

# Hennepin County online Zero Waste Challenge

## About the challenge

Hennepin County’s Zero Waste Challenge helps you take an in-depth look at the goods we buy and waste we create to uncover opportunities to recycle more and reduce waste. Through the challenge you will learn about waste and strategies to reduce waste, be connected you with resources to help you reach your goals, and get support and motivation along the way. The online Zero Waste Challenge is powered by EcoChallenge.

The challenge has more than 100 actions to choose from in 8 categories. Check off the actions you already take, then select up to 5 one-time actions and 5 daily actions to track your progress on during the 6-week challenge.

## Help spread the word and encourage others to join

Some ways that you can help spread the word about the Zero Waste Challenge and encourage others to join:

* Download and share our social media graphics. Sample social media posts to go with these are included below.
* Use #zerowastechallenge
* Follow and reshare messages posted on the Hennepin County Environment and Energy social media channels: [Hennepin Environment on Facebook](https://www.facebook.com/HennepinEnvironment/) and [@hennepinenviro on Twitter](https://twitter.com/HennepinEnviro)
* Use the sample newsletter article to share through organizations you are involved with
* Invite people you know directly using the sample email message below

# Sample newsletter article

## Learn new low-waste habits by joining the online Zero Waste Challenge

Ever wonder how you create so much trash at home? Many people are interested in taking steps to prevent waste and recycle more but aren’t sure where to start.

Hennepin County’s Zero Waste Challenge will help you learn more, connect you with resources to help you reach your goals, and provide support and motivation along the way.

### Learn practical solutions to prevent waste and become a more thoughtful consumer

This challenge will help you take an in-depth look at the goods you buy and waste you create to uncover opportunities to recycle more and reduce waste.

You may be surprised by the variety of actions you can take. Repairing items when they break, buying clothes secondhand, shopping for food with less packaging, using your smartphone for as long as possible, and eliminating junk mail are just a few waste prevention actions.

### Everyone can now join the Zero Waste Challenge

The next round of the challenge is moving online, which means everyone can participate!

You can sign up now, set up your profile, and browse the actions you can take. The challenge has more than 100 actions to choose from in eight categories. You can check off the actions you already take, then select up to five one-time actions and five daily actions to make progress on during the six-week challenge. The challenge will from May 17 to June 27.

Once the challenge starts, you will report what actions you take, see the impact of our actions, and connect with others who are taking action.

So sign up now, invite your family and friends to join you, consider what actions will be most impactful for your household, and get ready to slash your trash!

### A lifestyle game-changer for past participants

Past Zero Waste Challenge participants have called the experience eye-opening and a conversation-starter. They said it both educated them and pushed them into action. Some even called it life changing!

Participants have cut the amount of waste they generate per person per day by nearly one-third. By the end of the challenge, participating households recycled, on average, 64 percent of waste generated, which is a big increase from 44 percent that they reported at the beginning of the challenge.

### About the Zero Waste Challenge

Hennepin County has goals of reducing waste, increasing recycling and composting, and sending less waste to landfills. Engaging residents in taking action is critical to our success. The county’s online Zero Waste Challenge is powered by EcoChallenge.

# Sample email message

Dear [name],

I am committing to taking steps to live a lower-waste lifestyle with Hennepin County’s Zero Waste Challenge, and I hope you will join me!

Many people, including me, are interested in taking steps to prevent waste and recycle more but aren’t sure where to start. Through the challenge, I’m looking forward to learning strategies to reduce waste, get connected with resources to help me reach my goals, and get support and motivation along the way.

[Insert a personal message – why is this important to you, why do you think this person would be interested in joining, etc.]

The challenge has more than 100 actions to choose from in 8 categories. You can check off the actions you already take, then select up to 5 one-time actions and 5 daily actions to make progress on during the 6-week challenge.

You can sign up now, and the challenge runs May 17 through June 27. Learn more, sign up, and get ready to slash your trash at [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge).

Sincerely,

[your name]

# Social media posts

Post 1: Slash your trash by joining the Zero Waste Challenge! Many people are interested in taking steps to prevent waste and produce less trash, but aren’t sure where to start. Joining Hennepin County’s Zero Waste Challenge is a great way to learn more and get support and motivation. The challenge is now online at [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge)

Post 2: What zero waste actions will you take? You may be surprised by the variety of actions you can take to reduce waste and live a lower waste lifestyle. Hennpin County’s online Zero Waste Challenge has more than 100 actions to choose from in eight categories. You can check off the actions you already take, then select up to five one-time actions and five daily actions to make progress on during the six-week challenge. Learn more and sign up now at [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge)

Post 3: You may be surprised by the variety of actions you can take to reduce waste. Repairing items when they break, buying clothes secondhand, shopping for food with less packaging, using your smartphone for as long as possible, and eliminating junk mail are just a few waste prevention actions. Hennepin County’s Zero Waste Challenge will help you learn more, connect you with resources to help you reach your goals, and provide support and motivation along the way. Sign up now at [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge)

Post 4: Life changing. Eye-opening. A conversation-starter that both educated us and pushed us into action. Those are a few of the things that past participants of Hennepin County’s Zero Waste Challenge have said about their experience. The next round of the challenge is moving online, so everyone can participate. Sign up now and invite your friends and family to join you [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge)

Post 5: Learn practical solutions to prevent waste and become a more thoughtful consumer by joining the Hennepin County Zero Waste Challenge. This challenge will help you take an in-depth look at the goods you buy and waste you create to uncover opportunities to recycle more and reduce waste. Sign up now at [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge)

Twitter post 1: Slash your trash by joining the Zero Waste Challenge! Learn about waste reduction and get support and motivation to take action. Sign up now [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge)

Twitter post 2: What zero waste actions will you take? You may be surprised by the variety of actions you can take to live a lower waste lifestyle. Sign up and commit to taking action now at [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge)

Twitter post 3: Interested in reducing waste but not sure where to start? Join the Zero Waste Challenge and commit to start living a lower waste lifestyle. The challenge is now online so everyone can join [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge)

Twitter post 4: Life changing. Eye-opening. A conversation-starter that both educated us and pushed us into action. Those are things past participants have said about Hennepin County’s Zero Waste Challenge. Join now [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge)

Twitter post 5: You may be surprised by the variety of actions you can take to reduce waste. In the online Zero Waste Challenge, commit to taking up to 5 daily actions and 5 one-time actions. Track your actions and impact Sign up now [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge)

Twitter post 6: Join Hennepin County’s Zero Waste Challenge to learn practical solutions to help you prevent waste and become a more thoughtful consumer. [www.hennepin.us/zerowastechallenge](http://www.hennepin.us/zerowastechallenge)