



MISSION & STRATEGY

YOUTH ENGAGE IN ALTERING THE COURSE OF TODAY'S HEALTH CRISIS IN AMERICA!

ECOCHALLENGE2020.ORG is a visionary model balancing ECOlogy, Health and ECONomics.

2010 begins our 10 year commitment to advocating growth of community sustainable gardens, focusing on childhood nutrition and body movement, and a call to action for schools & communities to connect growing edible gardens to school lunchrooms. To get kids healthy we believe we need to empower kids with hands on knowledge to grow healthy food, learn best practices from eco-cultures and get daily physical activity and reduce obesity and type2 diabetes in the process.

MINDFULNESS RESTORES NATURAL FLOW FOR THE BODY TO SURVIVE & PROSPER

Healthy Foods - Slow It Down - Right Amount -The Energy Equation - Mindful Substitutions = Healthier Humans

ECOCHALLENGE2020.ORG

MISSION

Combat Youth obesity, diabetes and all health related diseases as we move to a culture of healthy youth by getting them active & physically engaged in their own healthy lifestyles starting with hands-on ECO school garden farming, learning green economics, traveling to learn from old cultures and engaging in writing best practices for their own health.

STRATEGY

EDUCATION – Advocate growing edible sustainable gardens at or around schools where food can be used in the lunchroom; adopt USDA approved school curriculum. Primary ages: Elementary to Middle School

Tactics

- Engage Parents and Teachers in Support Activities
- Youth engage with food, nutrition and exercise
- Take prototype developed and expand to local schools
- Take program to other school districts across US

EDUCATION - Universities: Collaborate with primary schools; offer scholarship programs

Tactics

- Adopt – A- School
- Create a Prototype where college students mentor on greening and growing
- Scholarship Opportunities for young leaders

TRAVEL- Create Travel Opportunities in the Peace Journey model where advantaged and disadvantaged youth learn about other cultures and each other by traveling to and growing at ECO-Farms

Tactics

- One overseas trip per year to a different country/culture (Like: Brazilian Rain Forest, Costa Rica etc)
- Local trips to US eco-farms to learn best-practices

MEDIA - Gain widespread media exposure for these activities to reach a broad population base

Tactics

- Documenting trips to eco-farms through documentary film production
- Share curriculum and learning with thousands of youth & adults globally online through social media and offline through writings, and events

FUNDING - Engage sponsors, politicians, celebrity, grantors & philanthropists through the development of fun and compelling exposure-oriented promotional activities. Drive an Adopt-A-School Program with other schools and corporations.

Tactics

- Corporate sponsorship, Give-Back Programs, Grants, Monthly Restaurant Super Green Foodie Sponsors Showcase Healthy Menus featured in a Contest at ECOChallenge2020.org
- Develop Main Venue Music, Food Celebration & Earth Honoring Events
- Celebrity Chefs, Sports Figures and Musicians team up to create educational promotional events at schools

For More Details & Information please
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Project Founded in 2000 is a
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