

# Media Kit + Participants Tips

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**the people's**  
ecochallenge

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# Create environmental + social **good with us.**



Ecochallenge.org's social change platform + curriculum connect a global community of advocates and changemakers, each doing what we can, in ways that are most relevant to us, to make this great spinning dot we call *home* a healthier, more equitable, more sustainable place.

The People's Ecochallenge is your opportunity to create more environmental + social good alongside thousands of your fellow changemakers by connecting the dots between your values and the impact of your actions.

[#PeoplesEcochallenge](#)

# How to Ecochallenge

## 1 Create / Join a Team

**Join your network's team or join our global 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 Choose Your Actions

**Choose actions that you can commit to throughout the challenge.** There are plenty of daily and one-time actions to choose from, so find the actions that match your capabilities, lifestyle, and passions. Feeling inspired? You can even create your own actions!

## 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!

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## Get to know the Dashboard.

**Become familiar with the layout of the Platform's Dashboard.** Learn where the Actions, Check-Ins, Participant Feed, Team Activity, Impacts, and various other sections live on this page and across the site.

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## 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!

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## Share Your Story

**Inspire your team members and co-Ecochallengers!** Share your Ecochallenge journey on our Participant Feed. Observations, inspirations, lessons learned, even photos! - all are welcome and encourages others to keep on!

# Invite everyone **to join!**

## **# hashtag**

#PeoplesEcochallenge

## **✓ follow**

facebook: @ecochallengeorg

instagram: @ecochallengeorg

twitter: @ecochallengeorg

## **post, gram, tweet**

“Create more environmental + social good alongside your peers and thousands of global changemakers this October 2-23. Join the #PeoplesEcochallenge, and let’s catalyze global change on a human scale! Register today.”

“We’re taking action to do environmental + social good this October. Will you join me in the #PeoplesEcochallenge and be a member on my team? Register here: [insert team link]”

## # short narrative

The People's Ecochallenge is a 21-day environmental and social engagement program. From October 2 - October 23, you select or create actions that align with your individual values and make a 21-day commitment to complete those actions, all the while practicing and reinforcing good habits. For every completed action, you earn points and create impact. Your points contribute to your team's total points, and your impact contributes to our collective impact.

The People's Ecochallenge harmonizes individual and collective action, camaraderie, and friendly competition all for a better shared future. Over 100 actions within nine Challenge categories encourage you to think about and act on proven solutions, connecting the dots between your values and your action.

The People's Ecochallenge is free to join and everyone is welcome. Join an existing team, create a new one, or join the global Community team. Welcome!

[#PeoplesEcochallenge](#)

## resources to download

Social media graphics (*see below for example*)

Posters + postcard ready for print

Ecochallenge "How To" graphics

Challenge category images

and more!

**Download print-ready and share-able resources:**

[peoples.ecochallenge.org/about/resources](https://peoples.ecochallenge.org/about/resources)



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



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 Together we're connecting the dots.