

# NWEI's EcoChallenge

## Evesham Green Team

Sustainable Jersey Webinar – June 17, 2015

Ila Vassallo

### Got Green?



The **Evesham Green Team** invites you to join our 2<sup>nd</sup> **EcoChallenge** for Evesham from Oct



#### 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, transportation—and set a goal that makes a difference for our planet.



Enter your goal / challenge:  
[www.ecochallenge.org/register\\_to\\_participate/449](http://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. It provides collective inspiration, camaraderie and friendly peer support to make change a little easier-- and a lot more fun.

Join the EcoChallenge today.



The EcoChallenge is a program of the National Wildlife Federation (NWF). Its objective is to give people a better relationship with the environment by showing them ways to live, work and play that are better for the planet. For more information about NWEI and the EcoChallenge, visit [www.ecochallenge.org](http://www.ecochallenge.org).



Join our Team and Go for the Green!



And we challenge you  
to use the compost bin in the cafeteria

# 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...!

- Publicize on social media
- Distribute information to schools / connect with teachers
- Host a table at a community event

**Got Green?**

The **Evesham Green Team** is launching our 2<sup>nd</sup> **EcoChallenge** for Evesham.

**What is the EcoChallenge?**  
The EcoChallenge challenges you to pick a category and stick with it for two weeks.

**How do you get started?**  
Pick a category—water, trash, energy, recycling, food, and community—and set a goal that will help you engage and stick with it for two weeks.

Enter your goal / challenge:  
[www.ecochallenge.org/register\\_to\\_participate/449](http://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.

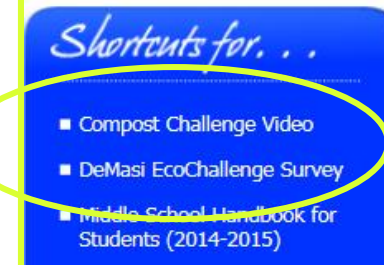
Join the EcoChallenge today.

**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](http://www.ecochallenge.org).

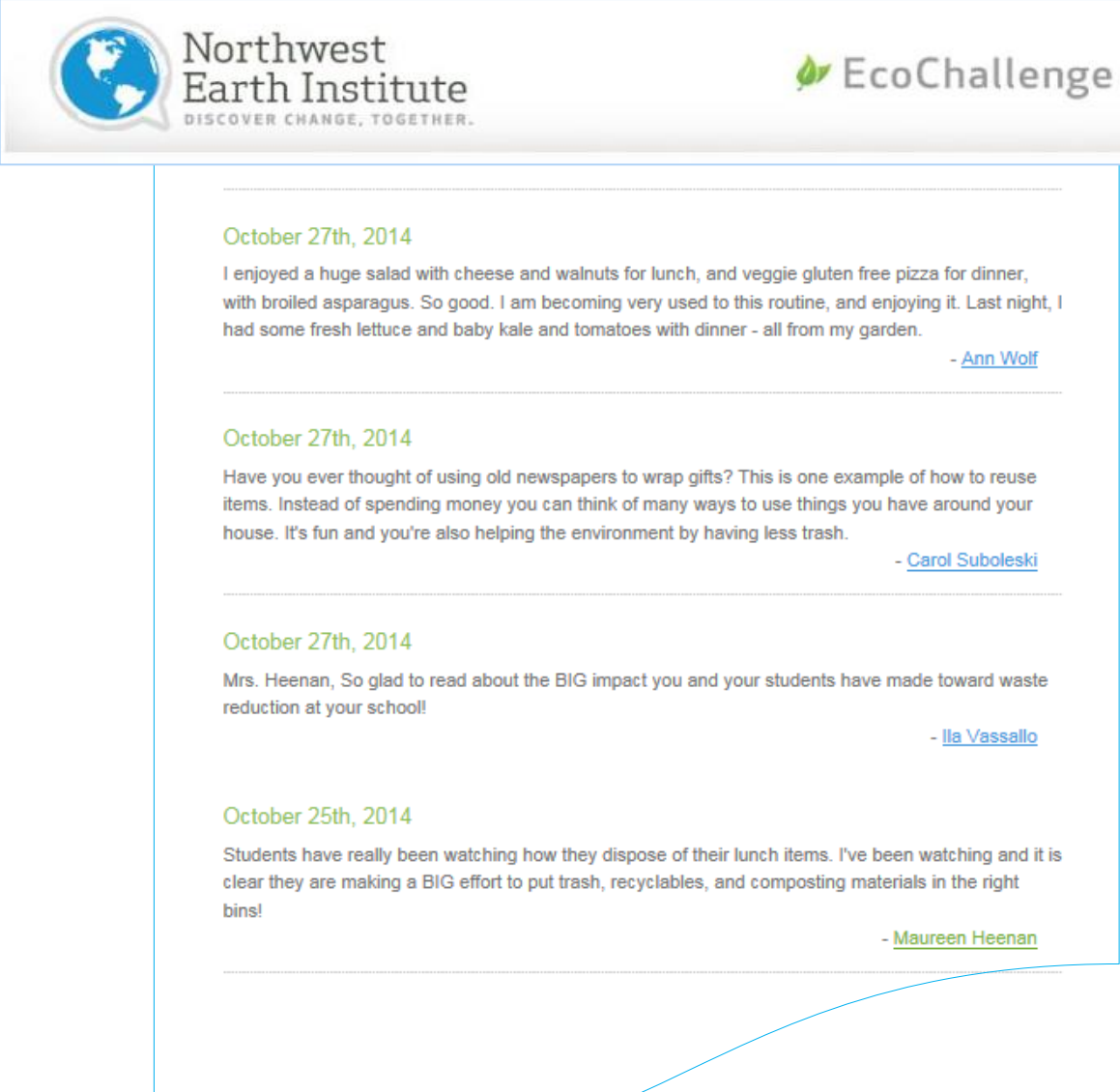
# Featured 2014 EcoChallengers: DeMasi Middle School

- Collaborated with Middle School teacher
- Visited class to discuss EcoChallenge and sustainability
- Class challenged their school to do a better job using the compost bins in the cafeteria



# 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 a blog header for Northwest Earth Institute with the tagline "DISCOVER CHANGE, TOGETHER." and the EcoChallenge logo. Below the header are four blog entries, each dated October 27th or 25th, 2014, with author names and links.

**Northwest Earth Institute**  
DISCOVER CHANGE, TOGETHER.

**EcoChallenge**

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October 27th, 2014

I enjoyed a huge salad with cheese and walnuts for lunch, and veggie gluten free pizza for dinner, with broiled asparagus. So good. I am becoming very used to this routine, and enjoying it. Last night, I had some fresh lettuce and baby kale and tomatoes with dinner - all from my garden.

- [Ann Wolf](#)

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October 27th, 2014

Have you ever thought of using old newspapers to wrap gifts? This is one example of how to reuse items. Instead of spending money you can think of many ways to use things you have around your house. It's fun and you're also helping the environment by having less trash.

- [Carol Suboleski](#)

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October 27th, 2014

Mrs. Heenan, So glad to read about the BIG impact you and your students have made toward waste reduction at your school!

- [Ila Vassallo](#)

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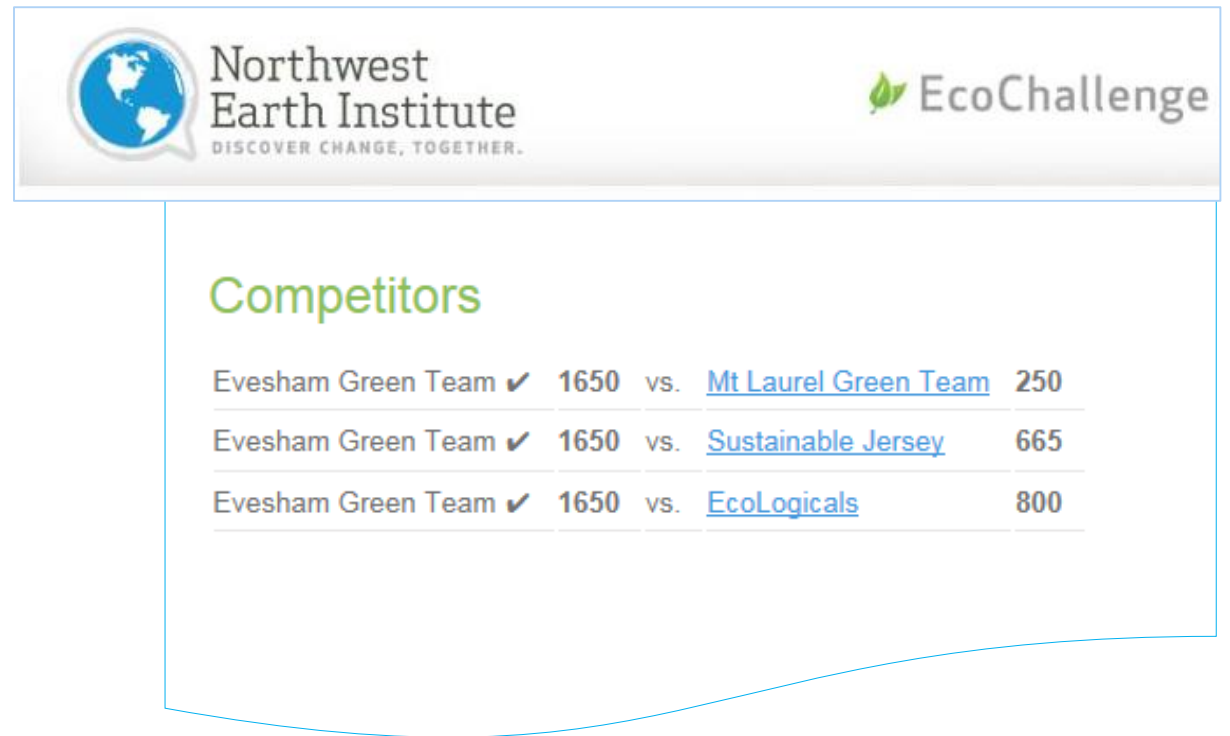
October 25th, 2014

Students have really been watching how they dispose of their lunch items. I've been watching and it is clear they are making a BIG effort to put trash, recyclables, and composting materials in the right bins!

- [Maureen Heenan](#)

# 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. At the top left is the Northwest Earth Institute logo with the tagline "DISCOVER CHANGE, TOGETHER." At the top right is the EcoChallenge logo. Below the header is a section titled "Competitors" with a table of scores.

Competitors			
Evesham Green Team ✓	1650	vs.	<a href="#">Mt Laurel Green Team</a> 250
Evesham Green Team ✓	1650	vs.	<a href="#">Sustainable Jersey</a> 665
Evesham Green Team ✓	1650	vs.	<a href="#">EcoLogicals</a> 800

# Celebrate and acknowledge participation

**TOWNSHIP OF EVESHAM  
REGULAR COUNCIL MEETING  
November 12, 2014**

**6:30 PM - REGULAR MEETING**

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**IX. PROCLAMATIONS**

Florence V. Evans Elementary School - Fifth Grade  
Student Government

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EcoChallenge Participants  
DeMasi Middle School - Ms. Heenan's 8th Grade

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Supporting the Drive Sober or Get Pulled Over  
2014 Year End Statewide Crackdown

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**Northwest  
Earth Institute**  
DISCOVER CHANGE, TOGETHER.

[Contact](#) | [EcoChallenge](#) | [EarthMatters Blog](#) | [Facebook](#)

[Our Model for Change](#) | [Where Change Happens](#) | [Discussion Course Books](#) | [Get Involved](#)

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

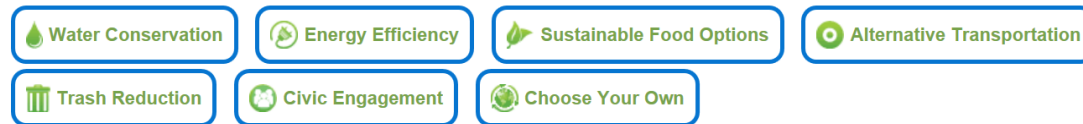
by [Deborah McNamara](#) on November 18, 2013 | [Carol Suboleski](#) civic engagement EcoChallenge Evesham Green Team Marlton New Jersey open space plastic reduction third grade class trash reduction

# Make an Impact - Together !

- Evesham Green Team's 2014 EcoChallenge Impact

- Challenges met: 112

- Categories covered:



## Team Impact Analysis

We've saved **560** gallons of water.

We've saved **3** lbs of CO2.

We've used organic ingredients in **3** meals.

We've enjoyed **42** meatless meals.

We've cooked **30** meals with zero waste.

We've diverted **8** lbs of food waste from entering the landfill.

We've told **2** friends about an important environmental issue.

- Join the Northwest Earth Institute's EcoChallenge for 2015 !