

# How to Implement a Municipal EcoChallenge

*Earn Sustainable Jersey Points  
and  
Show How Small Actions Can Create  
Real Change*

**Webinar: August 20, 2014**



# How to Implement a Municipal EcoChallenge

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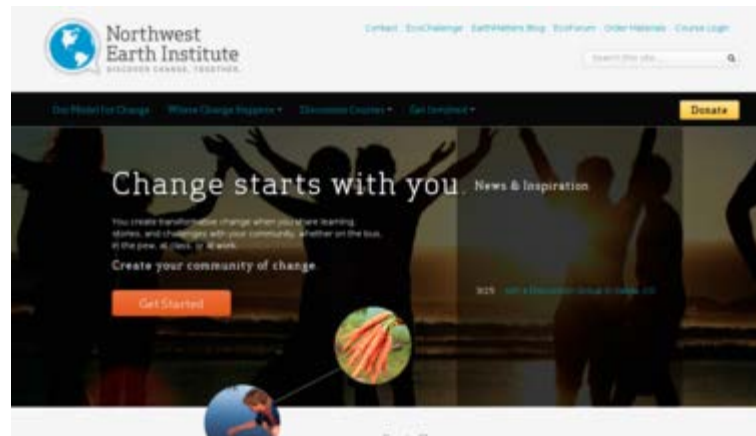
# How to Implement a Municipal EcoChallenge

- This webinar will explain how municipalities can use NWEI's EcoChallenge to get Sustainable Jersey points for a "Green Challenge."
- It will provide background on the Sustainable Jersey action: "Green Challenges and Community Programs" and show you how the FREE NWEI EcoChallenge can meet the standards for this action.

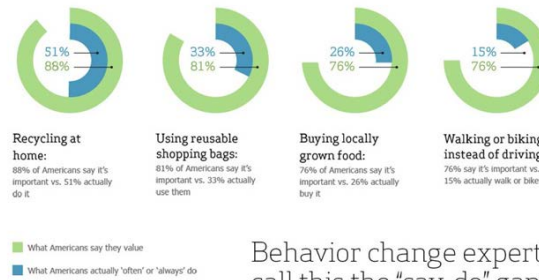


# Green Challenges & Community Programs

A Green Challenge Program engages the community by challenging individuals, families, and businesses to change their behavior in support of the community's goals for sustainable development.



# Green Challenges & Community Programs



Behavior change experts call this the "say-do" gap.

The Green Challenge Program asks people to pledge to “take a challenge,” and to make a specific change in their lives or in the way they do business. The program instructs and educates individuals on how to participate, provides a pledge form to sign, and offers resources for success.



# Green Challenges & Community Programs

- In order to earn 10 Sustainable Jersey points, communities need to develop a Green Challenge Program or have an active program that secures pledges of participation in at least one particular Challenge from at least 2.5% of the town residents or households.
- The Challenge Program must be active within the 18 months prior to submission for certification.



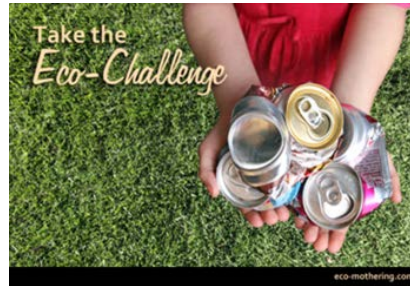
# Approval Rates

- Since the inception of the program in 2009, 95 towns have applied for points for a Green Challenge.
- Of those, 65% were approved.
- The most difficult part appears to be providing the required documentation.



# Green Challenges & Community Programs

- Launching a Challenge Program will take at least a month to organize and publicize. Two to five months is a more likely timeframe once the decision is made to go forward. Once launched, the work can be ongoing.



- *The good news is that the EcoChallenge is all set up for you to utilize!*





# Green Challenges & Community Programs

- Green Challenges engage residents to join in achieving common community goals.
- With a high rate of participation, residents will be able to track and monitor progress within their communities and to see results to which they can easily relate.



# Green Challenges & Community Programs

- Reporting the success and progress of the Program will show people their participation contributes to a community-wide movement, which is the first step to recognizing one's role in a global movement.



# Green Challenges & Community Programs

- The core of a Green Challenge Program involves having **residents accept a challenge to make a change in their lives and codify it by filling out a pledge form.** It also involves collecting and tracking the pledge forms, and publicly reporting progress and impacts.
- **The EcoChallenge provides a ready-made way to track and monitor progress.**



# Green Challenges & Community Programs

- **Your main role will be to publicize the EcoChallenge and encourage participation.**
- You can set up teams within each department of your municipality, or have different classes in your schools participate, and/or encourage individual participation as well.



# Green Challenges & Community Programs



Suggestions for ways to publicize your Green Challenge can be found on the Sustainable Jersey website:

[www.sustainablejersey.com](http://www.sustainablejersey.com) under “Green Challenges and Community Programs” – “What to Do and How to Do It.”



# Green Challenges & Community Programs

**Organize an outreach and publicity effort** to encourage residents to take the Challenge in the following ways:

- Develop a mailing with the Challenge description and pledge forms to go to all households. Save money by piggy backing on an existing mailing like recycling or tax information.



# Green Challenges & Community Programs

## Outreach and Publicity Ideas:

- Send a press release to all media outlets and suggest a story. Suggest a spot in the local newspaper that will report new Challenges and provide updates on the progress of Challenges every week or month.
- Announce the Challenge at public events and meetings of other community groups.



# Green Challenges & Community Programs

## Tracking the Pledges and Celebrating Success:

- The designated entity that collects pledge forms should publicly report on progress as well as achieved outcomes and celebrate the community's success. Celebrating success is essential for fostering a shared sense of purpose in the community.

drive less  
challenge





# Green Challenges & Community Programs

## What to Submit:

In order to earn points, your submission must meet the following standards:

1) The Green Challenge Program must have been active in the 18 months period prior to the submission deadline.



# Green Challenges & Community Programs

## What to Submit:

**2) The program must have received pledges from 2.5% of the community.** If the challenge program is ongoing over many years, then the program must have at least 2.5% total, and new pledges from at least 1% of the population within the past 18 months.



# Green Challenges & Community Programs

## What to Submit:

3) The figure of 2.5% (or 1%)

relates to people or households or other relevant units. For example, if the pledge is something an individual does (like driving behavior), then you need 2.5% of the total population. If it is something a household does (like an energy audit), then you need 2.5% of households.



# Questions and Answers?

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- Ila Vassallo, Evesham Township, NJ (contact Sustainable Jersey at [info@sustainablejersey.com](mailto:info@sustainablejersey.com))
- Rob Nathan, NWEI at [rob@nwei.org](mailto:rob@nwei.org)

