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About Us

National Wildlife Federation

The National Wildlife Federation, America's largest and most trusted conservation organization, works across the country to unite Americans from all walks of life in giving wildlife a voice. We've been advocating for wildlife since 1936, fighting for the conservation values that are woven into the fabric of our nation's collective heritage.

The National Wildlife Federation believes that to protect wildlife and ourselves, we need to ensure that all people have access to clean air, and water, safe communities, easy and equitable access to nature, and protections from the ravages of climate change. These basic needs, equally necessary and urgent for all people, are foundational to bringing the conservation movement and ethos into the 21st century.

The National Wildlife Federation has been a leader in developing high-quality education programs focused on the observation and study of the natural world to nurture a conservation ethic and a lifelong connection to nature for over 50 years. Combined, our PK-12 programs reach over 10,000 schools, approximately five million students, and thousands of educators every year.
About Johnson Outdoors & Litterati

**Johnson Outdoors**

We want people to get out and experience the great outdoors. We see it as our job to ensure that, from planning to unpacking, it's the best experience possible. And, because we're outdoor adventurers too, we draw on our spirited heritage and personal expertise to authentically and passionately make that happen. That's why we've been Trusted for Adventure since 1970.

"Our commitment to leaving the planet better than we found it has always been at the core of Johnson Outdoors and our family of brands. Now more than ever, it is imperative that we work together with partners like the National Wildlife Federation as well as our consumers to ensure that our natural spaces are healthy and thriving for us and generations to come," said Helen Johnson-Leipold, chairman and CEO of Johnson Outdoors.

**Litterati**

Litterati is on a mission to create a litter-free world by empowering people to create a cleaner planet by turning information into actionable insight.

When millions of people come together for a common goal, the impossible becomes reality, and lasting change happens. Capturing litter through geo-tagged photos makes the problem measurable. The more clear the data on the problem becomes, the more we're able to create effective solutions.
2022 Campaign At-A-Glance

2/22/23  Campaign Kick-Off

3/1-3/14  Litter Pickup + Water Protection

3/15-3/28  Litter Pickup + For Wildlife

3/29-4/11  Litter Pickup + Climate Change

4/12-4/25  Litter Pickup + At Home

4/28/23  All Litter Data Submitted

5/3/23  Campaign Project

Winners Announced
About the Clean Earth Challenge

Launched in April 2022, the Challenge is a partnership between the National Wildlife Federation, one of America’s most trusted conservation organizations, and Johnson Outdoors, a leading global innovator of outdoor recreation equipment and technologies.

It is important to our organizations that we be good stewards of the land. And together, we have a common goal to protect and preserve wildlife and the wild spaces we love for generations to come.

Through the #CleanEarthChallenge, we’re encouraging outdoor enthusiasts everywhere to join in and help create a litter-free planet one outside experience at a time. Every piece of litter collected counts, and when we work together, the impact is big!

Goal
- Together, help remove 1 million pieces of trash and debris from the great outdoors.

When
- Spring Campaign: February 27, 2023-May 5, 2023
- Details for the Fall Campaign coming in September 2023

How
Taking the Clean Earth Challenge is as simple as three easy steps.

1. Take the Challenge
2. Get Out There
3. Measure Your Impact
Details to Help Plan

Use the details below to help plan for the level of engagement that best meets the needs of your students and aligns with the time you have in your schedule to participate.

#CleanEarthChallenge Kick-Off

- Every two weeks we will release a call to action and educational activity for grades K-2, 3-5, and 6-12, via the Clean Earth Challenge website and social media, @EcoSchoolsUSA.
- Follow us on Instagram @NWFEducation and Facebook @EcoSchoolsUSA.
- Content release dates: 3/1 | 3/15 | 3/29 | 4/12

3/1-3/14
Week 1 & 2 | Action>Litter Pickup | Activity>Water Protection

- Students will have opportunities to:
  - Pickup, count, categorize, tag, and upload trash and debris data
  - Identify your local waterways
  - Discuss why it's important to protect waterways
  - Describe the purpose of a storm drain and identify ways to keep them litter free
Details to Help Plan

3/15-3/28
Week 3 & 4 | Action > Litter Pickup | Activity > For Wildlife

- Students will have opportunities to:
  - Pickup, count, categorize, tag, and upload trash and debris data
  - Identify and discuss ways litter impacts wildlife
  - Design a campaign to increase awareness about the benefits a clean community has for local wildlife

3/29-4/11
Week 5 & 6 | Action > Litter Pickup | Activity > Climate Change

- Students will have opportunities to:
  - Pickup, count, categorize, tag, and upload trash and debris data
  - Define climate change and climate action
  - Visualize a changing climate
  - Discuss relationship between a changing climate and litter and consumption habits
  - Identify ways to take informed climate action.
  - Draw conclusions and outline solutions to school food waste

4/12-4/25
Week 7 & 8 | Action > Litter Pickup | Activity > At Home

- Students will have opportunities to:
  - Pickup, count, categorize, tag, and upload trash and debris data
  - Share and do activities designed to be completed with a caregiver or family member using learning from the previous weeks
  - For older students, based on past weeks, take action in your community
A detailed Litterati guide with step-by-step images can be found under Measure Your Impact on the Clean Earth Challenge home page.