



THE GREEN CHALLENGE

A GEN GREEN INITIATIVE BY CHLOE

WHAT

A SERIES OF DAILY ECO-
CHALLENGES ON INSTAGRAM DURING
FEBRUARY DESIGNED TO PROMOTE
SUSTAINABLE LIVING.



HOW IT WORKS

1. PARTICIPANTS COMPLETE SIMPLE DAILY ECO-CHALLENGES ON THE DAY THEY ARE POSTED



HOW IT WORKS

2. PARTICIPANTS TAKE PHOTOS OF THEMSELVES IN ACTION AND EITHER: SEND TO ME VIA INSTAGRAM DM
OR
POST ON THEIR STORY AND TAG MY ACCOUNT



HOW IT WORKS

3. I LOG PARTICIPATION FOR EACH CHALLENGE ON A GOOGLE DOC. EACH CHALLENGE COMPLETED COUNTS AS AN ENTRY INTO A DRAW FOR AN ECO-FRIENDLY GIFT BASKET. AT THE END OF FEBRUARY, I DO A RANDOM DRAW FOR THE BASKET.



JANUARY

- MADE A LIST OF CHALLENGE IDEAS
- DESIGNED INSTAGRAM POSTS AND A LOGO ON CANVA
- SET UP AN INSTAGRAM ACCOUNT
- POSTED INSTAGRAM STORIES ON MY PERSONAL ACCOUNT TO GAIN PARTICIPANTS



FEBRUARY

- POSTED DAILY CHALLENGES + ENVIRONMENTAL INSTAGRAM STORIES
- RESPONDED TO DM'S AND PHOTO PROOF
- LOGGED PARTICIPATION IN A GOOGLE DOC AND SHEET
- TRACKED VOLUNTEER HOURS USING THE FORM PROVIDED.
- ASKED THE STORE **ECOFILLOSOPHY** TO CONTRIBUTE TO THE GIFT BASKET



MARCH

- MEASURED THE TOTAL IMPACT USING THE CALCULATION TEMPLATE PROVIDED BY THE HALTON CLIMATE COLLECTIVE
- WROTE + SUBMITTED FINAL REPORT
- SUBMITTED VOLUNTEER-TRACKING FORM
- ASSEMBLED AND DELIVERED GIFT BASKET TO THE WINNER OF THE DRAW!

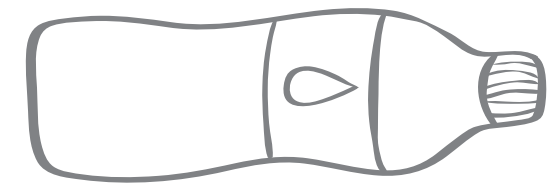


IMPACT

51 KG OF CO₂E
REDUCED



300
GRAMS OF
SINGLE-USE
PLASTIC
REDUCED



91 people made aware
about climate change

Thank you
TO EVERYONE WHO PARTICIPATED!

 @the.green.challenge

