

Waste Less Wisconsin Challenge Campaign



The Challenge invites participants to identify a waste or pollution problem, brainstorm ways to address it, choose a solution and make a plan of action for carrying it out.

The participants work with community members to make the plan a reality, then measure the results and share their experiences and accomplishments with others.

Communities and educational institutions throughout Wisconsin now have the ability to maximize waste reduction education and outreach through AROW's Waste Less Wisconsin Challenge Campaign and website (www.wastelesswisconsin.org).

The site provides a place for participants to blog about waste reduction projects. They can share what they learn, ask questions, as well as provide feedback to others. In turn, outside spectators can learn from the participants' projects, make changes in their own lives, or get inspired to take their own challenge. This project has been successful with the University of Wisconsin – Milwaukee Service Learning Institute and the Waukesha County Reduce Your Waste Stream Neighborhood Challenge.

Through the Waste Less Wisconsin campaign AROW aims to:

- **Empower** students, residents, and entire communities to waste less. Through education, personal experience, and money saving results people can quickly see the benefits.
- **Collaborate** with educational institutions and municipalities to challenge their students or residents to take on the challenge. AROW will assist with implementation and website logistics for those interested.
- **Create a Waste Less Wisconsin campaign that re-energizes the waste less message in the state.** Logos, ads, website and print templates will be provided to Wisconsin communities or schools interested in participating in a WLW challenge.
- **Evaluate the impact of the campaign** on waste reduction rates in areas of Wisconsin where challenges have occurred and determine continued results after the challenge is completed.

To view the full 2009-2010 WLW annual report go to <http://www.arow-online.org/PDF/WLWAnnualReport.pdf>.