Ecochallenge
Global Change on a Human Scale
Our Current State
Sustainable Human Systems
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 community. We’ll always need big players to make big gestures, but every movement need to accommodate for the inclusive participation of all.

Why do you bike?

Because I’m a deeply unoriginal person and everyone’s doing it.

BRINGING YOUR OWN MUG
SIGNING THAT PETITION
UPCYCLING THAT LAMPSHADE
EATING LESS MEAT

Rendering by Stoss Landscape Urbanism
Our Change Model

SMALL creates new norms

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.

BRINGING YOUR OWN MUG

SIGNING THAT PETITION

NO MORE BAD THINGS PLEASE SIGNED

TURNING OFF THAT LIGHT

UPCYCLING THAT LAMP SHADE

EATING LESS MEAT
Our Change Model
Our Change Model

CONNECT

REFLECT

ACT
Drawdown Ecochallenge

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

- 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
The People's Ecochallenge

GLOBAL CHANGE AT A HUMAN SCALE

Create more environmental + social good alongside your peers and thousands of global changemakers this October.

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

The People's Ecochallenge
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
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
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
Thank you!

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