



21-Day Challenge App Playbook

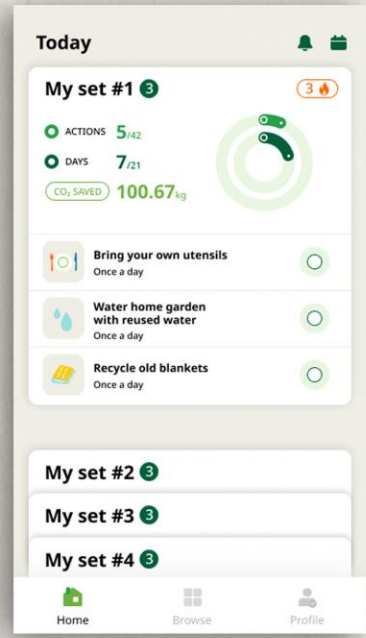
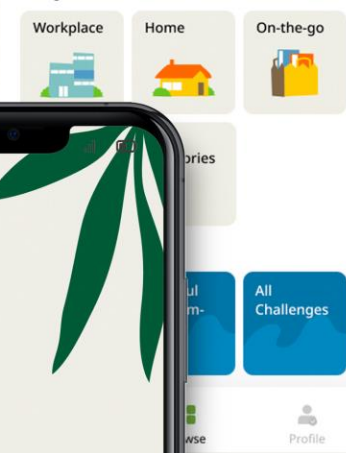


Table of content

INTRO

The origin

Earth Mission 2022

The 21-day rule

EARTH MISSION 2023

The three steps

Habit and Challenge Sets

What's new?

Certification

HOW TO JOIN

Download the app

Partnership



EARTH MISSION APP

Intro

The Origin

As a global tech company working towards a sustainable future, Acer believes our responsibility is to lead the change by encouraging more to join our mission.

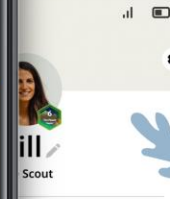
Going green is always easier said than done, but Acer lowers the barrier to creating sustainable change.

In 2022

Acer launched the first-ever **21-day challenge** with the Earth Mission app, inviting employees, partners, and suppliers to build green habits and shape eco-friendly behaviors.



50
Earn 50 tokens
when you complete
the challenge!



Rewards
Coming soon...

9:45

Today

My habits!

CO₂ saved
0.3/2.9 kg

Actions
1/25

Days
1/21



1 2 3

Receive rewards for your efforts

Hard work pays off!
Your badges come with tokens to redeem for eco-friendly sur(prizes)*.



7,444

**participants have
joined our initiative**



160,608

kilograms of CO₂ offset

*Offsetting every Acer employee's laptop
energy consumption for two years*



166,337

actions completed

*One action completed every 30
seconds*



8,000

tree donated

*Collaborate with OneTreePlanted
@ Denmark Jutland
@California Alder Creek Planting
@Philippines Community Forestry Palawan
@Thailand Hilltribes Forestry &
Agroforestry*

Why 21 Days?

The 21-Day Rule states that it takes a minimum of 21 days to build a habit!

While building your habits, visualize your impact with the embedded carbon calculator.

Together, we can create a better future for humanity and the environment.

“ It requires a minimum of about 21 days for an old mental image to dissolve and a new one to jell.

- Dr. Maxwell Maltz

2023

Earth Mission



About Edit

Lucas
2,700

Lucas loves to take care of his beloved African Milk tree. His favorite topics are vegan recipes and green traveling.

Friends See all (31)

Level 20
700max

Challenges

UPCOMING | Launches on April 22, 2023

Earth Day Challenge

3 days 21 actions 4,500 participants

Bring your own utensils
Once every day
SAVED 0.12kg /action 100 /action

Turn lights off for 1 hour!
Once every day
SAVED 0.12kg /action 100 /action

Make a delicious meat-free meal
Once every day
SAVED 0.12kg /action 100 /action

Browse

Create my own set
Create the habit set that fits your lifestyle and personal preferences.

Categories

- Workplace
- Home
- On-the-go
- Food
- All categories

Challenges

- Acer Green Day 2023
- Mindful consumption
- All Challenges

Home Browse Profile

My set #1

5 ACTIONS
7 DAYS
100.67 kg SAVED

Bring your own utensils
Once a day

Water home garden with reused water
Once a day

Recycle old blankets
Once a day

My set #2

My set #3

Earth Day

Home Browse Profile

Step

1

Take Action

Start building sustainable habits by setting eco-friendly goals or 'actions.'

Step

2

Create Long-lasting Impact

Complete your 'actions' every day and watch them compound into long-lasting impact.

Step

3

Get Rewarded

Hard work pays off!
Exchange your points for rewards.

Reward scheme to be determined and designed by each participating partner

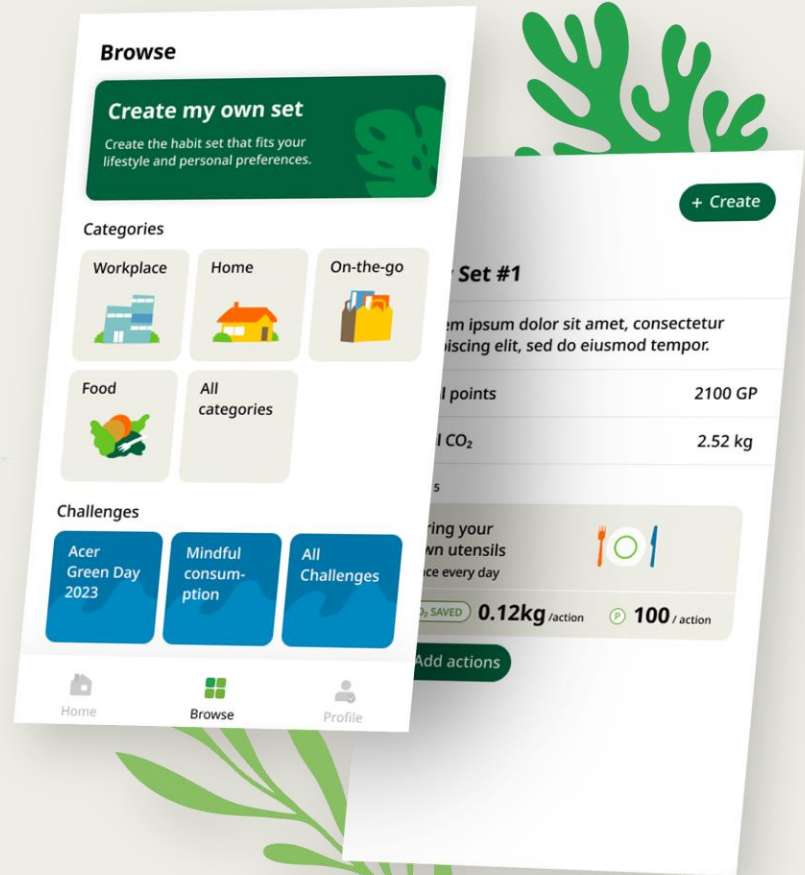
Step 1

Take Actions

Start building sustainable habits by setting eco-friendly goals or 'actions.'

FOR PARTNERS WHO COLLABORATE WITH EARTH MISSION

1. Log participation data
(e.g., participation rate, # of green actions, a amount of carbon emission saved)
2. Build on brand's existing eco-friendly stories
3. Boost engagement through gamified activities



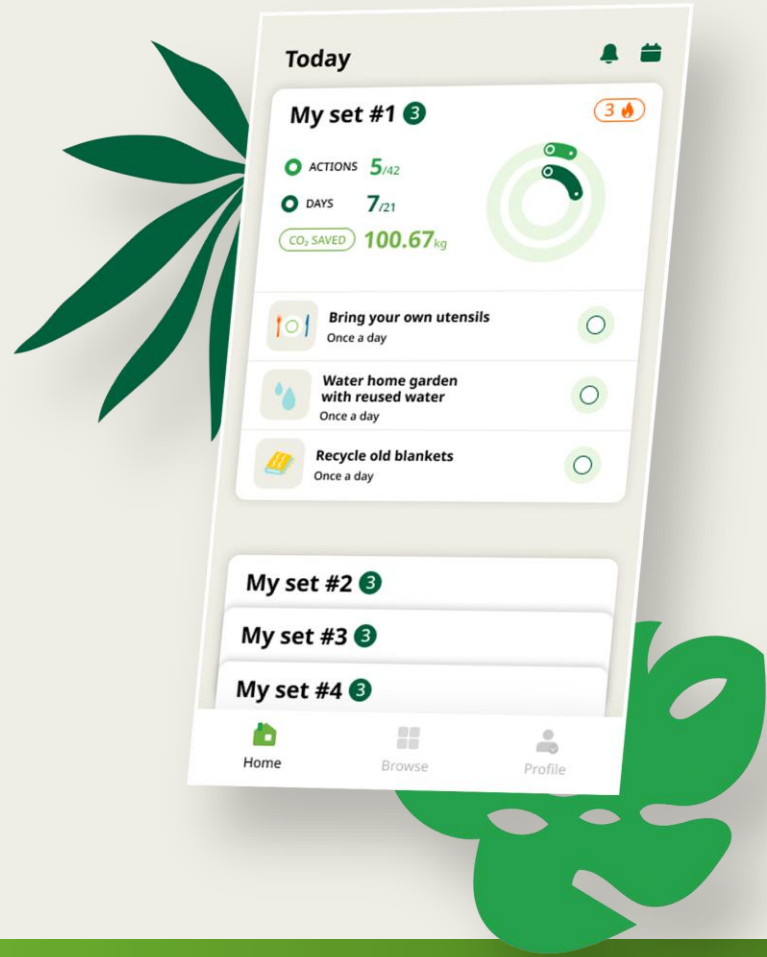
Step 2

Create Long-lasting Impact

Complete your 'actions' every day and watch them compound into long-lasting impact.

FOR PARTNERS WHO COLLABORATE WITH EARTH MISSION

1. Boost engagement through gamified activities
2. Foster eco-friendly mindset and behaviors



Step 3

Get Rewarded!

Hard work pays off! Exchange your points for rewards.

FOR PARTNERS WHO COLLABORATE WITH EARTH MISSION

1. Receive participation data from Acer
2. Reward scheme to be determined and designed by each participating partner



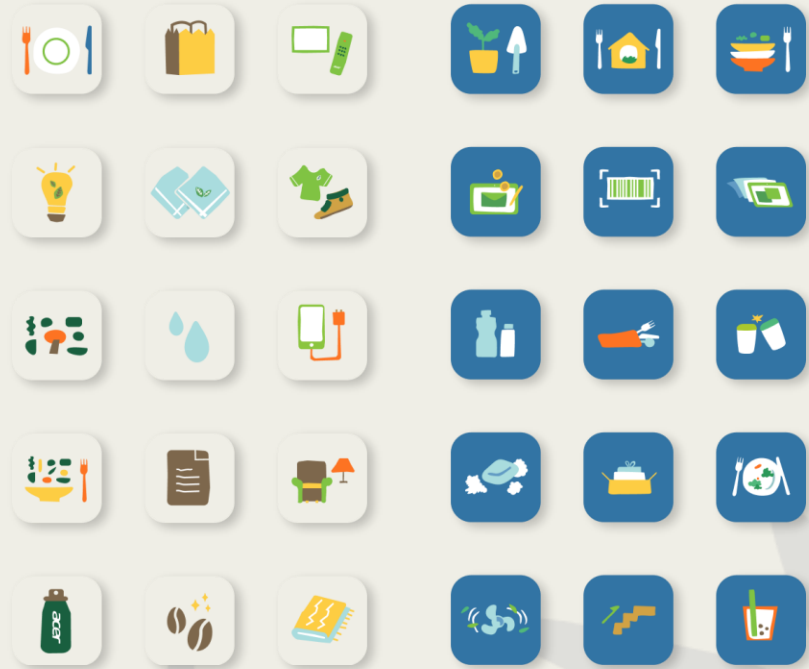
Habit and Challenge Sets

Create your personalized habit set or join a challenge set to start building your green habits!












With habit sets, you can personalize and set the frequency of every action you choose to complete.

You can also join challenges to get additional points and rewards!

*You can choose up to **3 sets** at the same time.



Habit Actions

 Bring your own utensils	 Shop with eco-friendly bags	 Recycle old appliances	 Alternative transportation	 Reuse coffee grounds as fertilizer	 BYO container to the bulk store
 Donate pre-loved clothing	 Lights off (for 1 hour!)	 Washable table napkins	 Turn Kitchen scraps into compost	 Repurpose plastic bottles into plant pots	 Reduce shower time (by 1 min)
 Water home garden with reused water	 Recycle outdated electronics	 Recycle unused furniture	 Save water in the laundry room	 Unplug electronic devices	 Cycling to errands
 Eat a delicious meat-free meal	 Reuse printed paper	 Farm-to-table living!	 Ditch the tea bags	 Take a shower instead	 Go dairy-free!
 Recycle old blankets	 Use a water flask	 Donate pre-owned books	 Unsubscribe from "spam" emails	 Reduce your video streaming time	 Using links rather than email attachments

Challenge Sets

 Grow your own veggies (or herbs)	 Eat-in Day: Skip the take-out	 Purchase locally-sourced groceries
 Switch to paperless billing	 Change Paper Receipt to E-Receipt	 E-documents instead of printing
 Say no to plastic bottles for 7 days	 Say no to disposable cutlery for 7 days	 Say no to single-use cups for 7 days
 Change shower gel to soap bars	 Say no to overpackaging	 Say no to food waste
 Increase AC by 1 degree	 Change elevator to stairs	 Switch to metal or bamboo straws

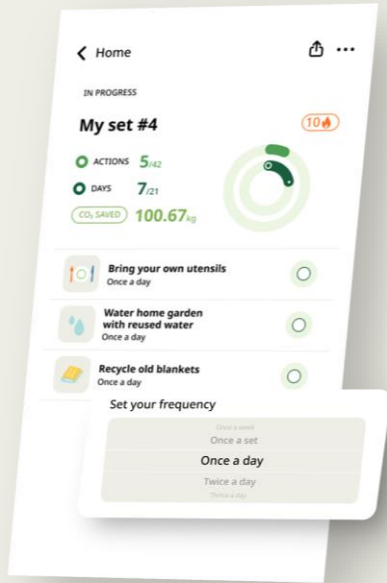
Green Diet

Paperless Living

Plastic Free!

Mindful Consumption

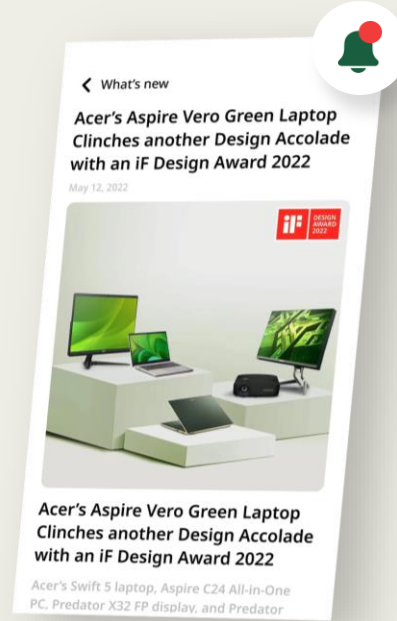
Eco Workplace



MORE FREEDOM IN YOUR CHOICES

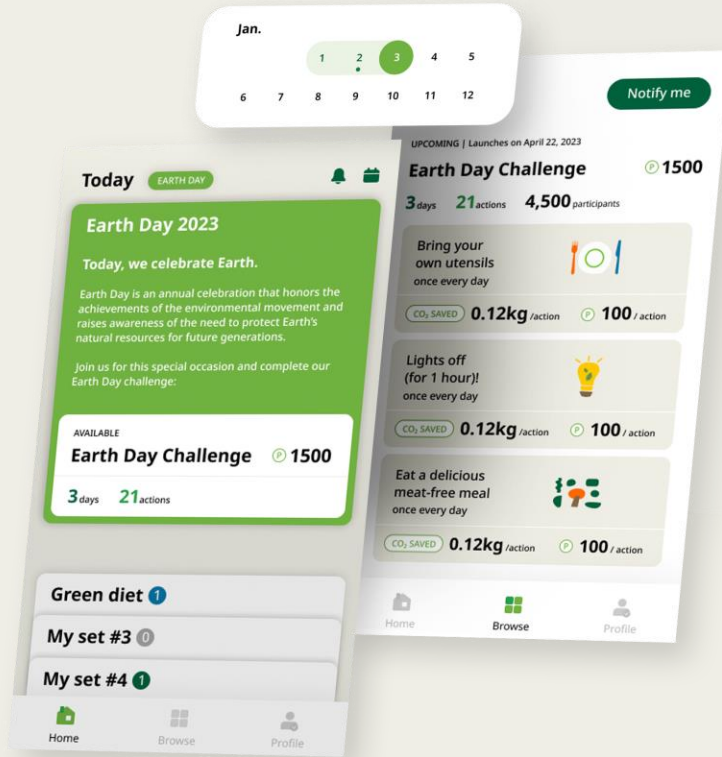
Personalize your set — your way.

Each set can contain up to
3 actions with frequency options
to suit your lifestyle.



STAY INFORMED

The Earth Mission 2023 app has a notification center to keep you updated on news, events, updates, brand-new challenges, and in-app time-sensitive notices.



BE PART OF THE MOVEMENT

Stay informed about upcoming sustainable events and join the movement towards sustainability by taking on the challenge!

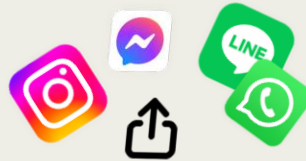
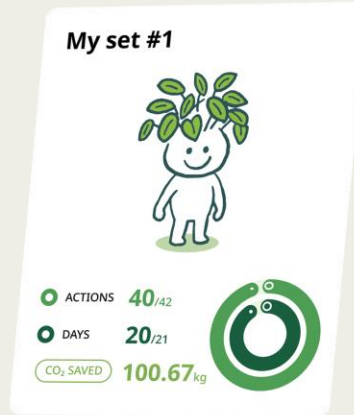
Inspiring a greener tomorrow, one action at a time.



A NEW COMPANION FOR THE JOURNEY

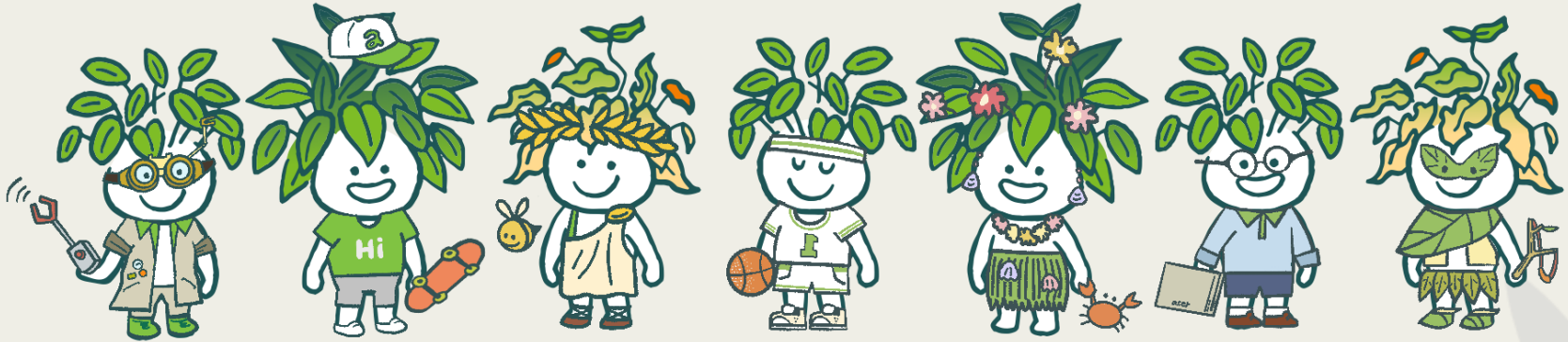
Say hi to [companion name (TBD)], your companion for building green habits.

Unlock more personalization options as you progress and complete more actions.



SHARE WITH THE WORLD

Share your progress and impact on your socials and get your friends and family on board as well!



Seasons

At Earth Mission, we always look for new green habits to build and challenges to complete.

Discover exclusive actions and challenges every season and get rewarded with seasonal badges, companion items, and rewards.

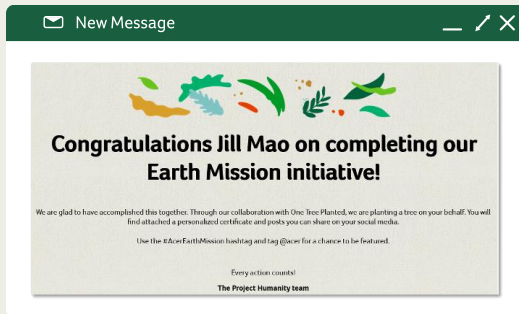
By the season's end, look at your stats and challenge yourself to go further on the next one!



Certification

By obtaining an Earth Mission participation certification, users can cultivate a sense of achievement that acknowledges their sustainability efforts and their extended impact.

Furthermore, the certificate can be shared with families, friends and colleagues, inviting others to join forces and create an even greater impact.



How to join

DOWNLOAD EARTH MISSION APP AND START YOUR **GREEN** LIFESTYLE



[Google Play](#)



[App Store](#)



Become a Changemaker with Acer

Acer invites employees, partners, suppliers, and consumers to build green habits and shape eco-friendly behaviors together.

We encourage our suppliers and partners to roll out the 21-Day green challenge internally with its stakeholders.

Boost Engagement

Onboard users to an enjoyable and intuitive app that makes an impact

Shape Eco-friendly Culture

Encourage users to foster green habits and mindset from daily life to professional work environments

Strengthen Sustainability Endeavors

Share participation data, news and progress to your organization



Contact Acer Earth Mission team for collaboration details: xxx@acer.com

THE BEST IS YET TO COME