

2025 Spring Into Sustainability Challenge

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Introduction and Overview

Please take a moment to introduce yourself!

Let us know a little bit about you, the organization you're here on behalf of, and why climate action is important to you!

my name is

.....

2025 Spring Into Sustainability Challenge

This challenge is an initiative led by Bloomington Sustainability meant to get the community engaged with and excited about sustainable practices and lifestyle changes!

- **March 1st-31st**



Zero in Bloomington Platform



Login 

A wide-angle photograph of a river with two green canoes. The canoe in the foreground has three people in it, and the one in the background has three people. They are all wearing life jackets and paddling. The river is surrounded by lush green trees and foliage under a blue sky with some clouds.

Help chart a path to
Bloomington's zero carbon
future

Get Started



650

HOUSEHOLDS BY
DECEMBER 2025



300


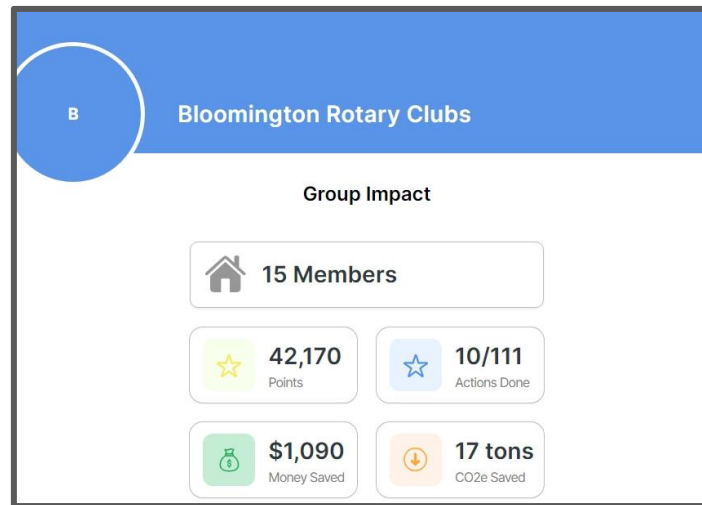
TONS OF CO2 BY
DECEMBER 2025

TOP COMMUNITY GROUP
Bloomington Rotary Clubs

TOP TEAM
UUCB GSTF

Sign Up & Create Your Group Page!

1. Go to: www.zeroinbloomington.com
2. Click “Get Started” and Create an Account
3. Click “Become a Leader” then click “Create a Group”
4. Complete the form and click “Save”



Become a Leader
Start a group/team to see how your combined actions can make a bigger impact.

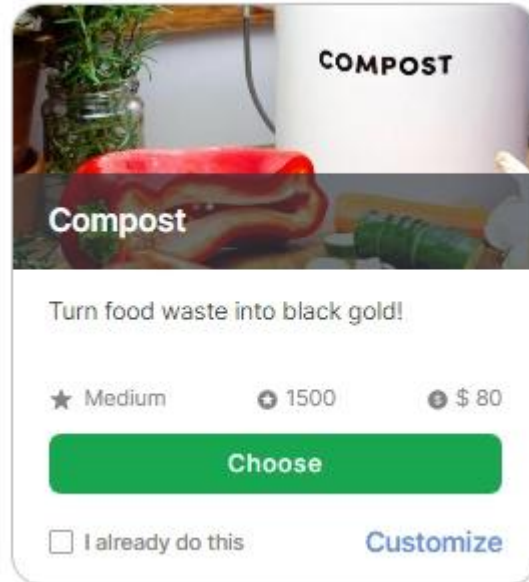
[Learn More](#)

Each Week You Will:

Receive information about the theme of the week - via email and posted on the platform.




Commit to and complete actions on the platform!



Post your tips, tricks, challenges, success stories and photos to the Zero in Bloomington Community page!

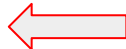
Community

Start a conversation

 Add Photo

Post to
(To post to an action, go to the action page)

☒ Carlys Awesome Group!

☒ Zero In Bloomington 

Filter Conversations:

[See all](#) [Actions](#) [Carlys Awesome Group!](#) [Zero In Bloomington](#)

Challenge Overview and Structure

Spring Into Sustainability Challenge Overview

- Runs from March 1st-31st on the Zero in Bloomington online platform
- Organization leaders make groups, which participants will join
- Individuals log their sustainable actions, make posts, and complete small weekly challenges
- Winning groups determined by how many actions their participants completed
- Individual prizes determined through a raffle system
 - Points are accumulated for action completion, posts, and weekly post challenge participation on the ZIB community forum
- Prizes distributed in April; participants and winners will be recognized at the Earth Day 2025 event on April 19th

Incentives and Prizes

- All participating organizations will be recognized on social media and at the 2025 Earth Day event on April 19th
- The top 5 organizations with the most actions completed will win up to \$500, a trophy to display, and official recognition from the City of Bloomington
- Winning individuals chosen by a raffle system will win prize items from local businesses



Incentives and Prizes (cont.)

- Top 5 groups will be determined based on the overall number of actions logged by members.
 - **NOTE:** To receive the monetary awards, the organization must have its own bank account. If not, prize money will be donated to a cause of the winning group's choice.
- A raffle system will be used to award prizes to **3** participating individuals. This will be done through a points system; one point represents one entry.
 - Completion of an action is worth **10** points, a post on the ZIB discussion board is worth **1**, and participation in a weekly post challenge is worth **5**.
- **Group and individual prizewinners will be identified and notified in early April.**

Why Participate?

More information about this challenge, the Zero In Bloomington platform, and other services and information for the Bloomington community can be found on our website!

<https://bloomington.in.gov/sustainability>

We'll also be sharing more information on our new Instagram page, [@bloomington.esd!](#)

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THANK YOU!

Questions?

