

# Plastic-Free Challenge

## Become a 2022 Plastic-Free Challenge Partner

Hennepin County is working to reduce plastic waste as part of achieving our zero waste and climate action goals.

As part of this effort, Hennepin County offers the Plastic-Free Challenge (available at [hennepinplasticfree.ecochallenge.org](https://hennepinplasticfree.ecochallenge.org)) to engage residents in learning about plastics and committing to actions that help create a plastic-free world.

### 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 plastic-free topics or discounts on plastic-free goods and services.

## About the Plastic-Free Challenge

Hennepin County's Plastic-Free Challenge will help participants learn more about plastics and plastic waste, commit to taking action, and provide support and resources along the way.

The challenge has more than 60 actions to choose from in seven 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 four-week challenge.

Registration will be open during January 2022, and the challenge will take place February 1 to 28, 2022.

The online Plastic-Free Challenge is powered by Ecochallenge.

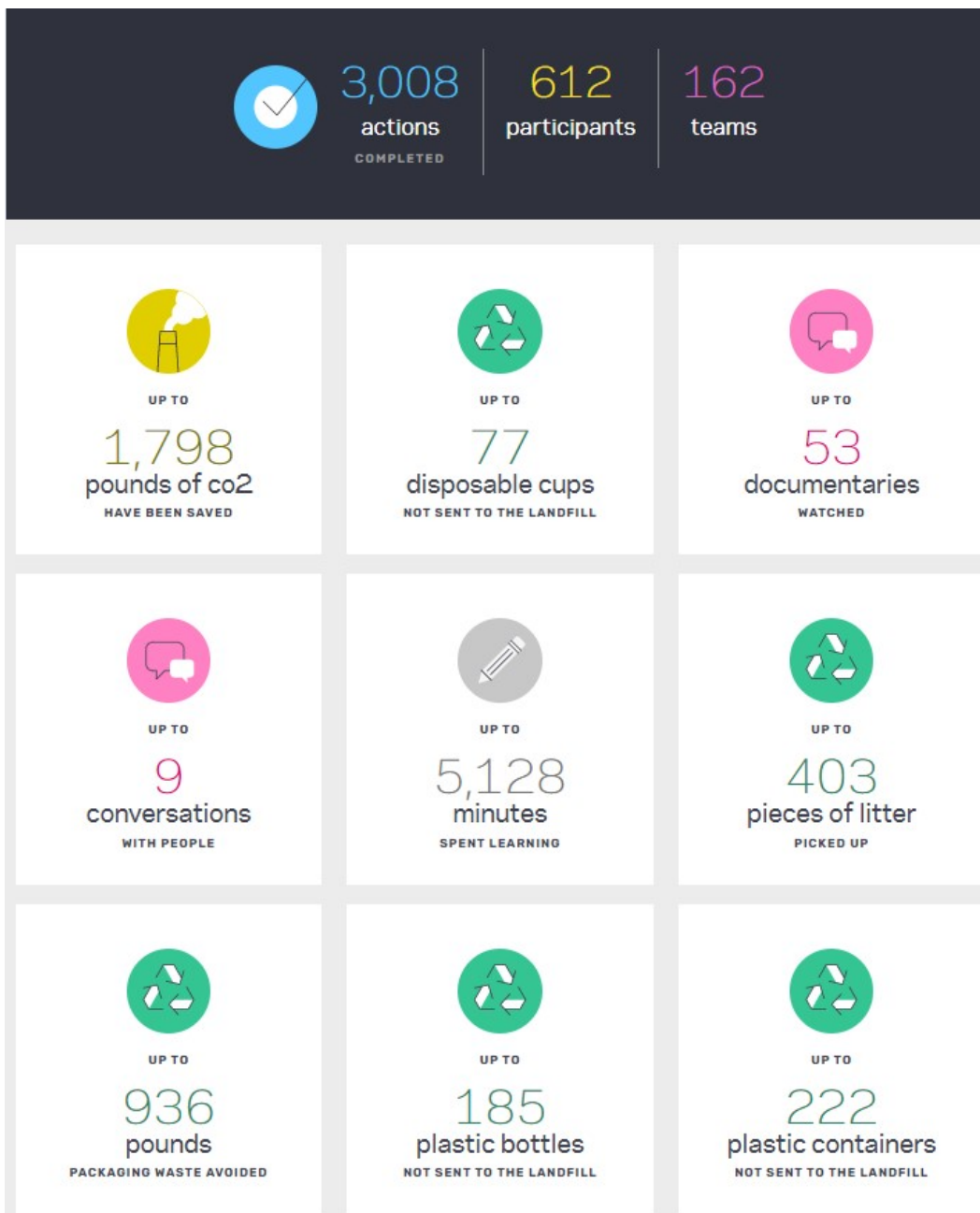


## Plastic-Free Challenge impact

During the first Hennepin County Plastic-Free Challenge, held in January and February 2021, more than 600 participants completed over 3,000 actions. These actions had a big impact, including:

- Avoiding the release of over 1,800 pounds of carbon dioxide
- Picking up more than 400 pieces of litter
- Preventing over 950 pounds of plastic packaging waste
- Spending more than 5,200 minutes learning

**But we can do more!** With the help of partners, we can recruit more participants and have an even greater impact toward creating a plastic-free world.



## 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 plastic-free expertise or offer discounts to your programs or services.

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:
<b>Silver: Promotions</b>	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 Plastic-Free Challenge partner webpage</li> </ul>
<b>Gold: Team recruitment</b>	Start a Plastic-Free Challenge team and recruit your audience to join the challenge  <i>or</i>  Recruit members of your audience to form teams and provide incentives to participate	<ul style="list-style-type: none"> <li>• Acknowledge your organization in our newsletters and social media about the event</li> <li>• Get you access to team participation numbers and team impact reports at conclusion of event (for teams or organizations with a minimum of 25 participants)</li> <li>• Display your organization logo on the Plastic-Free Challenge partner webpage</li> </ul>
<b>Platinum: Host an educational event or offer discounts</b>	Host a public, virtual educational event on a plastic-free topic in conjunction with the Plastic-Free Challenge  <i>and/or</i>  Offer a coupon or discount at your business or organization for plastic-free goods or services	<ul style="list-style-type: none"> <li>• Cross-promote your event or discount on our social media channels</li> <li>• Promote of your educational event or discount in the Plastic-Free Challenge emails sent to all participants</li> <li>• Display your organization logo on the Plastic-Free 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.

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.

If the hyperlink for the partnership form doesn't work, copy and paste this link into a browser:

[https://forms.office.com/Pages/ResponsePage.aspx?id=n9\\_vioCHv0aPt0ySRIOovll\\_pCbqv2xKpO7NJ2nY\\_P5UNzJLUjRTNVNIQk9HRDBKS1VNVzNVOFNKRC4u](https://forms.office.com/Pages/ResponsePage.aspx?id=n9_vioCHv0aPt0ySRIOovll_pCbqv2xKpO7NJ2nY_P5UNzJLUjRTNVNIQk9HRDBKS1VNVzNVOFNKRC4u)

Submit by Thursday, December 23, 2021, to have your logo displayed during registration. The final deadline for partner submission forms is January 21, 2022.

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

## Evaluation and acceptance of partnership forms

Please note that the county reserves 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 county deems is in its best interest.