



# THE OPT TO ACT PLAN

Join REI in making the fight for life outdoors part of your life with The Opt to Act Plan—52 weeks of simple actions to reduce your impact, get active, and leave the world better than you found it.

Get the full details on each weekly action at [REI.com/blog/stewardship/the-opt-to-act-plan](https://www.rei.com/blog/stewardship/the-opt-to-act-plan)



DEC. 1-7, 2019

Make cleaning up a part of your daily habits.



DEC. 8-14, 2019

Go bagless. Carry reusable bags for all shopping.



DEC. 15-21, 2019

Opt out of junk mail.



DEC. 22-28, 2019

Forgo traditional wrapping paper to cut down on waste this holiday season.



DEC. 29-JAN. 4, 2020

Make your New Year's resolution an environmentally sustainable one...for example, keep following this plan.



JAN. 5-11, 2020

Get familiar with your local recycling and composting options and guidelines.



JAN. 12-18, 2020

Recycle snack wrappers in a TerraCycle bin at your local REI.



JAN. 19-25, 2020

Celebrate Dr. Martin Luther King Jr.'s legacy by getting out and serving others.



JAN. 26-FEB. 1, 2020

Try to go paperless for one day this week.



FEB. 2-8, 2020

Call your utility companies to ask about green energy options.



FEB. 9-15, 2020

This Valentine's Day give a plant or local in-season flowers instead of roses.



FEB. 16-22, 2020

Go meatless one day this week.



FEB. 23-29, 2020

Switch to electronic bill notifications and payment.



MARCH 1-7, 2020

Ask a friend to join you in reducing your impact and acting on climate change.



MARCH 8-14, 2020

Count the number of single-use plastic items you use this week.



MARCH 15-21, 2020

Try to use half as many single-use plastic items as last week.



MARCH 22-28, 2020

Spring cleaning time! Donate old items instead of throwing them out.



MARCH 29-APRIL 4, 2020

Buy food in bulk and bring your own containers and bags to the store.



APRIL 5-11, 2020

Leave washable cutlery and tableware at work for greener lunches.



APRIL 12-18, 2020

Read up on environmental issues on the Co-op Journal. [REI.com/blog/impact](https://www.rei.com/blog/impact)



APRIL 19-25, 2020

Celebrate Earth Day by contacting your local representative to advocate for environmental action.



APRIL 26-MAY 3, 2020

Unplug home appliances you rarely use to save energy.



MAY 3-9, 2020

Don't wash your jeans all month.



MAY 10-16, 2020

Plant something native and green this week.



MAY 17-23, 2020

Use public transportation, carpool, bike or walk to one event this week.



MAY 24-30, 2020

Ditch the chemicals. Warm water, vinegar and elbow grease make a great household cleaner.



MAY 31-JUNE 6, 2020

Volunteer for a trail cleanup to celebrate National Trails Day.



JUNE 7-13, 2020

Find a way to do without one item on your shopping list.



JUNE 14-20, 2020

Add a book about an environmental issue to your summer reading list.



JUNE 21-27, 2020

Check your tire pressure to ensure optimal gas mileage.



JUNE 28-JULY 4, 2020

Become water wise in your home through mindful showering and dishwashing.



JULY 5-11, 2020

Save money and energy. Switch to LED light bulbs in one room.



JULY 12-18, 2020

Repair an item instead of purchasing a new one.



JULY 19-25, 2020

Use your windows and shades to heat and cool your home.



JULY 26-AUG. 1, 2020

Find a moment this week to be awed by nature.



AUG. 2-8, 2020

Shop in person, locally and seasonally.



AUG. 9-15, 2020

Buy or make plastic-free and nontoxic laundry detergent.



AUG. 16-22, 2020

Rent or borrow one item you were going to buy this week.



AUG. 23-29, 2020

Celebrate the 104<sup>th</sup> anniversary of the National Park Service by getting outside.



AUG. 30-SEPT. 5, 2020

Sip more soundly and take a closer look at your beverage choices.



SEPT. 6-12, 2020

Skip the dryer. Hang dry your laundry this week.



SEPT. 13-19, 2020

Wipe wisely: Use Forest Stewardship Council-certified and 100% post-consumer recycled content toilet paper.



SEPT. 20-26, 2020

Save money and water by installing water-efficient fixtures.



SEPT. 27-OCT. 3, 2020

Make sure you and three friends are registered to vote.



OCT. 4-10, 2020

Take a four-hour break from technology one day this week. (Sleeping doesn't count.)



OCT. 11-17, 2020

Read your voters' pamphlet. Be informed on candidates' environmental positions.



OCT. 18-24, 2020

If you don't need it immediately, consider a slower shipping option.



OCT. 25-31, 2020

Attempt to create zero food waste this week.



NOV. 1-7, 2020

Vote for life outdoors. Election Day is this Tuesday.



NOV. 8-14, 2020

Set your thermostat one degree lower this week.



NOV. 15-21, 2020

Check the sustainability attributes of items you buy regularly.



NOV. 22-28, 2020

Celebrate a year of action by joining REI to #OptOutside once again!