



Green Sports Day Eco Challenge With Eco Sneakers



Objective: *To engage sports fans and sports staff, corporate partners, and community groups (churches, schools, local businesses) in a sustainability initiative focused on collecting used sneakers, with the goal of promoting environmental responsibility while deepening sustainability engagement. The challenge will also encourage participants to incorporate green into their Green Sports Day attire, symbolizing their commitment to defending the Earth alongside the GSA Members.*

Program Structure:

★ **Sneaker Collection Bins**

Sneaker collections at Workplaces, Schools, Churches, and Local Businesses: Fans, corporate partners, and community groups will be encouraged to hold sneaker collection events at their workplaces, churches, schools, etc. that are supporting Green Sports Alliance on Green Sports Day. Participants can set up sneaker drop-off boxes and collect shoes from their communities, taking photos of their collection events and sharing them on social media with the hashtag #GSAEcoChallenge.

★ **Eco Facts and Trivia:**

To maintain enthusiasm and participation, Eco Sneakers will provide fun eco-facts and trivia questions about sustainability, sneaker waste, and the environmental impact of recycling. These facts can be shared through the GSA's internal communication platforms, including the "WHOVA" app, adding an educational and engaging element to the challenge.






★ **Eco Sneakers Provided Collection Materials:**

Eco Sneakers will provide a link to custom labels and shipping instructions to all participating organizations to make it easy for them to send in their sneaker collections. Once an organization collects at least 20 pairs of sneakers, Eco Sneakers will issue them an impact report, detailing the positive environmental benefits of their donation. Of course, the more, the merrier!

★ **Sneaker Mound and Visual Impact:**

As sneakers are collected and sent to Eco Sneakers, a virtual "Sneaker Mound" will be built. GSA Fans and partners can watch this mound grow throughout the challenge. At the end of the event, participants will be able to see a visual representation of the total sneakers collected, through the GSA and Eco Sneakers' social media channels.

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Program Structure (cont):

★ **Sneaker Count Contest:**

To make it more interactive, GSA Members and other participants will have the opportunity to participate in a "Guess the Sneaker Count" contest, where they can estimate the total number of sneakers in the mound. The person who comes closest will receive a special prize, like a pair of sustainable slides or a ShoeGooder T-shirt!

- ★ **Recognition for Top Participants:** *The individual or organization that collects the most sneakers (based on their impact report) will be highlighted as the Sustainability Champion on the GSA social media page. They will also receive special recognition through GSA and Eco Sneakers social media channels, app, and newsletters. Prizes for top collectors could include memorial patches or special sustainable prizes.*

- ★ **Eco Sneakers Labor Support:** *Eco Sneakers will be responsible for the logistics, collection, and processing of all sneakers sent in. They will handle the shipping, counting, and issuing of impact reports, making the participation process seamless for GSA participants and corporate partners.*

★ **Wearing Green for Green Sports Day**

*To further symbolize their commitment to sustainability, fans will be encouraged to wear green along with their regular sports gear during a designated game. Whether it's green socks, hats, scarves, or any green accessory, this will show that the Green Sports Alliance is united in defending the Earth, alongside the teams. Imagine the incredible visual impact of a sea of GSA Members sporting vibrant green, filling sneaker collection boxes and fully committed to saving the planet a sole at a time! This would be even more exciting with posts of a sea of green standing together for the planet. **Because, after all, no planet, no games!***

★ **Marketing and Promotion:**

GSA will promote the challenge on their social media platforms, through the WHOVA app, and during game-day announcements.

Fans will be encouraged to share photos of their sneaker collections, their green attire, and events on social media with the hashtag #GSAEcoChallenge for a chance to be featured on GSA platforms.

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Suggested Hashtags:

*#GSAEcoChallenge
#WarriorsForThePlanet
#SneakersForChange
#GSARecycle
#SustainabilityChampions
#StepUpForThePlanet
#GSASneakerMound
#GreenSportsDay
#GSAGiveBack
#EarthSmiles
#NoPlanetNoGames*

★ **Impact and Benefits:**

This challenge provides the Green Sports Alliance with an opportunity to showcase their sustainability leadership, while engaging fans and partners in a meaningful and fun way. It also highlights the positive environmental impact of recycling, making GSA and their community champions of sustainability. The connection between fan engagement and environmental responsibility will enhance the team's reputation as innovators both on and off the field.

- ★ **Conclusion:** *Eco Sneakers is honored to team up with the Green Sports Alliance, an organization that champions sustainability in sports. With a commitment to harnessing the global influence of the sports sector to drive environmental change, we've partnered with fans and sports staff alike to launch a powerful sustainability initiative. From schools to corporate partners, this effort unites people from all walks of life in an engaging and rewarding experience. Fans and partners can participate in sneaker drives, contributing to a growing sneaker mound that visually represents their collective impact. With exciting rewards like sandals made from recycled sneakers, repurposed dog beds, and exclusive Shoe Gooder t-shirts, this initiative not only spreads joy but also uplifts the community and the planet.*

Having worked with the Super Bowl and global relief efforts, Eco Sneakers is now proud to collaborate with Green Sports Alliance, a leader in both sports and sustainability. Together, we're working to reinforce the sports community's role in championing environmental stewardship. Let's inspire change and make the Earth smile—one sneaker at a time!

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