

Spring into Sustainability 2025 - Challenge Guidelines

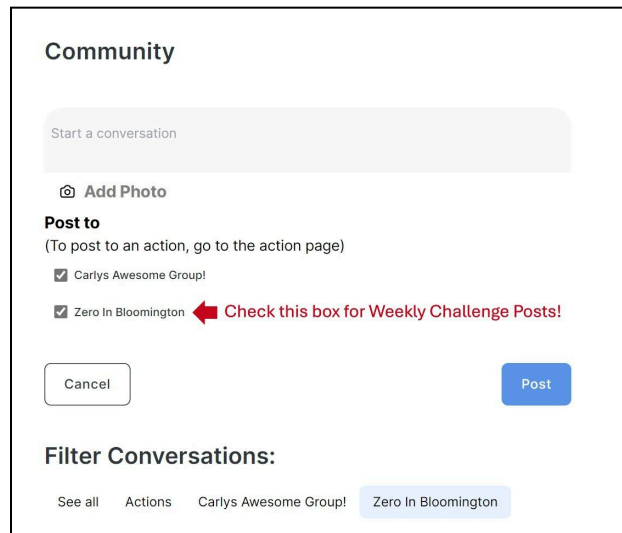
Qualifying Groups

- Community groups and organizations based in Bloomington may form a group on Zero in Bloomington.
- Groups may invite their members, staff, supporters, or volunteers to join the group. Participants must reside at a Bloomington address (not explicitly in City limits).
- One individual may only join one group.
- Instructions for [registering a user on Zero in Bloomington](#) are linked [here](#), and instructions to [form a group](#) are linked [here](#).




Participation and Challenge Guidance

- Complete actions and log them on the Zero in Bloomington platform throughout the month of March in order to participate in the Spring into Sustainability challenge.
- The City will announce a special weekly post challenge. Each week, one of the sustainable action categories will be highlighted. Participants will be provided local examples of how to contribute to that category. Participants are asked to post a photo and accompanying description of the action they completed in the week's category on the [Community page](#) in Zero in Bloomington.
- Week 1: Eat Green & Waste Less; Week 2: Shift Your Ride; Week 3: Be Energy Smart; Week 4: Community & Learning
- Every MONDAY, weekly challenges will be announced on the Community page on Zero in Bloomington, and sent to users via email.
- Photos do not have to show a face or identifying information, but should represent the action that was taken. Creativity is encouraged.
- Weekly challenge posts need to "Post to" the "Zero in Bloomington" page (see photo), represented by a checkbox, in order for it to be visible to the entire community. Users can "Post to" their group page if desired.



Community

Start a conversation

 Add Photo

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

☒ Carlys Awesome Group!

☒ Zero In Bloomington **Check this box for Weekly Challenge Posts!**

Cancel Post

Filter Conversations:

See all Actions Carlys Awesome Group! Zero In Bloomington

Winning Groups

- **Winners will be calculated based on the number of actions. Individual users' actions will be attributed to the group they joined. The actions performed on the dates March 1, 2025 through March 31, 2025 will be tallied cumulatively.**
- The top five achieving groups will win monetary prizes. 1st place is \$500, 2nd place \$400, 3rd place \$300, 4th place \$200, 5th place \$100.
- The organization of the winning group must have a bank account in order to receive the payment directly from the City. The organization must be located within city limits, although users who participate in the group do not have to live within city limits.
- Winners will be recognized at the [Earth Day 2025](#) celebration at Switchyard Park on April 19. Organizations are welcome to bring all members of their group onto the stage to be awarded certificates of recognition and trophies. Winners will be informed in early April and given the specific time of the awards ceremony. Certificates will be held for winners not able to attend.
- Winners will be announced and recognized on the Zero in Bloomington platform and City of Bloomington social media.
- All participants are invited to come to Earth Day 2025 on April 19 and pick up a Spring into Sustainability 2025 sticker.
- *Note: the Community Leaders board on Zero in Bloomington does not reflect the challenge leaders or winners, but shows points earned since the platform opened in 2022.*

Individual Raffle Prizes

- Three participating individuals will be selected for a gift basket prize. The individuals will be drawn randomly from a pool. One point equals one entry into the pool, so earning more points increases the likelihood of being drawn randomly.
 - Completing any action is worth 10 points.
 - Participation in the weekly photo post challenge on the community board is worth 5 points.
 - Any other text-based post on the community board is worth 1 point.
 - Individuals must live within Bloomington city limits to qualify for a prize.
- Prizes will be awarded at the [Earth Day 2025](#) celebration at Switchyard Park on April 19. Winners will be informed in early April and given the specific time of the awards ceremony. Prizes will be held for winners not able to attend.

Questions? Need help during the challenge? Contact Evie at

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