

# Stop Food Waste Challenge

## Become a 2024 Stop Food Waste Challenge Partner

Hennepin County, Ramsey County and Washington County are partnering to reduce wasted food as part of achieving our waste and climate action goals.

As part of this effort, the counties are offering the Stop Food Waste Challenge (available at [stopfoodwaste.ecochallenge.org](https://stopfoodwaste.ecochallenge.org)) to engage residents in learning about why food goes to waste and committing to actions that will help them make the best use of the food they buy.



But we can't do it alone!

Partners help:

- Expand our reach by promoting the challenge to their audiences.
- Strengthen engagement in the challenge by creating teams of colleagues, friends, and neighbors who motivate and hold each other accountable.
- Increase our impact by offering educational events on topics that help prevent food waste.

## About the Stop Food Waste Challenge

The Stop Food Waste Challenge will help participants learn more about food waste and improve skills in cooking, planning, shopping, and storage.

The challenge has more than 60 actions to choose from in five categories. Participants check off the actions they already take, then select up to five one-time actions and five daily actions to track progress on during the month-long challenge. Participants get email updates with resources and tips as well as opportunities to connect and share with others.

Registration will open starting July 1, and the challenge will take place August 1 to 31, 2024.

The online Stop Food Waste Challenge is powered by Ecochallenge.



# Partnership request

We are seeking partners to help increase promotion, recruitment, and engagement for the challenge. Organizations such as yours can use the connections you have with your audience – whether that be employees, organization members, customers, program participants, neighbors, or more – to increase participation and make the event a big success! There are also opportunities to share your food-related expertise.

There’s no cost to become a partner, and we offer different levels of recognition in return for your efforts. Partners can participate in more than one level:

Partner level	Your commitment	In recognition for completing the commitment, we will:
Silver: Promotions	Promote the challenge to your audience (200 people or more) through channels such as emails, social media, fliers, newsletters or other announcements	<ul style="list-style-type: none"> <li>• Acknowledge your organization in our newsletters and social media about the event</li> <li>• Display your organization logo on the Stop Food Waste Challenge partner webpage</li> </ul>
Gold: Team recruitment	<p>Start a Stop Food Waste Challenge team and recruit your audience to join the challenge</p> <p><i>or</i></p> <p>Recruit members of your audience to form teams and provide incentives to participate</p>	<ul style="list-style-type: none"> <li>• Acknowledge your organization in our newsletters and social media about the event</li> <li>• Summarize your team participation numbers and team impact reports upon request at conclusion of event (for teams or organizations with a minimum of 25 participants)</li> <li>• Display your organization logo on the Stop Food Waste Challenge partner webpage</li> </ul>
Platinum: Plan and host an educational event	Plan and host a public, in-person or virtual educational event on a food waste prevention topic during the Stop Food Waste Challenge (e.g. cooking demo, food preservation training, meal planning workshop)	<ul style="list-style-type: none"> <li>• Cross-promote your event or on our social media channels</li> <li>• Promote your educational event in the Stop Food Waste Challenge emails sent to all participants</li> <li>• Display your organization logo on the Stop Food Waste Challenge partner webpage</li> </ul>



## Support

All partners have access to a media kit that includes customizable articles, social media posts, graphics, email messages, and flyers/posters to make sharing about the event easy. See the [resources page](#) of the website to download files.

During the challenge, those in the Team Captain role will have access to an easy structure for communicating with your team members.

## Next steps

If you are interested in becoming a partner, complete our [partnership form](#). On the form, you will submit information about your organization and the commitment level(s) of your choice.

Submit by Monday, June 24, to have your logo displayed during registration. The final deadline for partner submission forms is Friday, July 19.

Have questions? Contact [zwc@hennepin.us](mailto:zwc@hennepin.us)

## Evaluation and acceptance of partnership forms

Please note that the counties reserve the right to determine whether any aspect of a partnership application satisfactorily meets the criteria, the right to seek clarification or additional information from any applicants, and the right to waive any irregularities or informalities that the counties deem is in their best interest.

