



THE  
**GROUNDWORK**  
ECO-CHALLENGE

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# ABOUT

## GROUNDWORK

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Groundwork is a group of charities mobilising practical community action on poverty and the environment across the UK.

We're passionate about creating a future where every neighbourhood is vibrant and green, every community is strong and able to shape its own destiny and no-one is held back by their background or circumstances.

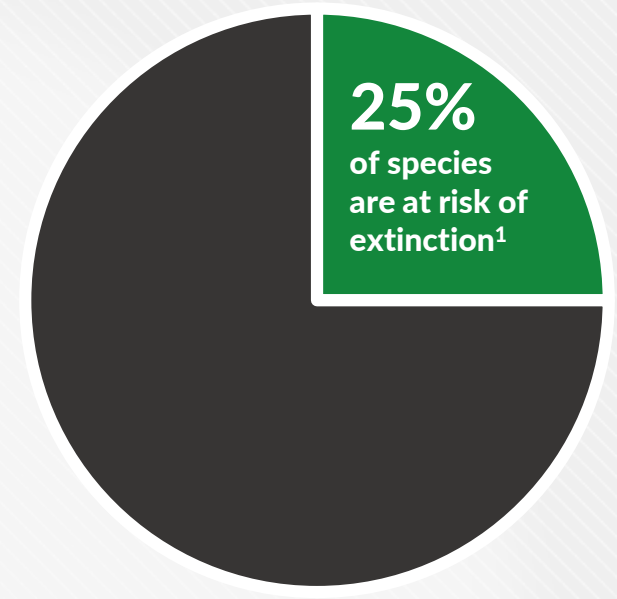


# THE CLIMATE AND NATURE EMERGENCY

The climate and nature emergency is one of the greatest challenges that humanity has ever faced. We are already seeing the effects today and we need to act now if we wish to protect the biodiversity and climate that supports our civilisation.

This isn't just about saving the planet, it's about saving ourselves.

**The Groundwork Eco-Challenge is an engaging and practical tool to help your staff to start their own sustainability journey, while your support empowers communities to build a greener future and help people out of poverty.**



**800**  
MILLION PEOPLE<sup>2</sup>

will be exposed to rising seas and storm surges by 2050, even if we keep rises to 2°C

**35%**  
OF OUR CROPS<sup>3</sup>

depend on pollinators like bees but 40% of insect species are at risk of extinction.



# THE GROUNDWORK ECO-CHALLENGE



## **A fun way to engage staff with environmental awareness**

The three-week-long at-home programme explores practical ways for the whole family to become greener – and save a few pounds too.



## **Remote team building**

Brings staff teams together even when they are working from home.



## **Sustainable development**

The Eco-challenge meets UN Sustainable Development Goals 13 (Climate Action) and 15 (Life on Land)



## **Create stronger and greener communities**

By supporting Groundwork you are creating better places, improving people's prospects and promoting greener choices.

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Morale is **55%** better in companies with strong sustainability programs.

– Society for Human Resources Management

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Companies with a strong CR commitment can see increases in employees' productivity by as much as **13 percent**.

– 'Project ROI' study by IO Sustainability and the Lewis Institute for Social Innovation at Babson College



# ECO-CHALLENGE

## OVERVIEW

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- > Pick from five themed challenge weeks to create a three week programme.
- > Each themed week includes three activities for employees to complete.
- > Employees earn points for completing activities, and compete as individuals or as teams to see which group can earn the most points and win the eco-prize.

# EXAMPLE CHALLENGES

The aim is that these activities become long-term environmentally conscious habits.



## Don't throw it, regrow it!

Did you know that you can easily regrow food from leftovers that you might otherwise throw away?

Why: In the UK we waste 6.5 million tonnes of food every year, 4.5 million of which is edible<sup>4</sup>. An average family of four can save just over £60 per month by reducing food waste. As 20-25% of emissions contributing to climate change come from agriculture, reducing food waste is a great for the planet as it is for our pockets.

## Upcycle a t-shirt into a tote bag

Create a unique shopping bag out of an old t-shirt.

Why: The clothing industry is responsible for about 10% of global greenhouse gas emissions and consumes more energy than aviation and shipping combined<sup>5</sup>. Tote bags are great for reducing plastic waste but making them from new can have a big impact on the environment. Upcycling old clothing is great way to reduce both problems.

## Energy week

Save money, reduce waste and keep cozy.

Why: The UK's homes are some of the least efficient in Europe but there are lots of things we can do to help improve that ourselves. Domestic homes are responsible for 25% of the country's CO<sub>2</sub> emissions so an audit of your home is an excellent place to start with reducing your impact – while keeping you warm and saving you some money too.

# EXAMPLE WEEKS

Each themed week comes with:

- an activity guide
- instructions for how to complete the activities
- background information about the environmental challenges the activities help solve
- where to find more information
- and plenty of chances for a little friendly competition between colleagues to see who can be greenest!

## WEEK ONE

### Calculate your environmental footprint

Establish a baseline for your impact on the environment.

### Don't throw it, regrow it!

Reduce food waste by turning vegetable scraps into a new crop.

### Make your own tote bag

Create a unique bag from old clothes and help to reduce the impact of textile manufacturing.

## WEEK TWO

### Furniture upcycling challenge

Transform an old piece of furniture into something you'll love.

### Leftovers challenge

Reduce your food waste even further with a range of new tips.

### Energy and water

Cut waste and save money through a range of simple yet effective changes in your home.

## WEEK THREE

### Reduce and reuse

Explore ways to reduce and reuse the plastic used in your home.

### Bath salts challenge

Eco bath salts are quick and easy to make and make excellent presents.

### Really wild challenge

Document and celebrate the nature on your doorstep.



# UNIQUE

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The Eco-challenge is currently the only at-home, competitive corporate volunteering programme.



It combines both employee engagement (via gamification) and corporate social responsibility (through the activities themselves).



The programme's five themed weeks ensure that the Eco-challenge can be tailored to fit your company's specific needs.





# LOCKDOWN COMPATIBLE

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With more of us working from home than ever, many workers are feeling isolated and traditional team building activities are hard to implement.



Eco-challenge gives you a way to bring teams that are working from home together through shared goals and a little friendly cross-team rivalry. Who will win the title of greenest team?



The activities are perfect for staff to carry out at home and fun way to engage the whole family in going greener – ensuring you organisation has an impact that goes beyond the office.



By taking part, your staff are supporting our COVID response projects - helping the most vulnerable across the UK at this difficult time.





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**I feel more environmentally conscious having completed the eco-challenges.**



– Thomas Miller employee

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**I found completing the challenges very fun.**



– Thomas Miller employee

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**Thanks for organising these challenges. We have been completing them as a family to entertain our children and do our bit to create a more sustainable planet for our little ones.**



– Salesforce employee

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**I just wanted to first express how much I love the work you are doing, I have really enjoyed the challenges, and I am all for saving the eco-system.**



– Salesforce employee



# HOW TO GET INVOLVED

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The activities can be accessed either as an employer 'paid for activity', a participant donation/fundraiser, or a combination of both. We are happy to explore the best route for you.



For your contribution, Groundwork will provide a detailed challenge pack, special eco-prizes for challenge winners and help to manage the Challenge and host interactive Challenge webinars.



Don't forget: the Eco-challenge funding will support Groundwork's COVID response projects helping the most vulnerable across the UK when they need it the most.





# NEXT STEPS



**PLEASE CONTACT:**

[getinvolved@groundwork.org.uk](mailto:getinvolved@groundwork.org.uk)

[www.groundwork.org.uk/ecochallenge](http://www.groundwork.org.uk/ecochallenge)



GROUNDWORK  
CHANGING PLACES  
CHANGING LIVES





**LET'S MAKE A  
GREENER FUTURE  
TOGETHER**

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# References



<sup>1</sup>**UN Report: Nature's Dangerous Decline 'Unprecedented'; Species Extinction Rates Accelerating'**  
<https://www.un.org/sustainabledevelopment/blog/2019/05/nature-decline-unprecedented-report/>

<sup>2</sup>**World Economic Forum: The world's coastal cities are going under. Here's how some are fighting back**  
<https://www.weforum.org/agenda/2019/01/the-world-s-coastal-cities-are-going-under-here-is-how-some-are-fighting-back/>

<sup>3</sup>**World Economic Forum: 75% of crops depend on pollinators - they must be protected**  
<https://www.weforum.org/agenda/2019/12/protect-pollinators-food-security-biodiversity-agriculture/>

<sup>4</sup>**Love Food Hate Waste**  
<https://www.lovefoodhatewaste.com/why-save-food>

<sup>5</sup>**United Nations Environment Program**