

WEDNESDAY
101 WEBINAR

CREATING YOUR OWN



ECO CHALLENGE

JANUARY 15
NOON-1 P.M.



PRESENTED BY:
ELIZA CANTLAY



Simplicana
organized bliss

HOSTED
BY:



The 24 Eco-Challenge

by Eliza Cantlay



A year of consuming less, for the love of the planet!

The Challenge

To limit myself to acquiring* only 24 **new** items
in the year 2024.

**(buying, or taking even if offered for free)*

Why?

Because I love a good minimalist challenge.

*Because of the upsurge in natural disasters as a reminder that possessions are temporary, I feel **more** secure when I have fewer belongings to manage.*

Because money was tight.

*This challenge helped me from going **too** broke during an expensive year- we got married!*

Because I love planet earth.

As a SCUBA diver and a world traveler who has had some beautiful encounters with wildlife, I feel a fierce responsibility to be a worthy citizen of planet earth.

The Plastic Problem

Plastic is petroleum-based.

Plastic hurts five times.

Plastic ends up in the ocean.

Plastic ends up in our bodies.

Plastic never dies.

Plastic recycling is a fallacy.



For more on plastic, read “Year of No Garbage” by Eve O. Schaub

24 item limit

Items that got a pass

- Anything secondhand
- Zero Waste items in Zero Waste packaging
- Food and medicine for humans & dogs
- Wild bird food
- Medical items, Invisalign
- Back deck materials
- Gifts received
- Work materials that are difficult to find second hand (label tape, velcro ties, white duct tape)

Items that count toward the limit

- New clothing, shoes & accessories
- Non-medical toiletries & cosmetics
- New home furnishings, decor, cleaners, supplies
- Home improvement items
- Work materials that are easy to get secondhand (Sharpies, scissors)
- Gifts for others
- Freebies (stickers, samples)
- Anything in plastic packaging
- Dog toys

Keeping Track & Accountability

I documented everything on a spreadsheet and kept a tally of my points.

For every item over the 24 item limit, I had to pick an environmentally-minded organization and donate \$24.

(Alternative idea... pick up 24 pieces of garbage per item over the limit.)

Spoiler alert... I exceeded the 24 item limit in October!

Keeping Track

Month	Item	Points
	TOTAL	24
January	Azazie swatches	1
January	Deadbolt guide*	0.5
February	Dive bag	1
February	Skincare kit	1
March	Toilet handle replacement*	0.5
March	A freebie bird sticker	1
March	Refillable mascara wand*	0.5
April	Bridesmaid dress*	1
April	Azazie swatches	-1
April	Eclipse glasses*	1
April	Kitchen sink sprayer (ours broke)*	0.5
May	Water machine filter*	0.5
May	Pact clothing - 2 tops, undies*	1
June	Betsy Johnson shoes*	1
June	Eye cream from facialist	1
June	Lashes and single-use applicators for wedding makeup trial*	1
July	Beach Plum dress*	1
July	ULTA	1
August	Eddie Bauer slippers	1
August	Piece of art*	1
August	False eyelashes*	1
August	Plant pots (plastic)*	1

September	Mushroom ornament*	1
September	2 bracelets for me & Holly*	2
September	4Ocean sticker	1
September	Eye cream from Gorgeous	1
October	EIE Tour magnetic badge	1
	REI - Beyond Yoga bra to replace my worn out one	
October		1
October	Voting sticker	1
October	\$25 donation	-1
November	Plastic poncho from TEETH The Musical	1
November	Pact clothing - undies	1
November	Back up battery for emergencies	0.5
December	Gift to Rachel	0.33
	\$50 gift to Heartland Conservation Alliance	
December		-2
December	\$50 gift to Coral Restoration Foundation	-2.33
December	Batteries for label maker	1
December	Cornell Ornithology Lab membership	-1
December	Photo prints	1
December	Plastic wrapped bookmark freebie	1
December	Gift to Coral Restoration Foundation	-1

January, February, March



+1



+1



+0.5

+0.5



+0.5



+1



+1

Total: 5.5

April, May, June



+1



+1



+0.5

+0.5



+1



+1



-1



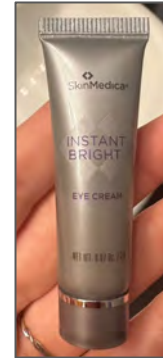
+1



+1

Total: 6

July, August, September



+1



+1



+2



+1

+1

+1

Total: 10

October, November, December



+1



+1



+1



+0.5



+1

+1



+0.5



+1



+1



+0.5



Total: 8.5, Year Total: 30

Settling up those over-the-limit items!

Heartland
CONSERVATION ALLIANCE

CornellLab 

CORAL
RESTORATION
FOUNDATION™

Trends & Tricky Spots

(What I learned about myself)

- 6 home improvement items
 - 7 cosmetic items?!
 - 10 items were freebies!
-
- Freebies (some I didn't ask for)
 - Cyber Monday
 - The Holidays... Pressure to gift.
 - Gifts I didn't ask for (wish list helped)



Adjustments for 2025

I can politely refuse freebies.

I can talk to friends & family in advance about holiday gifts (having a wish list really helped!)

I will continue to send companies cheerful emails asking for change, especially when it comes to packaging materials and surprise “freebies”.

My daily action: #1act1planet

Secondhand & Zero Waste Resources

Before buying new, I checked...



STYLE ENCORE



BuyNothing



Refillery Adventures



Time to declutter?

MAGPIE
creative reuse collective

scrapskc 

Compost
COLLECTIVE KC

 Habitat for Humanity
ReStore

**blessings
abound**
from neighbor to neighbor



BuyNothing



Trashie

MRC
MIDWEST RECYCLING CENTER 



STYLE ENCORE

PROSPERO'S
BOOKS & MEDIA

Misc. Zero Waste Fun in 2024



First time bulk shopping!



BYO takeout tins



Reusable coffee cup

Creating your Own Eco Challenge!

What matters most to you?

Zero Waste movement... Plastic reduction... Minimalism... carbon emissions... sustainable fashion... eliminating food waste... slow food movement... helping pollinators...

24 Eco-Challenge focused on plastic reduction, minimalism, even a little frugality.

Create a SMART goal for your challenge

Specific... Measurable... Achievable... Relevant... Time-bound.

My SMART goal: Reduce the creation of new plastic... 24 item limit... Realistic for my own life (even with a wedding!)... Challenge makes sense with the WHY (plastic reduction, minimalism, frugality)... One year.

Accountability

Create a small consequence, if you like to have some stakes.

Going over 24 items = pay \$24 per excess item to eco-minded charity of my choice.

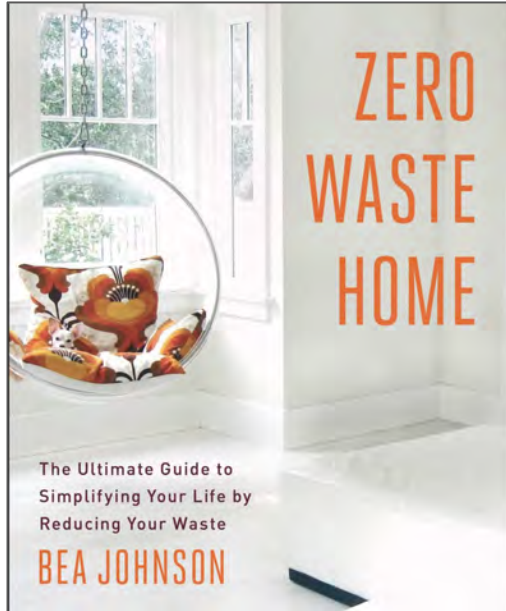
Make an impact!

Tell everyone about your challenge! Post it on social media. Your creativity and enthusiasm is contagious, and it matters. Please share your brilliance and sense of care with all of us.

@24ecochallenge.

Everyone doing it imperfectly is better than a handful doing it “perfectly”.

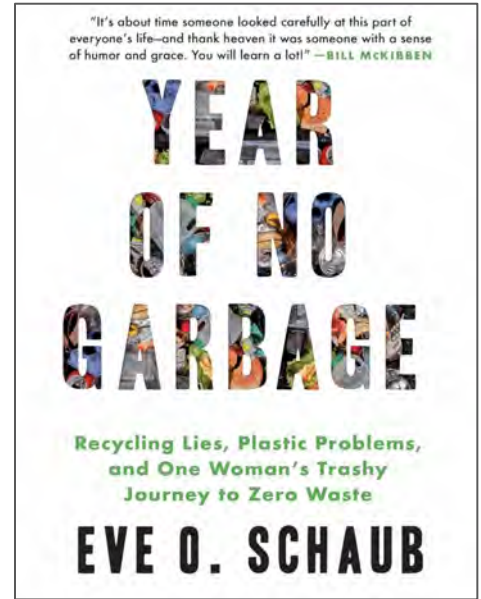
Other Challenges to Inspire



project 333



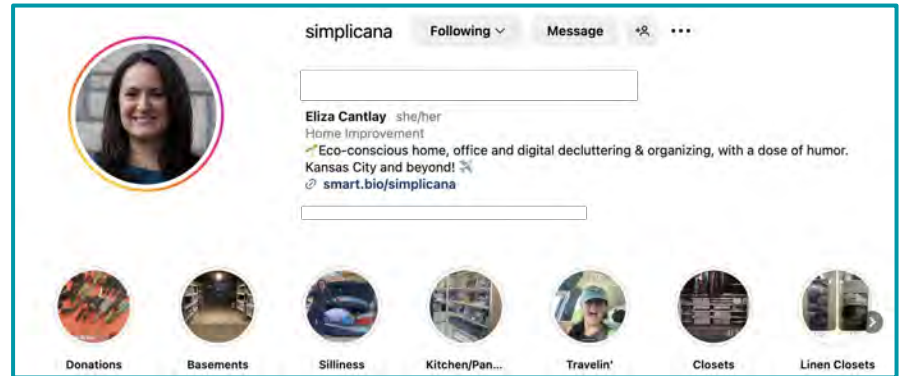
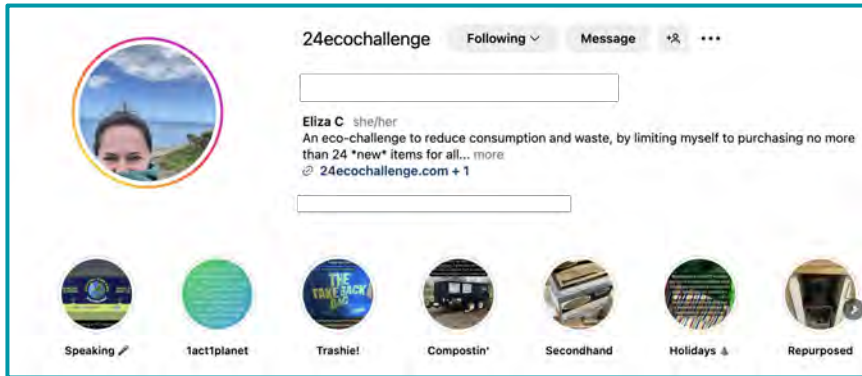
The **YEAR**
WITHOUT
A PURCHASE



Final Thought

Are we fixing a symptom, or
eliminating a problem at its root?

Let's Keep in Touch!



Thank you, Leslie!

(I'll be at the Repair Café on January 25th!)