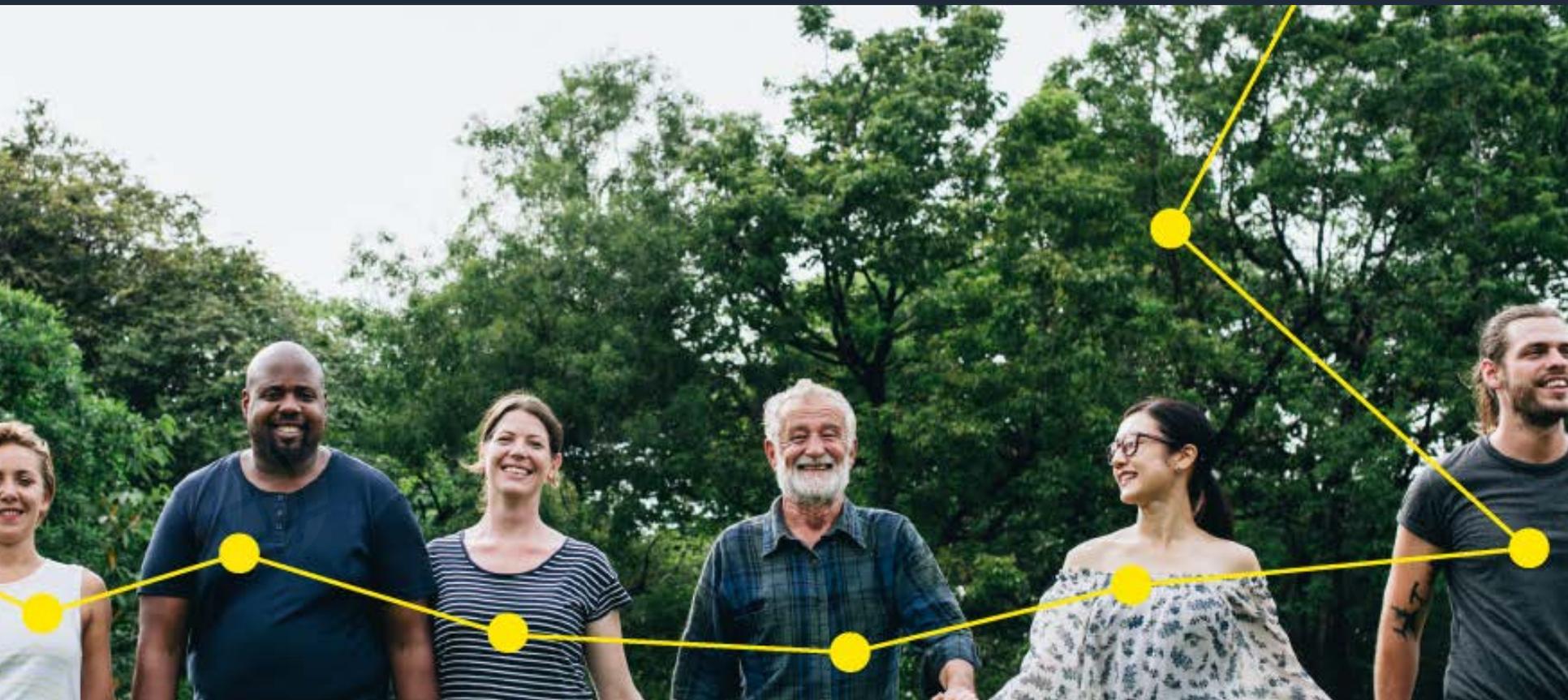


Ecochallenge

Global Change on a Human Scale





ecochallenge

dot org

An aerial photograph showing a large area of a forest that has been consumed by a fire. The ground is covered in dark, charred remains, and thick, billowing white smoke rises from the fire zone. The surrounding forest appears as a dense canopy of green and brown trees. The image is framed by a blue circular border with a yellow inner ring.

Our Current State



Sustainable Human Systems

Image from Reuters

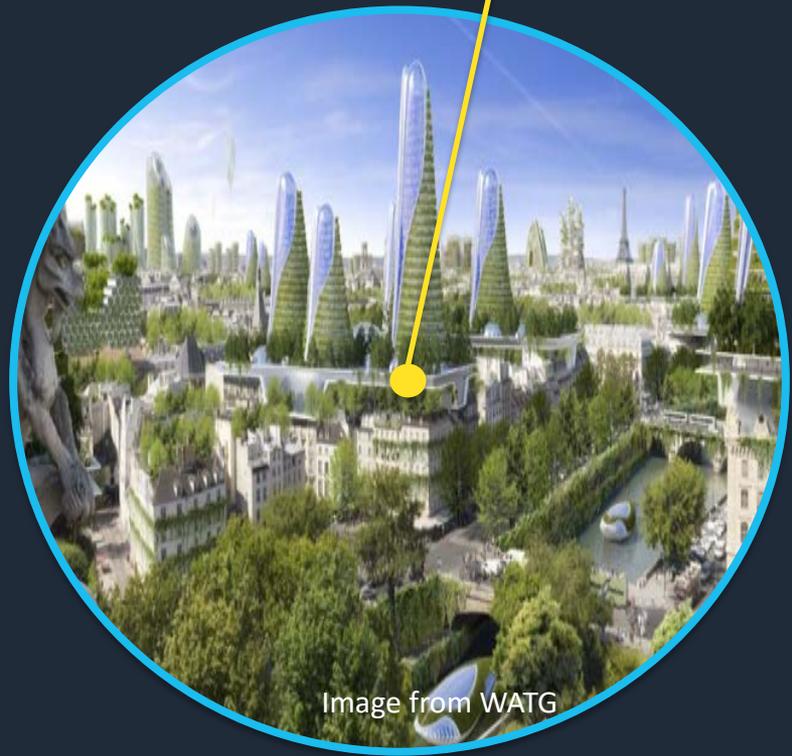
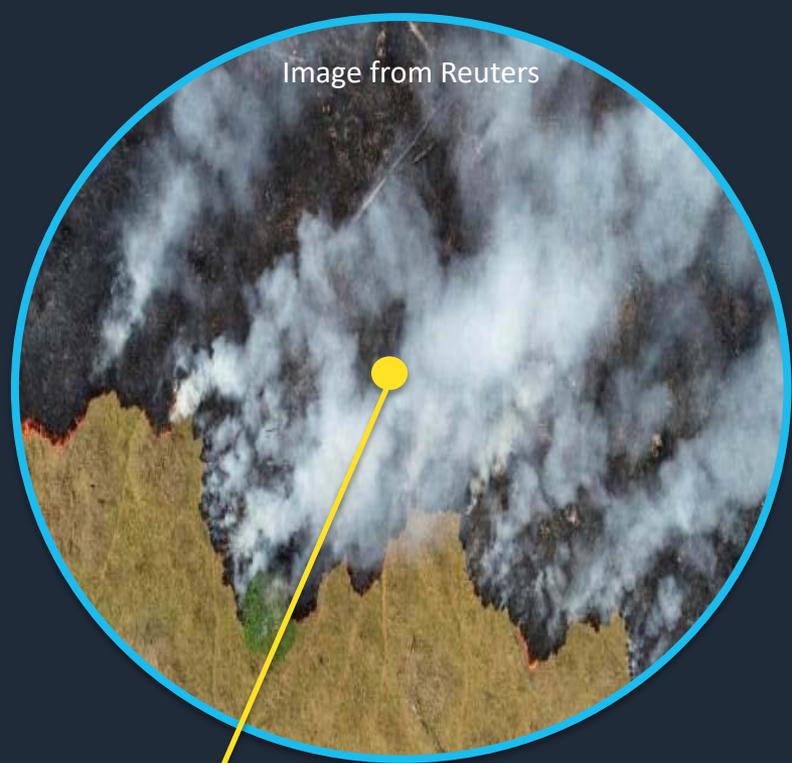


Image from WATG



NEW YORK TIMES BESTSELLER

DRAWDOWN

THE MOST COMPREHENSIVE PLAN EVER PROPOSED TO REVERSE GLOBAL WARMING

EDITED BY PAUL HAWKEN



ENVIRONMENTAL RACISM IN ST. LOUIS



CPR News

SMALL creates new norms

By Sarah Lazarovic

It's more democratic when a million people do something small, than when a very powerful person does one big thing (though that can be nice, too). It's in the small actions of the many that we see behavior change and new ideas seeded by many diverse conversations finding commonality. We'll always need big players to make big gestures, but every movement needs to accommodate for the inclusive participation of all.



Rendering by Stoss Landscape Urbanism



Getty Images

Our Change Model

SMALL creates new norms

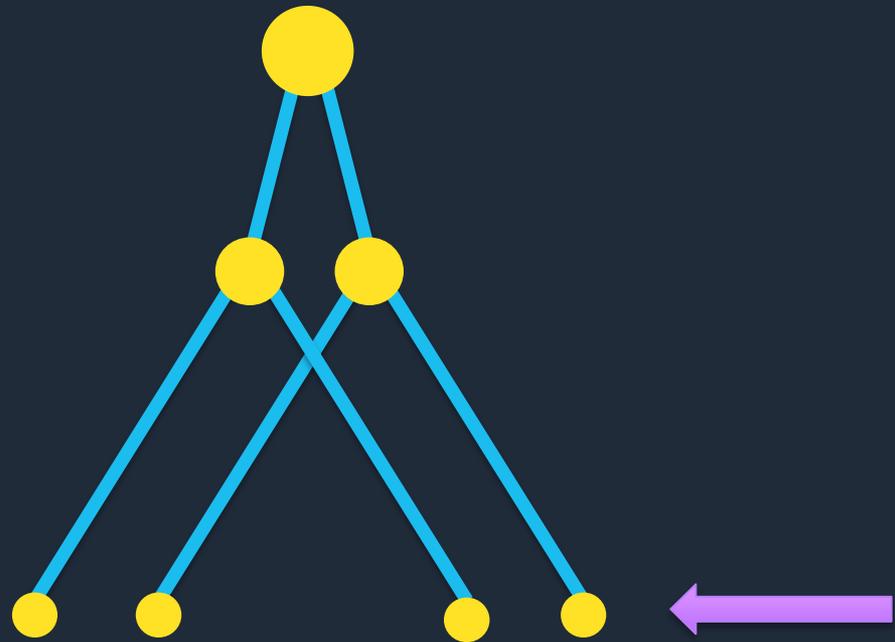
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Why do you bike?

BECAUSE I'm a deeply unoriginal person and everyone's doing it.



Our Change Model



Our Change Model



ECOCHALLENGE.ORG

Drawdown Ecochallenge

[TEAMS](#) ▾[PARTICIPANTS](#)[ABOUT](#) ▾[DASHBOARD](#)

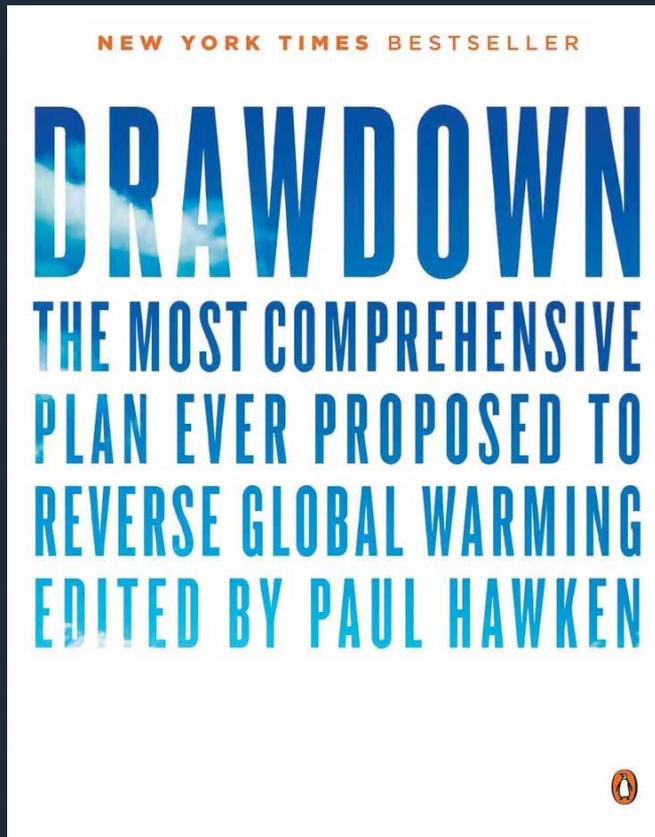
PUT SOLUTIONS INTO ACTION

Drawdown Ecochallenge is a fun and social way to take measurable action on the top solutions to global warming.

[DASHBOARD](#)SCROLL DOWN
▾

Drawdown Ecochallenge

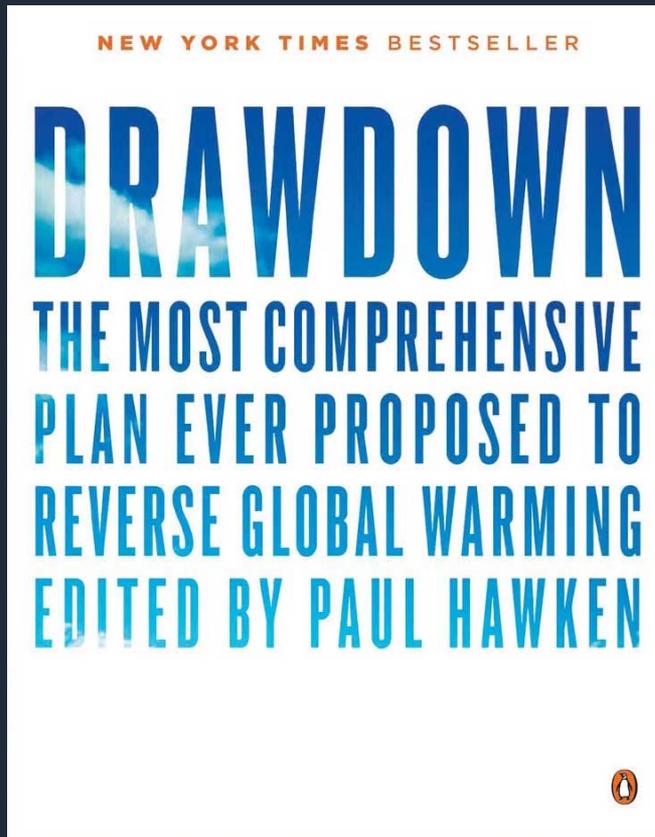
Drawdown Ecochallenge



Drawdown: point in time when the concentration of greenhouse gases in the atmosphere begins to decline on a year-to-year basis.

Maps, measures, models and describes the most substantive solutions that already exist.

Drawdown Ecochallenge



- Solutions must:
- Be currently available & scaling
 - Be economically viable
 - Have the potential to reduce at least 50 million tons of GHGs over 30 years
 - Have positive benefits that outweigh negative results
 - Have sufficient data to be modeled at global scale

Drawdown Ecochallenge

< CHALLENGES >



ACTION TRACK: SOCIAL JUSTICE
10 PARTICIPANTS



TRANSPORT
23 PARTICIPANTS



FOOD
51 PARTICIPANTS



MATERIALS
16 PARTICIPANTS



WOMEN AND GIRLS
9 PARTICIPANTS



BUILDINGS AND CITIES
10 PARTICIPANTS



ELECTRICITY
10 PARTICIPANTS



SEE ALL CHALLENGES AND ACTIONS

Drawdown Ecochallenge



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

[Ecochallenge.org](#)

The People's Ecochallenge

OCTOBER 2 - OCTOBER 23, 2019

[TEAMS](#) ▾[PARTICIPANTS](#)[SPONSORS](#)[ABOUT](#) ▾[DASHBOARD](#)

Connect the dots between your values + the impact of your actions during The People's

The People's Ecochallenge

2018

People's Ecochallenge

16,602 total participants in 2018

79 countries represented

282,964 actions taken

842 teams

Collective Impacts

326,040

MINUTES OF ADDITIONAL SLEEP

THAT'S LIKE WATCHING THE
ENTIRE HARRY POTTER SERIES
307 TIMES.



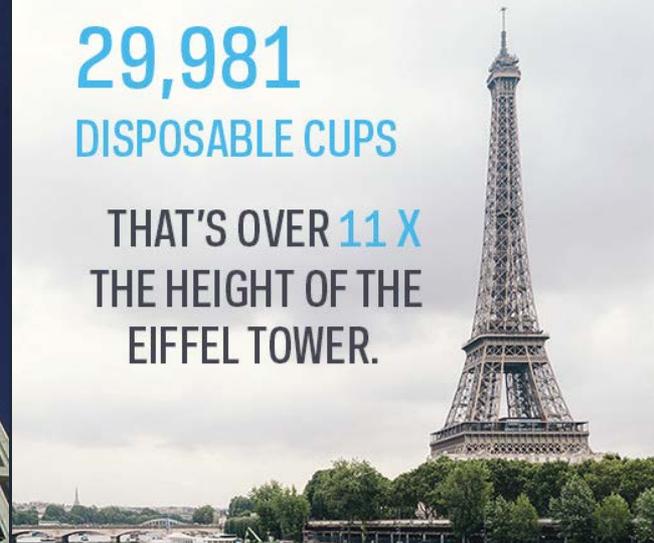
32,795
PLASTIC STRAWS

THAT'S OVER **38 TIMES**
THE HEIGHT OF
THE SPACE NEEDLE.



29,981
DISPOSABLE CUPS

THAT'S OVER **11 X**
THE HEIGHT OF THE
EIFFEL TOWER.



264,425

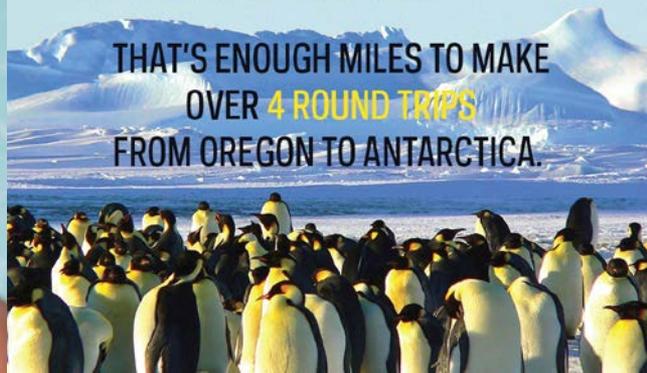
GALLONS OF WATER SAVED

THAT COULD FILL OVER **13**
BACKYARD POOLS



87,843 MILES
NOT TRAVELLED BY CAR

THAT'S ENOUGH MILES TO MAKE
OVER **4 ROUND TRIPS**
FROM OREGON TO ANTARCTICA.



834,297
MINUTES SPENT EXERCISING

THAT'S LIKE RUNNING
3,039 MARATHONS



2018

People's Ecochallenge

I learned that there are many ways to make a small impact in our daily lives. Doing this challenge makes me realize every year how easy it is to make small changes that result in big results. Working together to help spread the word about recycling and conservation is always fun!

Liliana Pomareda | CITI Green Team Network | Sacramento, CA

I considered myself an ECO pro before I started this challenge, but I learned so much and networked with several fantastic local and national organization I didn't know about. Thanks for all the resources compiled for this challenge. I feel like I just took, in three intense weeks, the most important and relevant college course ever.

Marianne Greco | Slow Food Team | Middlebury, CO

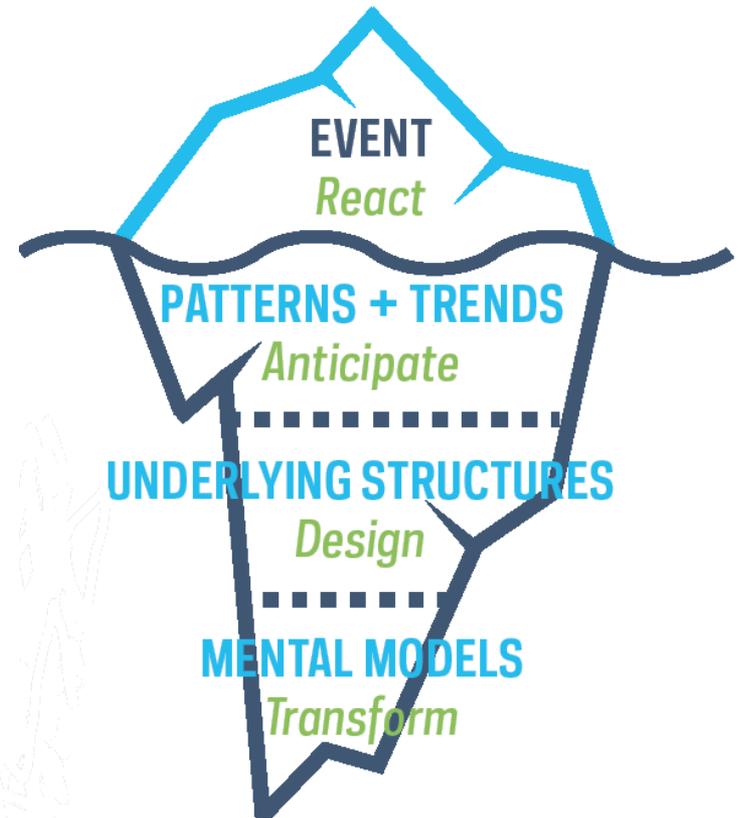
2019

People's Ecochallenge

I can't even describe how much weight was lifted just by being able to look through all of the challenge options and see the real things that I can do to help reduce my impact and, in some cases, the impact of others. So many of us feel overwhelmed trying to figure out what we can do to help the Earth. Now I've got a big list of ideas! I'm excited to get started and to continue long after the challenge is over. This is exactly the type of resource I've been searching for - ideas and resources for making the changes necessary to help us all.

Casey Hatch | Merrimack College | North Andover, MA

Behavior Change + Transformative Learning



How It Works

- Create or Join a Team ○
- Select Your Actions ○
- Complete Your Actions ○
- Share Your Story ○
- Collective Impact ○

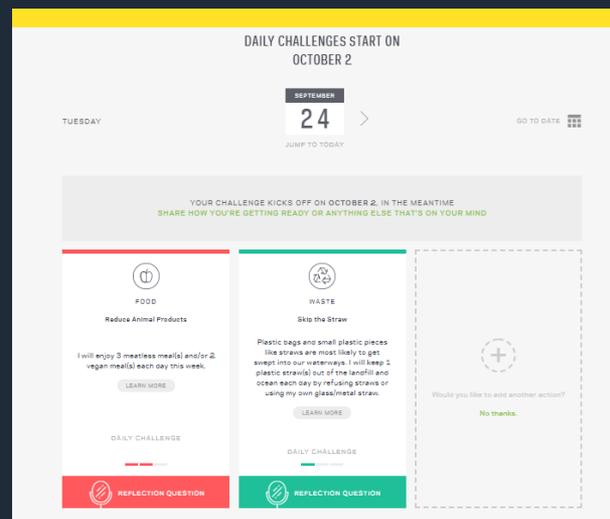
Connect the Dots.

How It Works

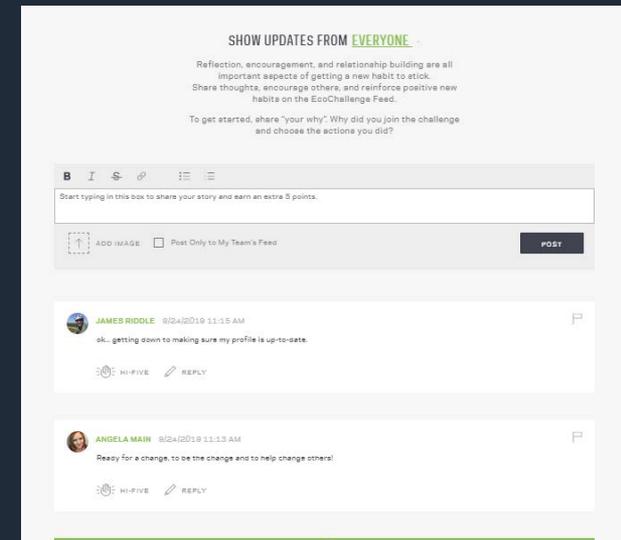
Select Your Actions



Complete Your Actions



Share Your Story



Collective Impact



1,500,000
ACTIONS TAKEN



242,596
SUSTAINABLE MEALS
CONSUMED



427,170
PLASTIC ITEMS
NOT SENT TO THE LANDFILL



381,712
MILES
OF ALTERNATIVE TRANSPORTATION

Digital Platform



Public Events
People's Ecochallenge
Campus Ecochallenge
Drawdown Ecochallenge
Plastic Free Ecochallenge

Course Book-Related Events
Choices Ecochallenge
Seeing Systems Ecochallenge

Join Us!



peoples.ecochallenge.org
drawdown.ecochallenge.org



ecochallenge
dot org

Thank you!

lacy@ecochallenge.org