Sweden Island Gotland and Shailene Woodley Challenge the World to Share Ugly Lawns

Sweden's biggest island Gotland is now exporting its successful water conservation initiative from last year globally. Together with the actor and environmental activist Shailene Woodley, Region Gotland is now launching the competition "The World's Ugliest Lawn".

Last year's competition, "Gotland's Ugliest Lawn," helped reduce household water consumption on Gotland by 5% compared to the previous summer.

Gotland is regularly experiencing drought and water scarcity. Saving water is a constant priority. With the competition "The World's Ugliest Lawn," Gotland is challenging the world to share pictures of their dry, unsightly lawns. The aim is to save water globally by changing the norm of having lush green lawns. Region Gotland wants to show that sustainable behavior can be fun, and everyone can participate. You just need to change how you think about the appearance of lawns.

American actress and environmental activist Shailene Woodley and Gotland - through Marcus Norström, last year's winner of Gotland's Ugliest Lawn - are launching the initiative in the video "Shailene Woodley launching The World's Ugliest Lawn-competition".

"This is a great way to influence people around the world to use less water."
Shailene Woodley

"If more people can see the beauty in a dry and ugly lawn, we can save a lot of water."
Marcus Norström

Shailene Woodley has a genuine commitment to sustainability and is an Oceans Ambassador for Greenpeace.

HOW TO ENTER
Entrants can submit images of their ugly dry lawns taken during 2023. Simply share the picture of your ugly dry lawn from a public Instagram account with the hashtag #worldsugliestlawn or email the picture to uglylawn@gotland.se.

The winner will be selected by a jury and announced in December 2023. The first prize is a unique pre-owned t-shirt with the text" Proud Owner of the World's Ugliest Lawn" (yes, it's the t-shirt Marcus wears in the video).

For more information about the initiative:gotland.com/worlds-ugliest-lawn

FACTS ABOUT THE GLOBAL WATER CRISIS

UNESCO warns of an "Imminent Risk of a Global Water Crisis" and notes, "The global urban population affected by water scarcity is projected to double from 930 million in 2016 to 1.7–2.4 billion people in 2050: Imminent risk of a global water crisis, warns the UN World Water Development Report 2023.

Earlier this year, French President Emmanuel Macron predicted that climate change will reduce available water by 30–40% by 2050: Macron unveils plan to save water amid climate change toll

July 2023 was the hottest month ever recorded on Earth:NASA Clocks July 2023 as Hottest Month on Record Ever Since 1880.

Since March 2023, parts of Canada have experienced drought and extensive wildfires: Canada's Drought Is Forcing Farmers to Make Once-Unthinkable Choices.

CAMPAIGN MEDIA AND PRESS INFO

The launch video with Shailene Woodley can be freely published:

Contact us for forward interview requests to Shailene Woodley, or for an interview with last year's winner, Marcus Norström.

For images and more information about Gotland: gotland.com.

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Additional assets available online: Photos (1)

https://press.visitsweden.com/2023-09-27-Sweden-Island-Gotland-and-Shailene-Woodley-Challenge-the-World-to-Share-Ugly-Lawns