



2022 NC GREEN LIVING CHALLENGE FREQUENTLY ASKED QUESTIONS

What is the NC Green Living Challenge?

This is a mobile app-based sustainability challenge designed to promote green living practices for EarthShare NC Corporate Partners.

Where do I find the NC Green Living Challenge?

The challenge is accessed through the EarthShare Engage app. The app was designed for EarthShare by JouleBug. Registered participants will receive instructions on how to download the app and access the challenge.

Where did the sustainability actions come from?

JouleBug developed actions which were calibrated to present their impact on water conserved, waste diverted, and CO2 kept out of the atmosphere. A select number of actions were customized to include conservation and DEI work in NC.

How can my team interact with EarthShare NC nonprofits in the app?

There are custom actions in the app under the EarthShare tab that will direct users to the work of EarthShare NC nonprofits. These actions run the gambit—from ways to volunteer, donate, or sign up to learn more about their work.

How are actions tracked in the app?

Every action has a displayed number of points, and the calculated impact of taking that action. When the user takes the action, they can add an image and a caption, and it will be posted to the challenge news feed. Image posting is encouraged but not required to gain points.

Are there limits to how many times I can log an action?

Yes, all actions have set limits to help balance typical usage and healthy competition. They also are intended to help people branch out and explore other Actions vs. logging the same action over and over throughout the day. If you're hitting these limits, wait a bit and try again, remembering to try and log as you complete actions throughout your day.

Will employees be able to see their progress?

Yes, users will be able to see their points and impact totals updated instantly on their profile. Their ranking in the challenge will be instantly updated on the challenge dashboard. User scores are averaged into the team score.

Will teams be able to see their progress?

All teams will be visible in the challenge and rankings will change instantly as the challenge progresses. We will produce weekly impact reports for teams for the first two weeks of the challenge, and a final cumulative impact report at the conclusion of the challenge.

What are the prizes for the competition?

There will be individual prizes for the three users with the highest point values at the end of the challenge. There will also be a prize for the highest scoring team. There will be special recognition for users who complete all actions. Information about prizes will be posted under the info tab of the challenge.

How many employees can participate?

There is not a cap on the number of employees that can participate from any one company. There is a suggested minimum of 7 employees per team.

How many companies will be participating?

We have over 40 Corporate Partners across NC through the EarthShare NC program and all these companies to have been invited to participate in the challenge.

How do small teams compete against large teams?

The app is designed to fairly weight small teams against large teams. However, we recommend small teams recruit at least seven users for their cause.

How will employees stay motivated once the challenge begins?

The challenge has many opportunities to keep users engaged. We see three areas of motivation: 1. Individual and team prizes; 2. The running tally of impact stats in the app; 3. The social stream within the app that shows what other users are doing throughout the state. We can also send out notifications through the app with reminders for employees to take and log actions.

Will there be any way to see how the app works before the challenge starts?

Each company will have a Team Lead that will know how to access and use the app prior to the challenge launch. All other users can download the app on September 1st.

How will we know how to use the app?

We will provide instructions for how to download, access, and use the app on September 1st, and kick-off the challenge together at the virtual Launch Party on September 1st, 4:45-5 pm.

What are the important dates to know about the challenge?

August 17, 12pm - Team Orientation (will be recorded)
September 1, 4:45-5:00 pm - Virtual Launch Party
September 1, 5pm - Challenge Begins
September 15, 5pm - Challenge ends
September 19 - Winners announced via email

FOR MORE INFORMATION, PLEASE CONTACT:

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