredients you’ll need. Dedicated to supporting women-owned businesses? Compile a list of local, women-owned businesses for all your shopping needs.

### Create Your Community of Support

Change is especially rewarding and successful when accomplished in a supportive, social environment. Build and nurture your community of support; create or join a team of people who also believe in sustainable living for the EcoChallenge. And support each other both online and face-to-face. Share your progress and encourage others in theirs on the EcoChallenge Participant Feed. Your community is there for you during the trials and joys of change.

### Reflect on Your Actions

Transforming your EcoChallenge action from a new behavior to an ingrained habit is easier once you take the time to reflect on why you have chosen this goal for yourself. Why is this action important to you? How does it connect to your deeper values? What is the next step? What is your ultimate goal? Reflecting on questions like these help you to keep your momentum going and to achieve your goals during and after the EcoChallenge. Feel free to share your reflections with fellow participants on the EcoChallenge Participant Feed, too!

### Celebrate Your Successes

One of the best parts of an EcoChallenge is celebrating success! Plan rewards for yourself at certain milestones or intervals throughout the EcoChallenge. Recognizing small successes and sharing them with your community is key to staying focused on your challenges so you can turn them into long-term life habits. You’ve got this!

### Keep On Going

Your EcoChallenge experience may be over for now, but we invite you to continue to ingrain what you’ve learned through your trials and successes of sustainable living into your everyday life! We hope each action you’ve taken gave you more and more confidence that together, our everyday actions can lead to a better shared future. And join us in our next EcoChallenge in a few months!

## 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 and 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 Katharine 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.



## SOLUTION #8: SOLAR FARMS

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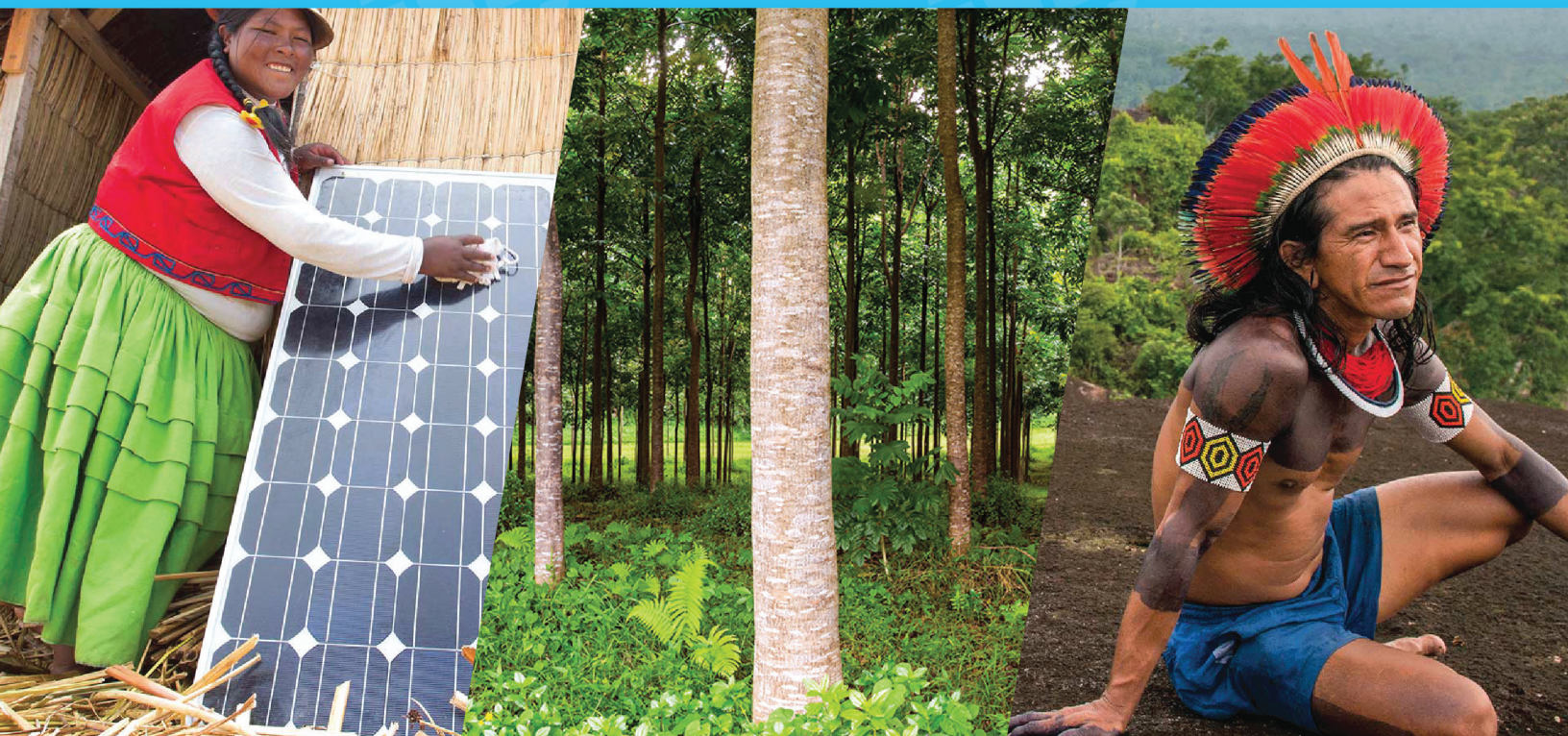
*All of life is comprised of self-organizing systems and the Drawdown EcoChallenge is exactly that—people coming together to share, learn, support, imagine, and innovate for a better world. We are honored to be a part of this significant and brilliant initiative.*

– Paul Hawken, Founder of Project Drawdown



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)