

How to Implement a Municipal or School EcoChallenge

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

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How to Implement a Municipal or School EcoChallenge



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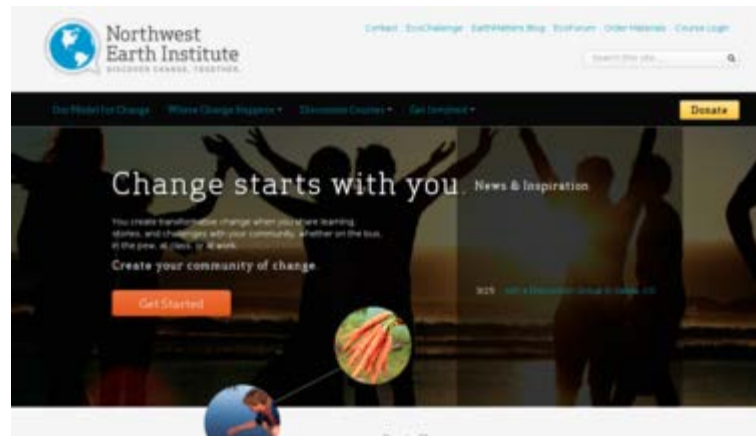
How to Implement a Municipal or School EcoChallenge

- This webinar will explain how municipalities and schools 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 on the Sustainable Jersey for Schools action: "[Green Challenges](#)" and show you how the FREE [NWEI EcoChallenge](#) can meet the standards for these actions.

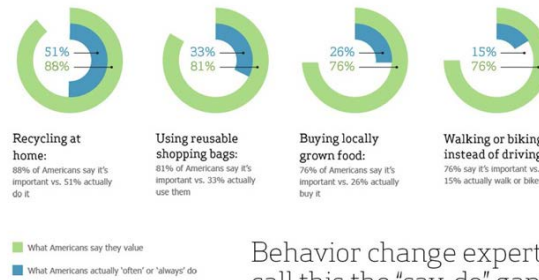


Green Challenges & Community Programs

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.



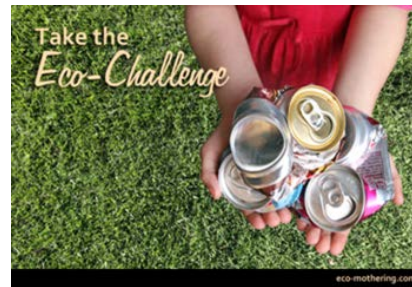
Approval Rates

- 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 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 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

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

PLAN AHEAD:

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

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:

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.



Green Challenges / Sustainable Jersey for Schools

Sustainable Jersey for Schools' **Green Challenge** action (10 points) - similar to municipal action, but documenting the percentage of participants is not required.

- Must document challenge goals, how progress was tracked, and the overall results of the challenge.
- Document how the challenge and results were promoted to the school community.

Green challenge program must have been completed within the eighteen months prior to submission for certification



Green Challenges / Sustainable Jersey for Schools

Document Goals and Progress

- Samples of pledge forms or other participation records
- Examples of outreach to drive participation – press releases, flyers, or screen shots of web pages used to publicize the green challenge.



Green Challenges / Sustainable Jersey for Schools

Document promotion of the challenge and its results to students, teachers and parents.

- Examples of news articles, final outreach materials, posters, photos and agendas from recognition ceremonies at school or district events, or social media promotion that celebrated the outcome.

See **Resources** section of the Green Challenges Action on sustainablejerseyschools.com for links to organizations that host or help with running sustainability challenges in schools.



Sustainable Haddon Township

- Barbara Prince and Matt McCarthy
- What they did: Green Challenge and EcoChallenge comparison



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Questions and Answers?



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- **Veronique Lambert** at 609-771-3427 or schools@sustainablejersey.com
- **Ila Vassallo**, Evesham Township, NJ or **Barbara Prince**, Sustainable Haddon Township (contact Sustainable Jersey at info@sustainablejersey.com)
- **Rob Nathan**, NWEI at rob@nwei.org

