

NWEI's EcoChallenge

Evesham 2013

Got Green?

Sustainable Jersey Webinar – August 20, 2014

Ila Vassallo

Got Green?



The **Evesham Green Team** invites you to our first ever **EcoChallenge** for Evesham from 2013.



What is the EcoChallenge?

The EcoChallenge challenges you to change one habit and stick with it for two weeks.



How do you get started?

Pick a category—water, trash, energy, food or transportation—and set a goal that makes a difference for you and the planet.

Enter your goal / challenge:
www.ecochallenge.org/register_to_participate/449
Team Name: **Evesham Green Team**



Why participate as part of a team?

EcoChallengers can share their progress online. The combination of collective inspiration, camaraderie and friendly peer pressure makes change a little easier--and a lot more fun.



Join the EcoChallenge and look for the **Evesham Green Team** at the Harvest Fest on October 5.

Join our Team and Go for the Green!



The EcoChallenge is the brainchild of the Northwest Earth Institute (NWEI). Founded in 1993, NWEI has a simple objective: to give people a framework to talk about our relationship with the planet and to share in discovering new ways to live, work, create and consume. To find out more about NWEI and their annual EcoChallenge, go to www.ecochallenge.org.



Northwest Earth Institute's EcoChallenge

- Everything you need to do a Green Challenge
 - Online sign ups
 - Categories and recommendations for individual challenges
 - Online communication with your team
 - Blogging, points for participating, and team progress and tracking
 - Opportunity to challenge other teams

You add the participants...!

- For the 2013 EcoChallenge, the Evesham Green Team...
 - Publicized on township website
 - Distributed information to schools
 - Hosted a table at a community event
- This Year: Gearing up for our 2nd Annual EcoChallenge for Evesham



Check in every day during the EcoChallenge

- Use your team's online blog to...
 - Inspire others
 - Let your team and others know how you're doing
 - Be inspired
 - Receive points
 - Create and be part of change together



The screenshot shows the Northwest Earth Institute EcoChallenge blog page. At the top left is the Northwest Earth Institute logo with the tagline "DISCOVER CHANGE, TOGETHER." At the top right is the EcoChallenge logo. The main content area contains four blog posts, each dated October 27th or 28th, 2013. The posts describe various eco-friendly activities and challenges, such as having a meatless dinner, using reusable shopping bags, and recycling. Each post is attributed to a specific person or group, with their name linked to a profile page.

Northwest Earth Institute
DISCOVER CHANGE, TOGETHER.

EcoChallenge

October 28th, 2013
Meatless dinner tonight with a side of local: fresh Swiss chard from our garden, sautéed to perfection.
[- Ila Vassallo](#)

October 28th, 2013
Do you think about the environment when you shop? Many of us carry reusable bags whenever we go to the store. Let's all try this and keep plastic bags out of the landfills and oceans!!
[- Carol Suboleski's Class](#)

October 28th, 2013
Recycling and trash reduction isn't something you can accomplish yourself. In this electronically, socially viral world, set the standard for behavior. Change a habit or two now and tell your friends.
[- Byron Druss](#)

October 27th, 2013
Only a few days left in this wonderful 16-day experience. Happily for many of us, it is just the beginning.
[- Ila Vassallo](#)

Interact with and challenge other teams

- A little friendly competition between EcoChallenge teams...
- Can make it fun...
- While making a big impact



The screenshot shows the Northwest Earth Institute EcoChallenge website. The header includes the Northwest Earth Institute logo (a globe) and the text "Northwest Earth Institute DISCOVER CHANGE, TOGETHER." and the EcoChallenge logo (a green leaf). Below the header, the word "Competitors" is displayed in green. Two rows of competitor information are shown, each with a score and a checkmark for the Evesham Green Team.

Competitor	Score
Evesham Green Team ✓	1585
EcoLogicals	760
Evesham Green Team ✓	1585
Sustainable Jersey	1105

Celebrate and acknowledge participation



Northwest Earth Institute
DISCOVER CHANGE, TOGETHER.

Contact | EcoChallenge | EarthMatters Blog

Our Model for Change | Where Change Happens | Discussion Course Books | G

Third Graders in New Jersey Receive Mayoral Proclamation for Participating in NWEI's EcoChallenge

by Deborah McNamara on November 18, 2013 Carol Suboleski civic engagement EcoChallenge Evesham Green Team Marlton New Jersey open space plastic reduction third grade class trash reduction

Most Recent Team Posts [See Fewer](#)

October 30th, 2013

A challenge well done by everyone! Our family tried new recipes, used more fresh ingredients in our meals, got creative with leftovers, passed on take out, and definitely cut down on food wasted. Thanks to all who participated, and here's to continuing what each of us started!

- [Ila Vassallo](#)

Pass it on !

- Join the Northwest Earth Institute's EcoChallenge for 2014...
- And pass it on !

