



impact summary

fiscal year
2026

ecochallenge
dot org

who we are

For more than 30 years, Ecochallenge has been helping individuals and organizations turn everyday actions into measurable environmental and social good. Rooted in behavioral science, our approach drives widespread collective change through sustainable habits that stick.

Founded as the Northwest Earth Institute in 1993 as a humble book club for people passionate about taking environmental action, Ecochallenge has grown over the years into an international online program that engages hundreds of thousands of people.

Today, we partner with leading organizations, including U.S. Bank, Atlassian, Microsoft, LinkedIn, MetLife, Bank of America, Deloitte, AbbVie, and Emerson, to help them deliver impact to their teams and communities.

The Next Chapter of the Ecochallenge Story.

A note from the previous Executive Director, Liz Zavodsky.



LIZ ZAVODSKY

"I've had the privilege of being a part of Ecochallenge over the past 14 years, the last 6 as Executive Director. I'm honored to pass the reins to Dr. Lauren Watkins and Brooke Tully, two incredible women poised to develop and nurture the next chapter of this wonderful organization.

Ecochallenge is founded on a belief in the power of collaboration and connection, and the fundamental understanding that we can solve our biggest challenges when we come together. I'm thrilled to cheer on our organization as it continues to strive toward a better future through the power of people working together for change, one discussion and action at a time."

→ Liz continues to support the organization as its Development Director. Read Liz's full reflection and transition post [here](#).

public ecochallenges

- Beyond Plastic Ecochallenge, July 2025
- People's Ecochallenge, Oct 2025
- Earth Month Ecochallenge, April 2026
(People and Planet: Resilient Together)

our impact



10,482

TOTAL PARTICIPANTS



263,432

TOTAL ACTIONS COMPLETED

Reduce Refined Sugar.
Grow Something to Eat.
Prepare for Extreme Weather.
Swap and Share with Others.
Take Part in a Community
Beautification Project.

TOP 5 IMPACTFUL ACTIONS

about

Our public challenges feature curated categories of sustainable actions for individuals, workplaces, and communities to try. Participants contribute to collective impact, share reflections, build new habits, and track successes – all while collecting points and competing across teams.

"Participating in the Ecochallenge was a fantastic experience. I learned a lot about biodiversity and resilience, and I really enjoyed it. I'm proud to have contributed and to have developed new habits for a more sustainable lifestyle!"

— Blanca

"Each day I've been learning how small actions can make a big impact, from reducing waste to making healthier, eco-friendly choices. This challenge has helped me step outside my comfort zone, stay mindful about sustainability, and inspire other to do the same."

— Mavala

client ecochallenges

our impact



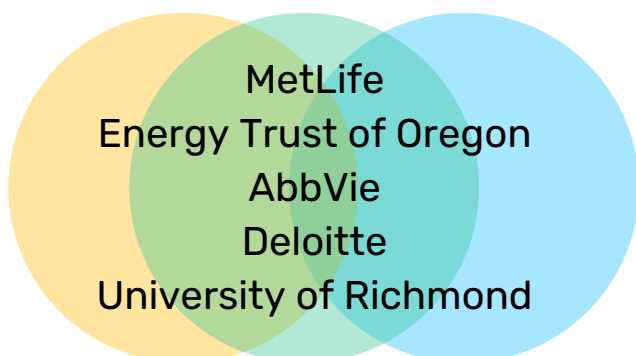
8,700

TOTAL PARTICIPANTS



313,825

TOTAL ACTIONS COMPLETED



OUR CLIENT PARTNERS

about

Each year, businesses and organizations partner with Ecochallenge.org to host tailored challenges that engage employees or communities in environmental initiatives. These challenges can be scheduled flexibly, allowing them to take place at any time of year and for varying durations. Tailored to each company's or organization's sustainability commitments, these Ecochallenges focus on specific themes and actions that foster eco-conscious behaviors and make a positive environmental impact.

"Really enjoyed being part of this Ecochallenge. It's been a good reminder of the small changes we can all make, and I'll definitely keep it going beyond today 🌱"

"As the Ecochallenge wraps up, I'm taking with me new habits and ideas that will help me continue reducing single-use items. I love that Deloitte does this!"

our impact



20,386

**TOTAL PEOPLE
ENGAGED
IN OUR PROGRAMS**



19,542

**TOTAL ECOCHALLENGE
PARTICIPANTS**



8

CLIENT EVENTS



UP TO
91,142

**POUNDS OF CO2
SAVED**



UP TO
336,161

**GALLONS OF
WATER SAVED**



UP TO
471,194

**MINUTES SPENT
LEARNING**

[!\[\]\(179f167ede0522ebb4ea025b3ad78ca7_img.jpg\) see our history of impact here.](#)

our funders



438

INDIVIDUAL DONORS



3

FOUNDATIONS



3

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A heartfelt thank you to all the donors, foundations, and sponsors who played a vital role in making our fiscal year 2026 an incredible success!

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What's Next for Ecochallenge: Behavioral Science and the Next Generation of Collective Impact.

As we turn the page to a new chapter at Ecochallenge, we're filled with optimism for what's ahead. We're incredibly thankful to Liz Zavodsky for her years of leadership, vision, and unwavering commitment to helping people create meaningful change through everyday actions. Her legacy has shaped who we are today and laid the foundation for where we're going next.

As we step into this role together, we're energized by the opportunity to build on that foundation. Guided by the science of behavior change and inspired by the power of community, we're exploring new ways to make sustainable living more accessible, engaging, and impactful for people everywhere.

Dr. Lauren Watkins (left) and **Brooke Tully** (right)
Co-Executive Directors

Read more about what we have planned for the next chapter of [Ecochallenge.org](https://ecochallenge.org) [here](#).

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