



## *City of Phoenix 2020 Sustainability Challenge*

### **ABOUT THE PROGRAM**

The City of Phoenix City Manager's Office of Sustainability (COP), the Phoenix Union High School District (PUHSD), and the Arizona State University Sustainable Cities Network (SCN) are pleased to present the 2020 ***Sustainability Challenge: The Green Games!*** This year the COP will be challenging eligible schools in the PUHSD to make their events zero waste and engage with their communities to promote sustainability. High school extracurricular programs have a very large social and cultural impact in their communities. By promoting sustainability at these events, we can meaningfully engage a greater amount of people.

The COP Sustainability Challenge is an effort to create a culture of sustainability that engages and unites communities under a common cause. While this challenge focuses primarily on waste diversion and reduction, an overall culture of sustainability in which the community is aware of the intertwined social, environmental, and economic implications of their actions is the overall goal. Through this year's Sustainability Challenge, we want to inspire youth and their surrounding communities to protect not only the environment, but also the life that it maintains. Although this challenge calls upon students to institutionalize sustainability in their community values, it is also meant to highlight how sustainable practices support communities in and of themselves by creating social spaces that serve the purpose of bringing people together.

### **WHAT IS SUSTAINABILITY AND ZERO WASTE?**

Sustainability is the pursuit of a healthy environment, economic prosperity, and social justice to ensure the well-being of present and future generations. Without it, we cannot maintain our quality of life as human beings, the diversity of life on Earth, or Earth's ecosystems. We can do this by practicing sustainability in our everyday activities such as recycling, repurposing old materials, or implementing sustainable practices at all future events. Sustainability is continuing to evolve, change and grow—representing different things to different communities. In many ways, sustainability is a way of thinking... it's about being mindful of how your actions impact the environment.

Zero Waste is about designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials. To be zero waste, at least 90% of the waste generated must be recycled or composted.

The City of Phoenix is currently working to divert 40% of waste by 2020. To accomplish this goal, we are working to remove commonly recycled and easily compostable products from the waste stream. Schools that choose to participate in this program will be playing a vital role in helping the city accomplish its environmental sustainability goals.



## ELIGIBILITY

1. Schools in the Phoenix Union High School District with a minimum of 200 participants during any number of events throughout the duration of the Sustainability Challenge.
2. Must have an identified ***Sustainability Officer***.
  - a. The sustainability officer will ideally be a representative who holds a seat on the student council; however, any student on campus can adopt the title if there are no elected representatives available.
3. Sustainability Officer must submit “**Sustainable Event Application Form**” (page 7) to ASU Sustainable Cities Network at [sustainablecities@asu.edu](mailto:sustainablecities@asu.edu) prior to the event. One application must be filled out per event.

## CHALLENGE DATES

January 27<sup>th</sup> - February 29<sup>th</sup>

The official Challenge start date will be **Monday, January 27<sup>th</sup>** and will end **Saturday February 29<sup>th</sup>**.

All documentation will be **due Sunday March 8<sup>th</sup> by midnight**.

## PRIZE

First Place: \$2,500

Second Place: \$1,500

Third Place: \$1,000

Official challenge winners will be announced in March. The winning schools will be recognized by the Phoenix City Mayor.



## CHALLENGE DESCRIPTION AND GUIDELINES

This challenge will encourage each school to not only reduce waste and overall carbon footprint of each event, but also create fun, innovative ways to promote sustainability within their communities.

Each campus will select events to submit to the competition. To qualify, the number of participants must be no less than 200 people. For example, a basketball game may have up to 50 spectators. This means 150 more participants are needed to fulfill the minimum of 200 participants. Therefore, other sporting events or meetings will need to be submitted to reach the minimum qualifying number. Technical and resource assistance can be provided. A cumulative score will be used to determine the final scores.

The competition scorecard is in the **Greening Events Implementation Guide** ([www.phoenix.gov/sustainability](http://www.phoenix.gov/sustainability)) with the following judged categories:

1. Materials management
2. Education efforts
3. Food and water
4. Transportation and energy
5. Marketing and public relations

## BONUS POINTS:

In addition to the points earned through the **Greening Events Implementation Guide**, schools can earn bonus points by participating in the five different weekly challenges.

## WEEKLY CHALLENGES:

- A topic will be assigned each week, schools will earn points by creating and sharing an Instagram post that educates the public on the weekly topic.
- Schools can earn up to five bonus points each week through these challenges. Each post is worth one point.
- The posts must clearly include the topic of that week's challenge.
- Points will only be awarded to posts that demonstrate quality and effort.
- The weekly challenges will begin on Monday and end on Sunday (except week 5).
- In addition, schools will be competing each week for the opportunity to earn two extra points for that week if they are chosen as the weekly challenge winners. Schools will be judged on originality, innovation, message, and impact.

You must tag **@TheGreenGamesPhx** to earn points!





**WEEK ONE: Hydration Nation**

***January 27<sup>th</sup> – February 2<sup>nd</sup>***

To launch the event, we will start with our first weekly challenge – Hydration. Each school will encourage everybody to utilize their water filling stations by bringing their own refillable beverage containers. Since water stress and scarcity affects us all, this first challenge offers a timely means of reaching hundreds of people with this important message. Use your social media platforms to capture these moments and share your efforts. This week’s posts should be about hydration. For example, a photo or video of a student using the refillable water hydration station.

**WEEK TWO: Cooling Things Down with Trees to Lower Those Degrees**

***February 3<sup>rd</sup> – February 9<sup>th</sup>***

Make a simple estimation of the benefit’s individual street-side trees provide. Calculate the value of a single tree based on size and species. Find trees on campus to measure then research the species. Take pictures with the information and share it.

**WEEK THREE: Love Your Boo and Your Earth Too**

***February 10<sup>th</sup> – February 16<sup>th</sup>***

This challenge will be during the Valentine’s holiday. The millions of cards sent contribute to deforestation and end up in landfills. Chocolate and flower producers use pesticides and balloons are made of plastic that does not biodegrade. Let’s reduce the environmental impact without losing the romance. Help your school find more sustainable ways to celebrate love. Share all the ways your school is making this holiday sustainable.

**WEEK FOUR: Get to Your Destination in Green Transportation**

***February 17<sup>th</sup> – February 23<sup>rd</sup>***

Encourage as many people as possible to use the Light Rail, bus, bike, bike share, walk, ride share and other alternative methods of transportation. Your social media posts this week should be about transportation. Record and share all the ways your school is making a difference in innovative transportation.

**WEEK FIVE: Recruiting Event**

***February 24<sup>th</sup> – February 29<sup>th</sup>***

This final challenge will focus on the PUHSD Recruiting Event on Saturday 2/29/2020. How will you engage with your community about your school’s sustainability goals? Get creative & have fun!



## QUESTIONS?

For more information, please visit [www.phoenix.gov/sustainability](http://www.phoenix.gov/sustainability)

or

email [darice.ellis@phoenix.gov](mailto:darice.ellis@phoenix.gov)

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