

## Go Beyond Challenges

Challenges is one of the four pillars of the *goBeyond* Project and is about offering adaptable projects for campus organizations that want to reduce greenhouse gas emissions while engaging their community.

The mission of goBeyond Challenges is to inspire people to make carbon-smart lifestyle choices while connecting individuals to create solutions that are larger than themselves.

The goals of this pillar are:

1. To create adaptable challenges that can be easily implemented on many different campuses with varying levels of capacity
2. To design challenge programs that build on past campus initiatives or experiences and incorporate sharing, feedback, evaluation and redesign processes.
3. To create a program where all campuses can work in tandem; a touchstone for all campuses to connect and recycle knowledge and initiatives
4. To bring many people together to substantially reduce emissions and create solutions

### Strategies for project implementation:

- Use the Challenge as a part of a tabling/canvassing strategy; have a carbon footprint calculator available to create an interactive experience
- Spread the word through peer networks: part of “going beyond climate-neutral” is inviting others to do the Challenge
- Create ways for individuals’ commitments to be visibly highlighted: buttons depicting their commitment area (food, transportation, etc.), website/newsletter lists, student narratives
- Offer workshops on how to reduce your personal impact and create your own green plan
- Use [www.go-beyond.ca](http://www.go-beyond.ca) as an online social-networking platform to:
  - Publicly highlight the commitments students have made
  - Introduce students to communities of people with goals in similar areas
  - Allow individuals to compare their footprints with others and see cumulative reductions from everyone who has taken the Challenge
  - Provide measurement tools for people to assess the impact of their decisions and track their progress over time
- Provide suggestions for incremental changes that people can make in their lifestyles, and send them regular tips on how to achieve their goal
- Ensure that there are clear avenues for people to move from individual action to collective action in the areas they are working on

## **Resources:**

- goBeyond Challenges Guide
- Online Calculator and Facebook Application
- goBeyond Personal Green Plan
- goBeyond House Challenge
- Presentation: The Beyond Climate-Neutral Challenge
- Workshop: Green Your Life

## **Measures of Success:**

- Numbers of students signed up for the personal challenge
- Number of campus groups using the challenge at their school
- % of student body that have signed up to the Challenge
- Number of students that take the Challenge numerous times to track their progress
- Amount of behaviour change as indicated by the results (tonnes of carbon per year) of students that have taken the Challenge more than once
- Number of students that attend workshops and presentations
- Number of students trained to give workshops and presentations