

Participants Tips

PLASTIC FREE EcoChallenge

a #plasticfree world, together



EcoChallenge.org
(formerly Northwest Earth Institute)



About

Plastic Free EcoChallenge is a 31-day global event for everyone to join!

Hosted by EcoChallenge.org, Calgary Zoo, and Columbus Zoo and Aquarium.
Joined by a coalition of North American zoos and aquariums.



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



The Plastic Free Challenge originated with a non-profit group in Australia and has now been adapted for the zoo and aquarium community. As conservation and sustainability focused organizations, zoos and aquariums know how imperative healthy ecosystems and habitats are for future generations.
PlasticFree.EcoChallenge.org

#PlasticFreeWorld #PlasticFreeEcoChallenge #PlasticFreeLife

Tips for Success pt. I

1 Create / Join a Team

Connect with your network or join our Community Team to get started. Better yet, become a Team Captain or Organization Captain for a new team in your workplace, school, or community!

2 Select Your Actions

Choose actions that you can commit to throughout the challenge. There are plenty of actions to choose from, so find the actions that match your capabilities, lifestyle, and passions.

3 Prepare for Your Actions

Have actions that require some prep? Take the time you need to prepare for success with your actions. Committing to vegetarian meals? Look up recipes and ingredients you'll need! Finding alternate ways for transport? Explore the public transit options and bike pathways in your community!

Tips for Success pt. II

4

Complete Your Actions

Fulfill your actions, and check them off to collect your points. Simply log into your Dashboard, find the actions you've selected, and click on the button next to 'Action Completed'. Now you've collected your points!

5

Share Your Story

Inspire your team members and co-EcoChallengers! Share your EcoChallenge journey on our Participant Feed. Observations, inspirations, lessons learned - all are welcome and encourages others to keep on!

6

Our Impact Together

Hundreds of thousands of everyday actions add up to significant change! See how thousands of everyday people taking action together can create positive impact within our communities and for the planet.

Tips for Success pt. III



Connect to your values.

Family, lifestyle, community, and nature are examples of values that may motivate you to choose to act.

By consciously connecting your actions to your values, you give yourself that extra push to persevere through difficult or inconvenient moments during the EcoChallenge.



Focus on the achievable.

Optimize the actions available to make your EcoChallenge achievable. Change is a slow and dedicated process, so pick the actions where you are not overextending but just extending the perfect amount.



New habits are good.

EcoChallenge is not only about taking action during the event, it is also about creating new habits that live on well beyond the challenge. Reflect upon this: what habit(s) do you want to create or reinforce in your life?

Encourage a plastic-free world.

use these hashtags

#PlasticFreeWorld

#PlasticFreeEcochallenge

#PlasticFreeLife

✓ follow these accounts

@ecochallengeorg

@thecalgaryzoo

@columbus_zoo

post, gram, tweet

Join us in July for 31 days of #plasticfree living. Together, let's shift ourselves away from plastic dependency.

#PlasticFreeEcoChallenge.

Let's break up with the stuff that doesn't break down.

Join us in the #PlasticFreeEcoChallenge for the sake of a #plasticfreeworld. Register here: [insert team link]

Will you give our world, our home a break from plastic pollution? Join us for #PlasticFreeEcoChallenge!

short narrative

The 2nd Plastic Free EcoChallenge is here! Join us this July for a plastic-free life, and together we can turn our dream of a plastic-free world into reality. Alongside thousands of EcoChallengers around the world, you take on a 31-day EcoChallenge designed by you. Choose 'everyday' or 'one-time' actions from a collection of 65+ suggested actions, or get creative and create your own plastic-free actions! Better yet, gather your family, friends, schoolmates, co-workers, neighbors - anyone! - to join you. Create a team, join a team, or join our global Community Team. After all, change is always more fun when we're in good company.

Sign up today: PlasticFree.EcoChallenge.Org

resources to download

Social media graphics
Quotes from participants
Posters + postcard ready for print
EcoChallenge "How To" graphics
Challenge categories graphics
Participants' Tips PDF
& more

download graphics and print collateral:
plasticfree.ecochallenge.org/about/resources



PLASTIC FREE EcoChallenge

July 1-31, 2019

a #plasticfree world, together
+ join us: plasticfree.ecochallenge.org



EcoChallenge.org

