

JOLLYGREEN™

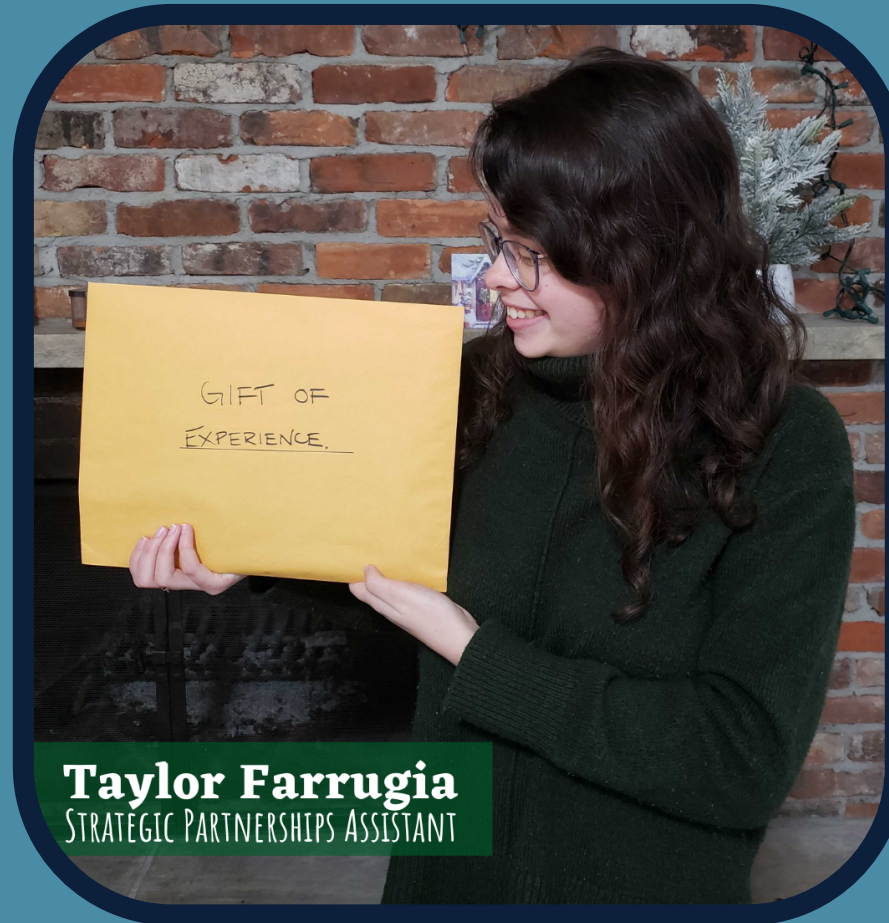
Holiday Eco-Challenge



IMPACT REPORT

WHO WE ARE

RANDOM ACTS OF GREEN™



A LITTLE BIT ABOUT US

Random Acts of Green is a women-led and women operated social enterprise that brings organizations and people together in an online community that empowers collective climate action. Through our app, social media channels, and website, we are mobilizing people to take action in big and small ways for our environment.

We aim to help combat environmental issues like biodiversity loss, climate change, deforestation, air pollution, food waste, plastics in the ocean, and food & water insecurity.

JOLLYGREEN™

Holiday Eco-Challenge

**Globally, our waste levels
increase by 25-30%
during the holiday season!**



**6 MILLION ROLLS OF PLASTIC TAPE
ARE USE TO WRAP PRESENTS
EVERY YEAR IN CANADA.**



**270,000 TONNES OF FOOD GETS THROWN
AWAY DURING THE CHRISTMAS PERIOD
IN THE UK ALONE.**



**HERE AT RANDOM ACTS OF GREEN, WE BELIEVE IT'S
TIME TO RETHINK ENVIRONMENTALLY HARMFUL
HOLIDAY RITUALS AND TRADITIONS.**

IN THE NEWS



Random acts of green: How to be more eco-friendly during the holidays



Global News Morning Peterborough: The Jolly Green Eco Challenge

Global
TORONTO

Global
PETERBOROUGH

MAKE AN IMPACT



RAISE AWARENESS



RECONNECT WITH VALUES



WHY YOU SHOULD PARTICIPATE:
JOLLYGREEN™
Holiday Eco-Challenge

BE EMPOWERED TO ACT



TEAM BUILDING



STEP OUT OF COMFORT ZONES



RANDOM ACTS OF GREEN

ENGAGEMENT SNAPSHOT



REACH: 200,365 ACCOUNTS

ENGAGEMENTS: 15,860



IMPRESSIONS: 149,221

REACH: 31,958

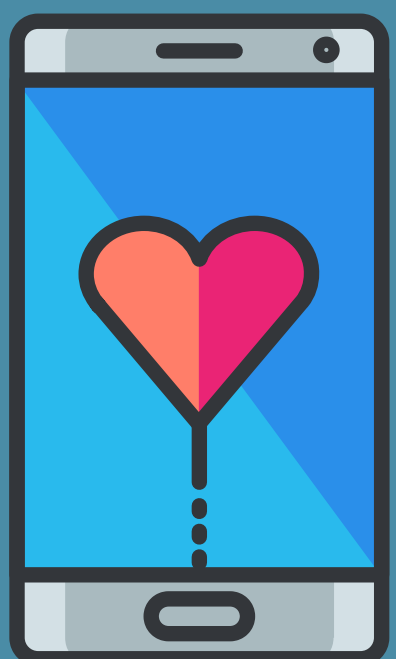
ENGAGEMENTS: 11,834



**WEBSITE PAGE VIEWS:
5,204 VISITS**



**ADDITIONAL PARTNER
REACH: 48,544**



**525+ GREEN ACTS
LOGGED =
666,689 KG OF
CARBON SAVED**



**NEWSLETTER
OPEN RATE: 28.5%
CLICKS: 1.83%**

MEDIA FEATURES: 3



**100%
ORGANIC**

Challenge Breakdown



This was the very first climate action challenge for **45%** of our participants.

Top JOLLYGREEN Acts:

Deck the halls with upcycled decorations...
Fa, la, la, la!



Be a Green Elf.
Use eco-friendly wrapping.



It's the most wonderful time to buy local.



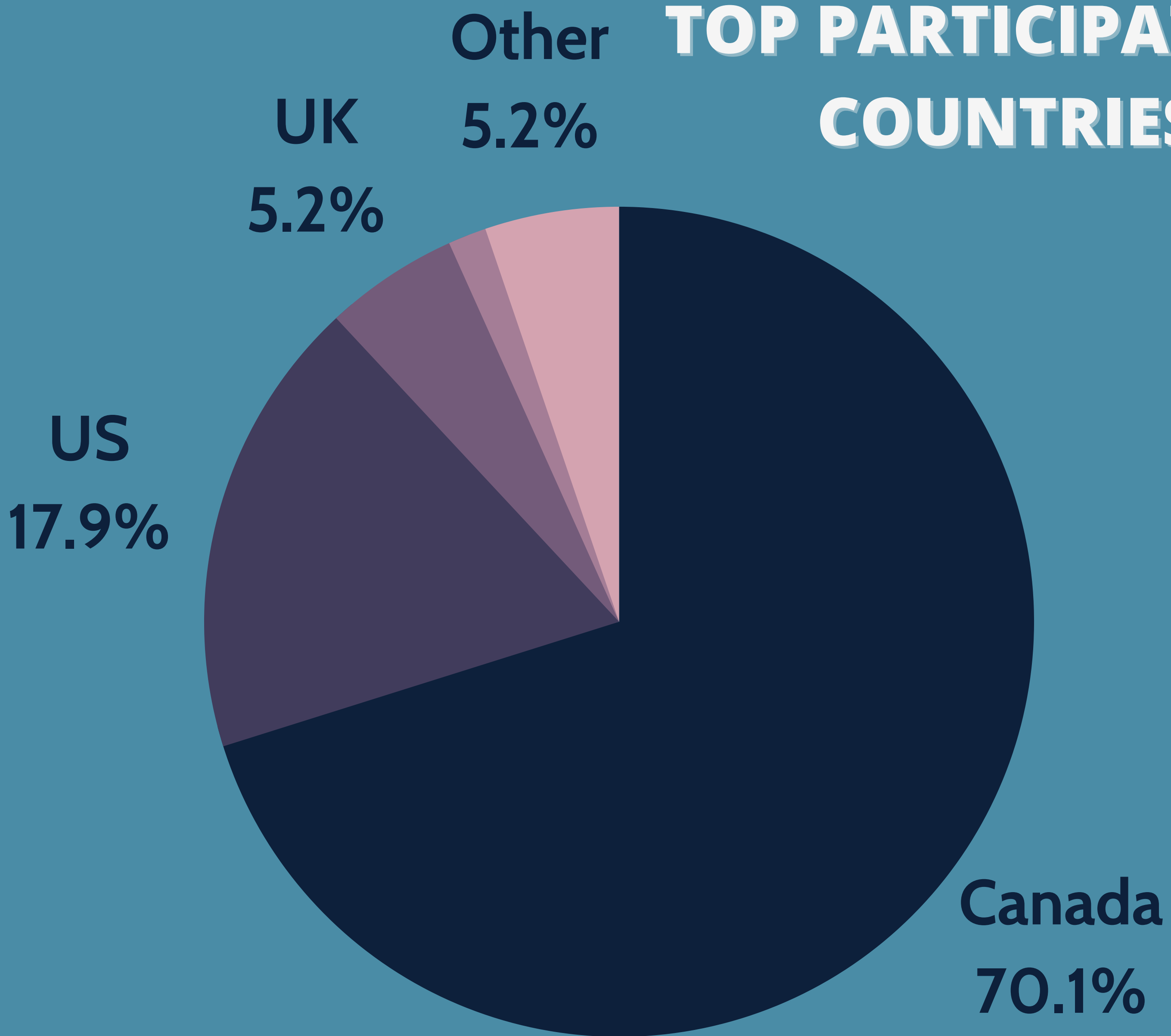
Eat like a reindeer!
Try vegan meals.



PARTICIPATING ORGANIZATIONS & BUSINESSES:

1. Happy Ocean PEI
2. The Better Planet Project
3. Climate Action Muskoka
4. South Huron District High School
5. EnviroCentre
6. Our Energy Guelph
7. For Our Kids
8. Ottawa South Eco-Action Network
9. Keeping Tenterden Green
10. Green Goderich
11. Huntingdonshire Recycles
12. Bedford 2030
13. WhiteRose Bandanas
14. Climate Steps
15. Knauf Insulation North America
16. Riverview Park Community Association - Ottawa
17. World Changing Kids Project
18. EcoBronx LLC
19. West Linn Sustainability Coalition (Oregon)
1. The TWIG Store
2. Ardent Earth
3. Trash Pirates
4. Blandford War on Waste
5. Sea Mills & Coombe Dingle Climate Action Group
6. Burlington Green
7. Plastic Free Helensburgh
8. Sonoma County Climate Activist Network
9. Windemere Leadership Program
10. Heather Keats Health Coach & Fitness
11. Compost Stew (Children's Book)
12. Occupy Sonoma County
13. Harbourough Go Green!
14. Recreativity Ottawa Group
15. Waste Not Saskatoon
16. Waste Busters Shri Lanka
17. Collingwood Climate Action
18. Wasaga Climate Action
19. Simply Natiral Canada

TOP PARTICIPATING COUNTRIES



11 countries and 82 cities participated in our **JollyGreen Challenge**



82% feel part of **Random Acts of Green's** Collective Climate Action Community - where we all take action - **together.**

WHO PARTICIPATED?

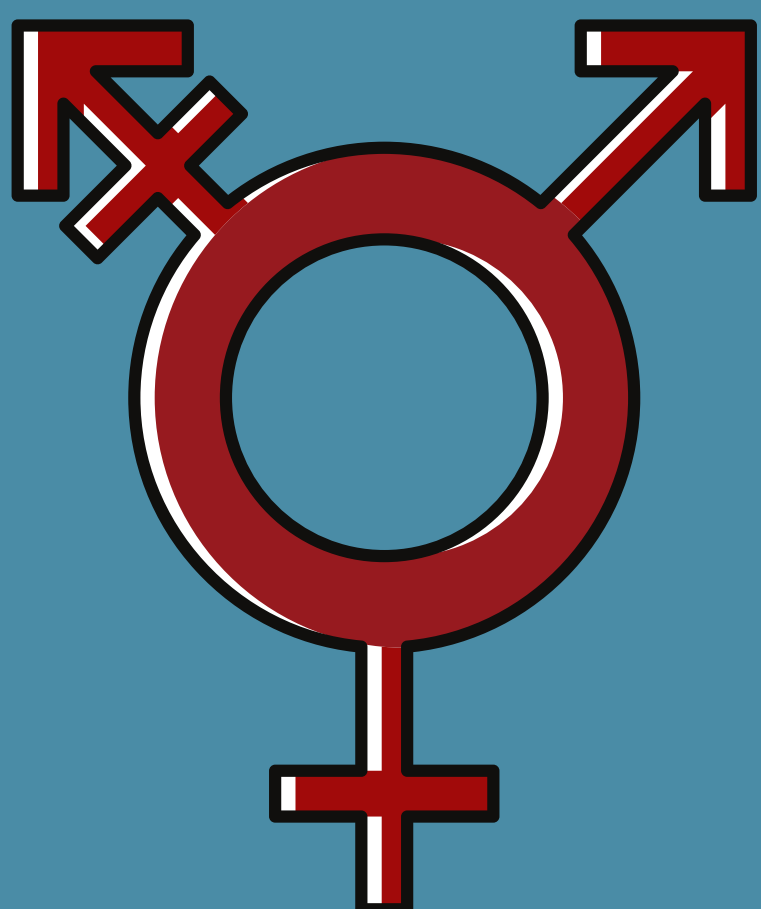


AGE:

55+ : 24%
45-54 : 24%
35-44 : 23%
25-34 : 21%
18-24 : 1%

OCCUPATION:

Administration: 20%
Education : 18%
Health Care: 21%
Retired : 22.5%
Entrepreneur : 10%

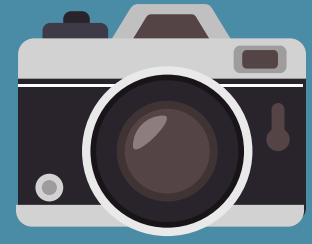


Woman: 74%

Man: 1%

Prefer not to disclose: 25%

JOLLYGREEN™ Holiday Eco-Challenge



GREEN ACT SUBMISSION SNAPSHOT



DIY Holiday Gnome
Natalie Corkery



Eco-Friendly Gift Wrap
Kylie McMaster



Upcycled Holiday Decor
Malerie Paterson



Dried Fruit Decor
Elaine Cooper



Upcycled Cork Snowmen
Georgina Mills



Munch Like A Reindeer
Ardent Earth



Homemade Clay Decor
Sara Johnson



Alternative Christmas Tree
Robin Allen



Upcycled fabric Advent Calendar
Melissa Eschbach

JOLLYGREEN™

Holiday Eco-Challenge

RANDOM ACTS OF GREEN™

Cross off the holiday boxes as you complete them Tag @randomactsofgreen

Baby it's cold outside!
Use a reusable mug!



It's a Winter Wonderland!
Try a winter sport.



All I want for Christmas is a smart thermostat!



Deck the halls with upcycled decorations...
Fa, la, la, la!



It's the most wonderful time to buy local.



All is Calm. All is Bright.
Switch to LED Lights.



FROSTY the snowman.
Compost this winter.



Make a list. Check it twice!
Reduce car trips. Have a plan.



Naughty or nice?
Don't leave your car idling.



Be a Green Elf.
Use eco-friendly wrapping.



Ice ice baby.
Use eco-friendly de-icers.



Tis' the season to make amends!
Repair an item!



Eat like a reindeer!
Try vegan meals.



I want to *save* a Hippopotamus for Christmas!
Donate to preserve biodiversity.



Mr. Grinch!
Stop single use plastics.



Don't waste gum drop buttons!
Stop overbaking.



Be like Santa. Be a proud outfit repeater.



Stocking Stuffers?
Gift experiences.



Oh, Christmas Tree!
Get a Potted Tree.



Happy New Year!
Make a Green New Year's Resolution.



Thanks to Our Sponsors!

RicherEarth Vegan Eats Inc.
Gasonic Group Ltd. Pfenning's Organic Farms



OUR SPONSORS

JOLLY GREEN™

Holiday Eco-Challenge

