

Team Captain 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

Create & Manage your team

A Register

1. Click 'Join', and go through the registration process.
2. When you reach the 'Create or Join a Team' page, click the 'Create a Team' button.
3. Then watch this video (starting at 00:38) for instructions on creating a new team.

B Sign in

1. Click 'Login' and go to plasticfree.ecochallenge.org/dashboards/teams/new.
2. Then watch this video for instructions on creating a new team.

C Manage

1. Watch this video for tips on how to manage your team, including editing team profile, messaging teammates, and inviting new teammates and team captains.
2. Your team profile page displays recent posts from teammates, recent point awards, status of team competitions, and team impact (once the challenge has begun).

Engage your team

Highly engaged teams encourage fun, create a community, and elevate long-term impacts.

Here are tips to help your team feel connected and inspired.

Hold a kick-off event. Consider launching Plastic Free Eco-Challenge with a potluck or happy hour with your team. Is your team virtual? A conference call could work, too! Take this opportunity to explore actions.

Encourage each other. Ask your teammates to take turns sending a group email to cheer everyone on. A little encouragement goes a long way! And remember you can have up to three team captains, so invite others to take the lead with you!

Use incentives to motivate your team. Leverage our Plastic Free EcoChallenge raffle prizes as incentives, and consider providing additional incentives if you can. We also have some fun, low-cost EcoChallenge items, like reusable mugs and lunch bags, available in our store at ecochallenge.org/store.

Share your team's stories. Quotes, photos, and videos - your stories - can inspire your team, your community, your world. Share both your everyday and 'aha!' moments during the EcoChallenge.

Visit plasticfree.ecochallenge.org/about/resources for more resources.

Encourage a plastic-free world.

use these hashtags

#PlasticFreeWorld

#PlasticFreeEcochallenge

#PlasticFreeLife

follow these accounts

@ecochallengeorg

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

Enjoy the ride!

We really do believe that it's important to enjoy change and embrace its many trials and wins. Creating change is steady work, but simple, everyday actions can give us a better shared future! So take on this EcoChallenge, and take it easy. Let us know if we can do anything else to help you engage your team!



PLASTIC FREE EcoChallenge

July 1-31, 2019

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



EcoChallenge.org

