

Create your own Scone Challenge

Challenge Title

Give a name to your challenge, and define which theme it is part of.

Title of Challenge

Theme of Challenge

Challenge Mission

Define what the goal is of the user and for the group, and how the impact will be measured.

Definition	Measured	Climate Impact	Financial Impact	Health Impact
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Mission as a
user

Mission as a
group

Challenge Timeline

Define how many weeks of warmup and competition you have in the challenge.

Number of Weeks

Warmup Period

Competition Period

Challenge Actions

Define all of the actions which users can take in the Challenge. The Action should be easy to understand and unambiguous for a regular user. The 'points' indicate the degree of difficulty of the action and can be used for ranking.

Description	Points	Default impact
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Action 1

Action 2

Action 3

Action 4

Action 5

Action 6

Action 7

Action 8

Action 9

Action 10

Action 11

Action 12

Action 13

Action 14

Action 15

Action 16

Action 17

Action 18

Action 19

Action 20

Challenge Content

List all the Content Items which are used during the challenge: Blogs, stories and messages.

Category	Title	URL
Blog 1	<i>New Beginnings</i>	https://blog.scone.ai/en-US/news/new-beginnings/
Blog 2	<i>Five facts about climate change everyone should know</i>	https://blog.scone.ai/en-US/news/five-facts-about-climate-change/

Blog 3

Blog 4

Blog 5

Stories

The filled-in messages are global messages for each challenge and will be adapted accordingly. Only add messages in the empty spaces.

Message	
Message 1	<i>You signed up to participate in a biodiversity challenge! Great choice, because nature filled gardens are an oasis for animals, keep our cities cool and help with flood prevention. And they are beautiful to behold!</i>
Message 2	
Message 3	
Message 4	<i>Changing habits can be very hard. But we looked into how to stick to resolutions and really break old patterns. It's all about getting to know yourself better. Read our blog for tips and tricks on how to stick to new habits.</i>

Message 5

Message 6 *Do you know someone who's up for a sustainability challenge? Invite them to join our Scone community and try to beat them on your #PathToZero*

Message 7 *We are midway the warmup period! Excited to drive less?*

Message 8 *Your challenge starts in one week. Before we start our #PathToZero, let's remind ourselves of the facts that compel the journey. Read our blog on the most important facts about climate change.*

Message 9

Message 10 *We're on a mission to save tonnes of CO₂ together. Sounds abstract? Think of a 25m swimming pool or a small hot air balloon. 1 tonne of CO₂ fills those up completely!*

Message 11

Message 12

Message 13

Message 14

Message 15 *It might be called a 'challenge', but we'll make sure to keep it positive. Drive less & think more sustainably. Let's get started!*

Message 16 *Congratulations! You made it through the first day of your challenge yesterday. Big change starts with small actions and you just took the first step!*

Message 17

Message 18

Message 19

Message 20

Message 21 *We're one week into the challenge! Share your thoughts on the challenge feed.*

Message 22 *Let's go the extra mile! Choose one extra action to do this week. We know you can!*

Message 23

Message 24

Message 25

Message 26

Message 27 *You're more than halfway through the challenge and we're cheering you on for every conscious effort you make!*

Message 28 *Are you the competitive type? Regularly check out the leaderboard, there is still plenty of time left to move up in ranking!*

Message 29 *Seven days left ... make them count! This is the perfect time to add one extra action to your challenge and show your superpowers!*

Message 30

Message 31 *We are 17 days into the challenge! Time flies when you are having fun*

Message 32

Message 33

Message 34 *It's almost over...Wait, really? In the past 20 days you started forming new habits to reduce your carbon footprint. If you stick to these new habits, your carbon footprint will reduce even further. Imagine how much CO₂ you can save if you keep doing this for the rest of your life!*

Message 35 *You did it! Hopefully you had fun! Planning on keeping any of your new habits? We look forward to seeing you at the next challenge.*