



#Scrap Like A Lion



wisconsinlions.org

Lions can reduce food waste. Save \$\$\$\$. Improve the environment.



EDUCATE
about food waste
& the benefits
of composting



PARTNER
to increase
composting
programs



REDUCE
food waste
& compost
yourself

25-40 year olds are the most concerned generation about climate change* & are **key potential Lions**

*Source: Pew Research Center

Be Prepared

The ad campaign is likely to attract interest from the public. Learn more & access [#ScrapLikeALion](#) resources @ wisconsinlions.org

Training: Watch your inbox for invites

- November: [#ScrapLikeALion](#) Intro
- January: *Marketing To Younger Generations* Series



111828840 Dmytro Zinkevych dreamstime.com

January - June, 2024

\$16,500 Ad Campaign

- Ads promoting [#ScrapLikeALion](#) to younger generations across Wisconsin
- Platforms: Facebook, Instagram & Google Ads

\$1,866

cost of food wasted / household / year*

*Source: Wisconsin Department of Natural Resources / Penn State

@ Home

TAKE INVENTORY Determine what food you already have, what needs to be used soon & how much space you have for new items.

PLAN MEALS Use online tools to calculate how much to buy based on number of servings.

MAKE A LIST Save time & reduce impulse buys by skipping aisles with unwanted items.

EAT BEFORE SHOPPING Hungry shoppers are more likely to make extra purchases. This goes for the kids, too!

TRACK THE EXCESS After a few grocery trips, take note of what goes uneaten & cut back on buying those items.

COMPOST FOOD SCRAPS such as peels and rinds, eggshells & coffee grounds, then use to improve your garden.

Access more info & resources
@ wisconsinlions.org

As A Club

EDUCATE THE PUBLIC

- Share #scraplikealion social media posts on your club & personal social media.
- Use **#ScrapLikeALion** & **#LionsGoGreen**
- Share educational materials & resources @ club projects/events
- Invite composting programs/partners to share stories @ club meetings

CREATE PARTNERSHIPS

- Schools
- Community centers
- Community gardens
- Libraries
- Senior living
- Homeless shelters
- Dorms
- Churches
- Local businesses / Central offices /HQ
- Apartment complexes / Management companies

IMPLEMENT COMPOSTING PROJECTS with local partners to raise awareness & create projects that target reducing food waste & creating composting opportunities.

#scraplikealion