

Our Collective Impact

PLASTIC FREE

Ecochallenge



Overview



Ecochallenge.org

The EcoChallenge Platform is a signature offering of EcoChallenge.org, 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 Ecochallenge 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

plasticfree.ecochallenge.org

A group of diverse people, including men and women of various ethnicities, are cheering and raising their fists in a grassy field. They are wearing athletic clothing, and the background shows trees and a clear sky. The entire image has a teal overlay.

The Power of **Participants**

15,238
humans

within

776
teams

across

54
countries
and 58 states/regions

sharing

19,393
reflections
on the Participant Feed

The Capacity of **Challenges**

7
categories

top 5 categories:

food: 27,373

lifestyle: 8,552

personal care: 8,017

community: 5,402

family: 2,440

54,310
actions selected

top 5 actions:

skip the straw: 3,905

use reusable containers: 3,042

use reusable bags: 2,636

use reusable utensils: 2,584

minimize packaging: 2,122

188,353
total actions taken
across 22 days

avg # of daily check-ins:

5.5

one-time action success rate:

53%

daily action success rate:

25%

The Influence of **Impact**



UP TO
69,637

PLASTIC BOTTLES
NOT SENT TO
THE LANDFILL



UP TO
13,058

**ZERO-WASTE
MEALS**
CONSUMED



UP TO
48,802

PLASTIC STRAWS
NOT SENT TO THE
LANDFILL



UP TO
459

WASTE AUDITS
CONDUCTED



UP TO
63,852

PLASTIC CONTAINERS
NOT SENT TO
THE LANDFILL



UP TO
3,504

HOURS
VOLUNTEERED



UP TO
14,580

DISPOSABLE CUPS
NOT SENT TO
THE LANDFILL



UP TO
119,386

MINUTES
SPENT LEARNING



UP TO
51,485

PLASTIC CUTLERY
NOT SENT TO
THE LANDFILL

plasticfree.ecochallenge.org/impacts

Testimonials & Reflections



The Challenge is over. It's sad to see it end as it was an integral part of my morning routine. My takeaway is that "small plastic free practices will lead to a sustainable lifestyle change." I thoroughly enjoyed the Challenge
- **Mary Dobrzynski**

I think anytime we are thoughtful about these topics is a win for the planet. Let's keep the dialogue going.
- **Bill Packer**

Just want to say thank you to everyone who embarked on this plastic-free journey. I enjoyed learning from all of you and greatly appreciate having had the opportunity to connect with people who also share the same vision of a healthier tomorrow for our planet. - **Juliana Cantillo**

I joined the challenge to see how much more I can make a difference. There are many things I already do, compost, garden, recycle, pick up trash, watch educational shows on saving the environment, use my own recyclable bags when shopping...but I wanted to know how there were other ways and I learned so much. I never realized how many items are sold in my grocery store in plastic containers. Even if I recycle-that's a lot. Now I try to find other ways to decrease my plastic usage. I'm more aware and more creative on buying, using (or not using) plastics. - **Barb Blades**

I felt like I learned a lot from this challenge. I admit that there were times when it was really difficult to stick with it, but for positive changes to stick around, it takes time and progress [for them] to become a healthy habit. I hope to continue the progress I made throughout this challenge and reflect on what did and didn't work for me... I already can't wait to keep making greener changes in my life! - **Valerie Ryba**

I love checking in everyday to keep myself accountable! I've fallen a few times off track, but it's nice to have a full team behind you to support.
- **Uma Mulakala**

Our individual actions are important, make no mistake. And our collective action to resist institutional environmental crimes is essential to our survival as a species. Let us not become complacent because we take a cotton grocery bag to the supermarket. - **Scott Stuart**

One of the things I'm most proud of as a result of this challenge is that I've inspired others in my life to make changes. I am completely ok with being the (anti) trash girl!
- **Emma Heaslet**

I enjoyed the reminder to use less plastic in my daily life. Small changes can amount to great results. Changing habits can help future generations.
- **Marcela Young**

A person and a child are walking away from the camera through a sunlit forest. The person is on the right, wearing a light-colored long-sleeved shirt and dark pants. The child is on the left, wearing a striped shirt and dark pants. They are holding hands. The sun is shining brightly through the trees, creating a warm, golden glow. The text "The People's Ecochallenge" is overlaid on the image in a large, white, serif font. A small yellow circle is positioned to the left of the word "The".

The People's Ecochallenge

October 2 – 23

Our signature, choose-your-own-adventure People's Ecochallenge returns this October for everyone to join. We invite you to design this Ecochallenge to align with your values. Save the dates!

+ peoples.ecochallenge.org

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Presenting Partners



EcoChallenge.Org



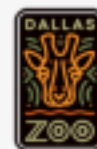
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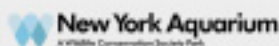
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Thank You, **Everyone**

Thank you everyone for participating in the Plastic Free Ecochallenge with us. We hope all of your intention, action, & reflection carries on beyond these 21 days. Together, we create positive environmental & social change.
+ Join us for future Ecochallenges: ecochallenge.org

follow us:
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