

NEW PROVIDENCE **greenchallenge**



the winning mix

PSEG
FOUNDATION



SUSTAINABLE
NEW PROVIDENCE

NEW PROVIDENCE RECREATION
nprec
SUSTAINING YOUR COMMUNITY

clearpoint ▶
MARKETING CO.

For the past two years, the Borough of New Providence has received a \$2,000 PSE&G Foundation Sustainable Jersey Grant, which has been used to run a community-wide Green Challenge.



Year 1 (2024)

New Providence Recreation and Sustainable New Providence hosted the inaugural New Providence Green Challenge from June 17-July 21, 2024.

The challenge was offered free to all local residents and aimed to encourage small sustainable changes that would make a big difference in our community and for the environment as a whole.



Promotion

The Green Challenge was promoted via:

- E-newsletter
- Social media posts
- Website
- Press release to the TAP online newspaper
- Borough BOE Family e-newsletter
- Banner in Centennial Park



The graphic is a promotional image for the New Providence GreenChallenge. At the top, the text "NEW PROVIDENCE" is in a small, dark font, and "greenchallenge" is in a large, bold, green font with a leaf icon. A yellow starburst in the top right corner contains the word "FREE". Below this, a green recycling bin character with a smiling face and arms is standing. To the right of the character, the text "Make a BIG difference through small changes." is written in green. The background features a green gradient with white clouds. Three circular call-to-action buttons are positioned in the clouds: "MAKE NP GREENER", "EASY WEEKLY CHALLENGES", and "WIN FUN PRIZES". At the bottom, a large green banner with white text reads "SIGN UP NOW! via CommunityPass @newprov.org/recreation". To the right of this text is a QR code. At the very bottom, there are logos for "SUSTAINABLE NEW PROVIDENCE", "nprec", "PSEG Jersey", and "NEW JERSEY".

NEW PROVIDENCE
greenchallenge



Promotion



Registration

Registration was free via our Recreation Community Pass website.



During the Challenge

- Weekly emails delivered carbon footprint tips and a practical sustainability challenge
- Tasks cross-posted on NP Recreation Facebook (@NPRecreation) and featured in TAPinto.net for wider reach
- Participants earned raffle entries by sharing how it was going, changes made, or lessons learned via email or Facebook (creating relatable stories for others)
- **200+ registered participants in Year 1** provided valuable feedback on their experience



Content

The New Providence Green Challenge helped the Borough of New Providence educate the community about programs like the PSEG Quick Home Energy Check-Up and ways to save natural resources through **everyday** tasks such as recycling and unplugging appliances after use.

Each week featured a different sustainability topic.



Weekly Samples & Topics

Week 1: Electricity

week 1

~ This week's challenge ~

electricity



Email (2024)

Welcome to the inaugural New Providence Green Challenge! We are so excited to see how we can make a big difference in our amazing community by making a few small sustainable changes. Each week, you will receive an e-mail offering fun facts and a challenge for the week. The same challenge will be posted on our Facebook page @NPRecreation. Let us know how it goes by sending an e-mail to us at nprec@newprov.us or commenting on the Facebook post. For each communication, you will receive a raffle entry and have a chance to win fun prizes. Together we can make NP greener!

This week we are going to focus on Electricity!

Did you know that PSEG offers a free Quick Home Energy Check-Up to all residents? The home check-up helps residents identify places they can improve their home energy efficiency- like drafts from doors and windows, leaking faucets, LED lightbulbs, low flow shower heads, and using power strips. Call PSEG or schedule your free appointment online pseg.com/QHEC or 1-855-846-2895

Here's this week's challenge: Find ways to conserve electricity

- conduct your own evaluation while you wait for your PSEG appointment
- save electricity by plugging appliances into a power strip and then turning them off completely when not in use
- switch to LED lightbulbs
- turn off the lights. Open the shades and let the summer sunshine in
- unplug the coffee maker, toaster, or other small appliances at night
- replace air filters so the units run more efficiently

How did it go? E-mail us with a change you made, result, success story or failure. You can also comment on our weekly Facebook post with your experience. Each time you communicate, you'll be entered to win great prizes!

Have a great week!



Social Media Post (2024)



New Providence Recreation Department

Published by Allison Jones Smith



• June 17 •

...

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How did it go? E-mail us with a change you made, result, success story or failure. You can also comment on our weekly Facebook post with your experience. Each time you communicate, you'll be entered to win great prizes!

If you haven't joined the challenge yet, it's not too late! Log on to www.newprov.org/recreation and join for FREE on Community Pass.

Have a great week!

New Providence Recreation
(908)464-4430
nprec@newprov.us



Weekly Samples & Topics

Week 2: Water



Weekly Samples & Topics

Week 3: Recycling

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week 3

~ This week's challenge ~

recycling



Weekly Samples & Topics

Week 4: Transportation

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week 4

~ This week's challenge ~

transportation



A yellow car with blue windows and black wheels is parked on a small mound of brown dirt. To the right of the car is a green recycling bin with a smiling face and a recycling symbol on its side. The recycling bin is standing on its legs with arms crossed.



Celebration

Participants received a free gift from Union County Recycling (lunch bag) plus an entry for additional prizes (water bottles, t-shirts, herb gardens, flowers)

A celebration featuring the lunch bag pickup and live raffle was held in Centennial Park before a Summer Concert Series



Budget

TAP ad & content marketing	\$750
Clear Point Designs: Graphic Design& Logo creation	\$500
Mascot Costume	\$250
Poster & Handouts	\$300
Prizes/Promotional items	\$200
TOTAL	\$2,000



Year 2 (2025)

Updates to Year 2:

- A New Providence High School Student wrote all of the copy for the 2025 Green Challenge, lending a different voice to the messaging
- Re-used Graphics and Mascot from Year 1
- Added more social media and Municipal e-blasts; did not purchase media
- Built extensions from the Challenge to support local initiatives, such as communication about EV charging stations, composting, community garden and community energy plan



Email (2025)

Did you know...

Energy consumption in the US such as heating, cooling, appliances, and transportation release carbon dioxide, or CO₂? Carbon dioxide is a greenhouse gas, meaning that it traps heat when in the atmosphere. Less sunlight can escape out of our atmosphere when there are more greenhouse gases, effectively making the Earth warmer. Carbon emissions are one of the leading causes of global warming and climate change. Household energy consumption is especially worrying. According to the EPA, the building sector uses 75% of the electricity generated in the U.S. In 2022, direct and indirect greenhouse gas emissions from homes and business accounted for 31% of total U.S. greenhouse gas emissions. Furthermore, the combustion of natural gasses and petroleum products for heating and cooking emits CO₂, CH₄ (methane), and N₂O (nitrous oxide), all of which have dangerous effects to the Earth and biodiversity.

This week's challenges:

Simple

- Turn off unused lights or if you leave the room
- Use LED lighting, which promotes energy efficiency
- Close the fridge when you are done with it, do not leave it open. This can cause hydrofluorocarbons to leak out, which are used in many fridges and air conditioning units. Hydrofluorocarbons are an ozone-depleting refrigerant.
- Use natural lighting
- Wash clothes in cold water - this helps to save energy from heating water

Moderate

- Turn off and/or unplug devices that you are not using
- Plug appliances into a power strip and turn them off completely all together
- Unplug small appliances at night, such as your toaster, coffee maker, etc.
- Dry your clothes on a line

Advanced

- Set a timer for air conditioning so it does not run for too long
- Use a smart thermostat - they can be timed, they save energy while away and asleep
- Use proper insulation - keep your house warm in the winter and cool in the summer

Random Bonus Challenges

- Plant a tree
- Grow your own produce or buy from local farmers
- Only use environmentally friendly cleaning products, such as Mrs. Meyer's Clean Day, which is non-toxic.



Social Media (2025)

New Providence Recreation Department
June 30 · 

Who's ready to take the New Providence Green Challenge?!

For our first week, we challenge you to focus on conserving electricity by making some small, easy changes.

- * Turn off unused lights
- * Use LED lighting, which promotes energy efficiency
- * Close the fridge when you are done with it
- * Wash clothes in cold water

For more ideas and to sign up for our free Green Challenge, register on Community Pass:
<https://www.newprov.us/191/Community-Activities>

  Karen Mele Rooney, Allison Jones Smith and 6 others Like Comment Share

3 comments 1 share

Most relevant ▾

 **Karen Mele Rooney**
Installed solar powered spotlights in the ground for our landscaped areas and to light our walkways at night!
17w Like Reply

 **Theresa Rae**
We have activated eco mode in many of appliances.
14w Like Reply

 **Bernadette Sullivan Cuccaro**
Check the temperature settings on your gas or electric water heater!
17w Like Reply



Template

For a free template of our 2024 content,
visit our website:

www.newprov.us/191/community-activities



All graphics were created by Lisa Barfield at
Clear Point Marketing:

lisa@clearpointdesigns.com

www.clearpointdesigns.com

