A young girl with short dark hair, smiling, is holding a large, thick book. She is wearing a beige sweater and a red and white checkered skirt. The background is a dark, textured wall.

# **Drawdown** EcoChallenge

April 3–24, 2019

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## **Event Summary**

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# Overview

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## EcoChallenge.Org

The EcoChallenge Platform is a signature offering of 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 create intention, take actions, and share reflections on their behavior change for climate change.

[EcoChallenge.org](https://EcoChallenge.org)



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.

*Drawdown*, the book, describes the 100 most substantive solutions to global warming. All solutions modeled are already in place, well understood, analyzed based on peer-reviewed science, and are expanding around the world.

[Drawdown.org](https://Drawdown.org)

[drawdown.ecochallenge.org](https://drawdown.ecochallenge.org)

# The Power of **Participants**

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**14,103**  
humans

*within*

**1,054**  
teams

*across*

**78**  
countries  
and 56 states/regions

*sharing*

**23,629**  
reflections  
on the Participant Feed

“

This challenge taught me that the smallest commitment, or even just stepping outside of your comfort zone can really help make a difference. I think that this is an amazing and fun way of getting people involved with climate change recovery.

– **Morgan Bettencourt**

I think we have to work together to create awareness and push for market change. However, most issues are complex with multiple perspectives vying for priority. This makes our job extremely challenging... As for what is overwhelming: 1) plastics, 2) food, 3) water. As for what makes me hopeful - seeing companies change their methodology or product offering as the result of people voicing their concerns/support. – **Rachel Wrublik**

With all the great participation, it gave me hope that we truly can help this beautiful planet...and so many ways to do it! – **Joan Hogue**

# The Capacity of Challenges

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**7**  
categories

**top 5 categories:**

food: 17,304  
materials: 9,208  
transport: 6,845  
land use: 4,740  
buildings & cities: 4,676

**1**  
new: action track  
focused on **Social Justice**

**top 5 social justice actions:**

learn about indigenous practices: 231  
express support: 131  
help girls overcome health barriers: 108  
improve a bus stop: 105  
fund family planning: 96

**52,288**  
actions selected

**top 5 actions:**

reduce animal products: 3,861  
smaller portions: 2,498  
recycle everything: 2,024  
track wasted food: 2,005  
expiration dates: 1,996

**125,199**  
total actions taken  
across 21 days

**avg # of daily check-ins:**  
7.5

**one-time action  
success rate:**  
61%

# The Influence of **Impact**

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UP TO  
**1,514**  
**PEOPLE**  
HELPED



UP TO  
**41,555**  
**MEATLESS OR**  
**VEGAN MEALS**  
CONSUMED



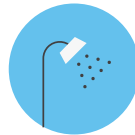
UP TO  
**97,794**  
**MILES**  
NOT TRAVELLED  
BY CAR



UP TO  
**344,667**  
**POUNDS OF CO2**  
HAVE BEEN SAVED



UP TO  
**12,533**  
**PLASTIC CONTAINERS**  
NOT SENT TO THE  
LANDFILL



UP TO  
**135,115**  
**GALLONS OF WATER**  
HAVE BEEN SAVED



UP TO  
**1,507**  
**DONATIONS**  
MADE



UP TO  
**3,647**  
**TREES**  
PLANTED



UP TO  
**315,537**  
**MINUTES**  
SPENT LEARNING

[drawdown.ecochallenge.org/impacts](https://drawdown.ecochallenge.org/impacts)

# Testimonials & Reflections

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Growing up I lived on a farm along a fairly busy highway; roads were not good or safe for bike-riding, and I never did. As an adult I've always had access to a car, but recognizing the harm done by using gasoline, I've tried to be more conscious of limiting my driving. We make conscious efforts to carpool, and with a good bus system, I've increased my use of public transportation. Knowing that the walking exercise is good for one's health is an added benefit to taking the bus, in spite of aging knees! – **Mary Beth Mankin**

This was an awesome learning experience! I never would have tackled the Drawdown book--it was just too technical and dense. This challenge allowed me to learn in small usable and relatable chunks--I learned that I can live more sustainably and that there is still some hope for our world and our civilization. – **Paula Ward**

Today was another good day for avoiding plastic! I made a point to remember a travel mug so I could fill it up while I was out and about. I also discovered a new-to-me store in Woodstock, NY that sells self-care products from bulk containers and encourages you to bring your own containers. Good to know where these progressive stores are! Oh, and they also had some Terracycle drop boxes for thorough recyclers! – **Riverstone Michelle**

Prior to the challenge, I was serious about recycling and composting. Now I am now much more focused on using resources more efficiently and producing less waste from the start. Ms. Collins, thank you for bringing this challenge to the Rhinebeck community! – **Fern Lox**

I tried the toilet bank challenge. I have 2 toilets in my suite. I did one this morning, and I'll be placing a full water bottle in the tank of the second one this evening. That's twice the water savings! – **Julianna Weisgarber**

I never really thought how much driving I do between classes across my college campus, of course this adds up, however these thoughts do not come to the surface of my consciousness. Right away after the first few days of the EcoChallenge I realized how quickly I went to my car to drive to a building across campus - which in actuality was quicker getting to via walking. Through this, I realized my impact through my driving habits, something I thought I was good at. In addition, I enjoyed walking through campus to meetings, work, and classes. I saw professors, friends, and coworkers I usually never saw and added to my sense of campus community. This is a practice that I expect and would like to continue because it adds to my campus experience. – **Kyle Pacheco**

# Thank You, **Partners & Sponsors**

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## Presenting Partners

**DRAWDOWN**

OMEGA

## Contributing Sponsors



## Supporting Sponsors

Hennebery Eddy  
Architects



**Sustainable**  
Business Consulting

## Nonprofit Partners



# Thank You, **Everyone**

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**Thank you, everyone, for taking on the Drawdown EcoChallenge with us. We hope all of your intention, action, & reflection carries on beyond these 21 days. Together, we can reverse climate change.**

+ Join us for future EcoChallenges: [ecochallenge.org](http://ecochallenge.org)

follow us:  
[@ecochallengeorg](https://twitter.com/ecochallengeorg)