

# NWEI EcoChallenge

## What is the EcoChallenge?

NWEI's EcoChallenge is a two week challenge to reduce individual impacts and promote sustainable lifestyles. Participants will commit to save water or electricity, divert additional trash to compost or recycling, use alternative transportation, and increase sustainable food purchases. While completing the EcoChallenge, the Challengers will collect pledges based on their progress. By taking on an EcoChallenge, participants will create lasting new habits while raising money for NWEI to continue inspiring people to take responsibility for Earth.

## Why take the Challenge?

By the end of the EcoChallenge, participants will have formed new habits they can carry forward in their daily lives, involved their friends and family in conversations about sustainability, and NWEI will have raised the funds to continue to inspire change in other people's lives. By taking the EcoChallenge participants will empower themselves, and those around them, to live a more sustainable lifestyle.

The EcoChallenge will raise awareness of the necessity to take action now, promote a sense of community and provide participants with a tangible way to measure their actions.

### Background:

In September 2008 fourteen people participated in NWEI's Eco-Challenge two- week pilot. In addition to raising nearly \$5,000, they accomplished the following:

- Over 300 gallons of water were saved by 3 participants (if annualized that is enough water to fill a swimming pool!)
- One participant ate no processed foods for and another increased their percentage of local and organic food purchases
- 21 pounds of waste were re-routed to a worm composting bin instead of the trash can by one household (annualized, that's over 1000 pounds per year, per person!)
- Alternative transportation was utilized for 4 out of 5 trips
- Participants were able to reduce their electricity usage by 42%

These impressive results show the power of one small change to make a very big difference. Think of the impact we could have working together to achieve healthier environments and stronger communities.

### Target Areas:

- \*water reduction
- \*electricity savings
- \*transportation choices
- \*waste diversion
- \*sustainable food choices

Participants will choose a target area, set a measurable goal, collect pledges and track their progress using the EcoChallenge website.

### Timeline:

The first annual EcoChallenge will take place October 1-15, 2009. We invite you to take the Challenge!