



Challenge Guide

What to expect from your JouleBug Challenge

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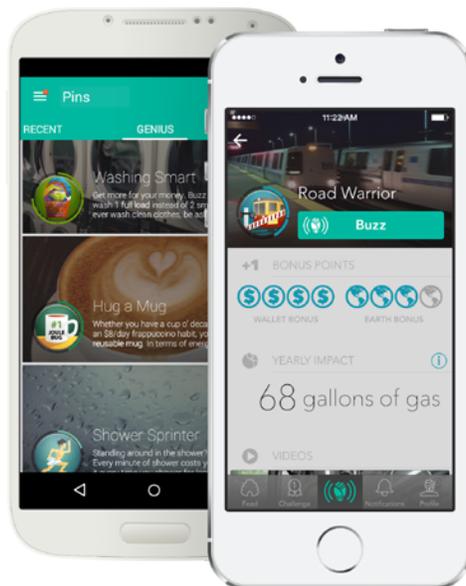
What is JouleBug?

JouleBug is a free mobile app that encourages and rewards sustainable actions. Users log sustainable habits they learn in the app when they accomplish them in real life - - we call this 'Buzzing'. As users Buzz, they are rewarded with achievements and points: a bigger impact means more points. Users can inspire others by adding photos and sharing their Buzzes. Plus, JouleBug keeps track of your Impact as you play, to show everyone how small actions really add up.



Watch this quick video overview
It'll put a smile on your face.

JouleBug also includes many Community features. A JouleBug Community is an organized group of JouleBug users, and is free for any organization to create. Your JouleBug Community may represent your company, your school or university, your neighborhood or city, your club, etc. No matter the organization, you can **Claim your JouleBug Community** for free online and start organizing and leading sustainable action in your Community.



Users **Buzz** in the app whenever they do a sustainable action in real-life.



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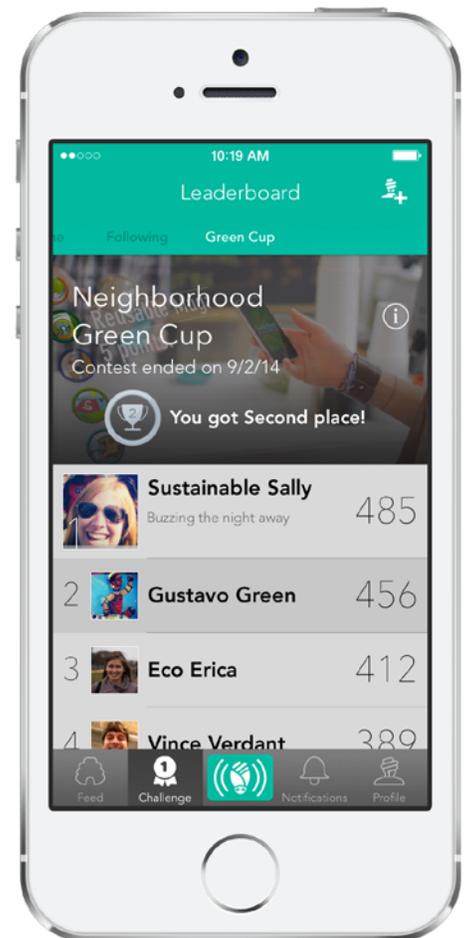
What is a JouleBug Challenge?

It's a sustainable contest

A JouleBug Challenge is a temporary competition inside the JouleBug app to see who can score the most points before the Challenge ends. Your Community members choose their team and log the sustainable actions they do in real life (i.e., Buzz in the app), earning points for themselves and their team. More impact means more points, especially when they share photos and comments. The competition motivates and encourages more and more ways to be sustainable. At Challenge end, the winners are rewarded with virtual trophies in the app.

It's motivating and builds camaraderie

Seeing others in action is reinforcing and motivating. The Challenge creates a burst of sustainability excitement and lets your Community members see that they're not in this alone. They learn new ways to be sustainable and put those new habits into practice, creating durable savings for themselves and your organization.



When users compete over sustainability, everybody wins.

100% of participants responded that the Challenge was fun.

According to Challenge participants surveys



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It's a fun way to learn new habits

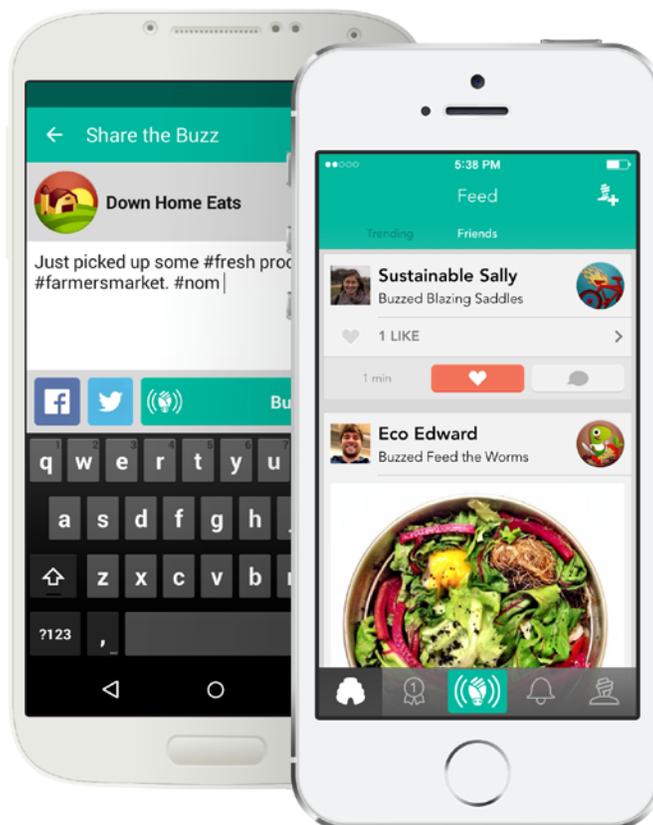
Knowing where to begin in trying to change our sustainability habits can be daunting. We think it's easier to learn new habits with bite-sized humor-filled suggestions (Pins) and friendly competitions. And, according to post-Challenge surveys, 100% of participants have fun and they want to do it again.

It's a scrapbook of your Community's actions

The Challenge Feed becomes a scrapbook of your Community's sustainability actions, photos and comments. Sharing these assets in your own communications lets your stakeholders and future Community members see that you care.



According to Challenge participants surveys



Users inspire others by sharing their sustainable stories.



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How is JouleBug important to my organization?

Sustainability matters to a measurable portion of your population

Your organization may be a company, a school or university, a city, a neighborhood, a club, etc. Even if it's not your primary focus, there are a significant number of members that are genuinely concerned about environmental and social issues. Claiming your organization as a JouleBug Community demonstrates that you recognize the importance of using resources wisely and want to make a difference. With JouleBug, you're offering your members a fun tool to learn and practice sustainable habits.



Source: Climate Change's Six Americas

Small changes add up

Participants learn new habits that continue even after the challenge ends, resulting in reduced resource spend for them and your organization. At the end of your challenge, we provide you with a summary of the estimated savings impact of the actions completed during the challenge period.

Workers who are able to make social or environmental impact on the job are more satisfied by 2:1.

Source: <http://www.netimpact.org/whatworkerswant>

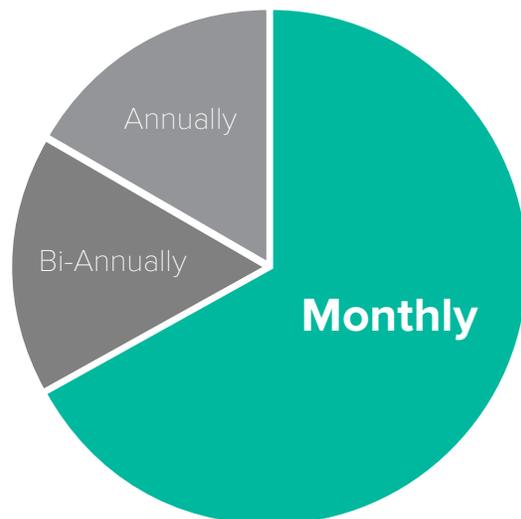


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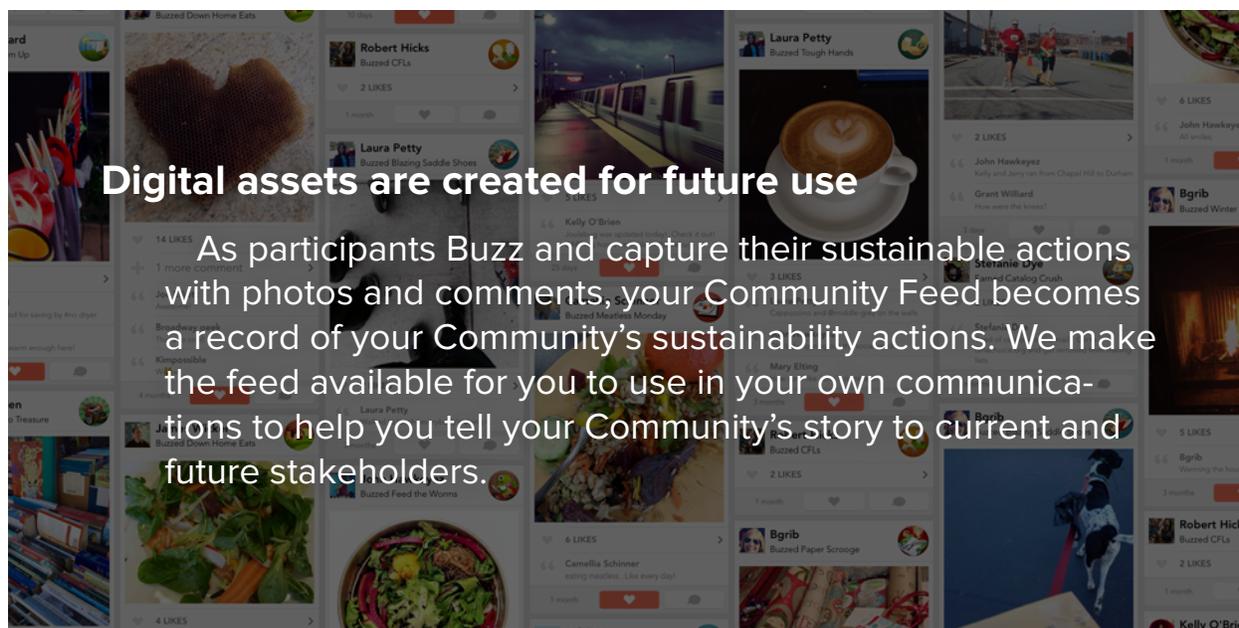
It's a fun way to learn

Challenges foster camaraderie. Participants have fun and feel good about working together to improve your Community. They overwhelmingly respond that they want to participate in more Challenges.

How frequently would you want to participate in a Challenge?



Over 65% of Challenge participants prefer to participate in monthly Challenges.





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What's involved in setting up a Challenge?



1. **Create Your Community Profile.**

Your organization wants to inspire sustainability. Establish your profile in the app so others can join your Community.

Pro Tip: You only have to do this once.



2. **Create Your Challenge**

Give your Challenge all the Basics: create a name, upload a picture, pick the dates. This is your chance to make it yours

Pro Tip: A theme is an easy way to make your Challenge fun.



3. **Pick your Teams**

Create up to 16 Teams for the different groups in your organization.

Pro Tip: We also offer the option to have user-created teams or free-for-all.



4. **Recruit and Promote**

We give you the tools to make sure your Community knows about the Challenge and is able to Join.

Pro Tip: We offer templates and calendars so everything is as smooth as possible.



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How much does a Challenge Cost?

For a limited time, all Earth Day 2015 Challenges are just \$499

No matter how big or how small your Community, we don't want price to get in your way.

Earth Day Special	
\$499	
Number of Participants	Up to 500
Challenge Duration	Up to 2 weeks
Teams	Up to 16
Customizable Challenge Profile	✓
Activity Feed	✓
Access to the free JouleBug app including hundreds of sustainable actions	✓



What's next?

I'm ready to Create a Challenge to help my organization make a difference.

Get Started

I'd like to learn more about JouleBug, its awards and customer testimonials.

Explore More

I'd like to ask a few questions and see how our organization can work with JouleBug.

Schedule a Demo