



Rethinking your Lawn

Do your part to maintain your local ecosystem

By replacing your traditional grass lawn with wildflowers or moss, you can transform your outdoor space into a sustainable haven that saves resources, supports pollinators, and reduces your environmental impact.

Looking to the Future

Imagine a vibrant yard filled with colorful wildflowers swaying in the breeze, or a lush carpet of moss that stays green year-round without the hassle of constant watering or mowing.

Now compare this to the maintenance-heavy grass lawn, which consumes billions of gallons of water annually and relies on fertilizers that can harm local ecosystems.

Save Water, Save Money



Grass lawns account for nearly one-third of all residential water use in the U.S., requiring about 9 billion gallons per day. Wildflowers and moss, on the other hand, thrive naturally in local conditions, cutting your water use—and water bill—drastically.



Support Bees and Biodiversity

Wildflower meadows support up to 3.6 times more species than lawns, including essential pollinators like bees.



By switching, you're not just creating a beautiful yard—you're helping the planet.

Say Goodbye to Chemicals



Fertilizers and pesticides often used on grass can leach into groundwater and harm wildlife. Wildflowers and moss are naturally resilient, reducing the need for these harmful chemicals.



Learn More Today!

Audience: The primary audience includes middle-class homeowners in New Jersey who have grass lawns. Many homeowners may not know the environmental impacts of traditional lawns and are likely open to sustainable solutions that also enhance property aesthetics. They value practical advice and tangible benefits, such as reduced costs, easier maintenance, and contributing positively to their community and the environment.

Purpose: The purpose of this blurb is to encourage homeowners to transition from traditional grass lawns to wildflowers or moss using clear examples and benefits like lower water consumption, reduced use of harmful chemicals, and improved biodiversity.

The goal is to spark interest and action by appealing to both practical concerns, such as saving money, and ethical motivations, like supporting pollinators and reducing environmental harm. This artifact was workshopped as a display at a local zoo, Van Saun Park to be exact, which currently has a bee garden, and is accessed by parents and homeowners on a regular basis.

Citations:

- Native Plants vs. Lawns: A Greener Choice for Your Yard. 2024-2025. Garden for Wildlife By National Wildlife Federation; [Accessed 1/17/2025]. <https://content.gardenforwildlife.com/learn/native-plants-vs-lawns-a-greener-choice-for-your-yard>
- Replacing Your Lawn With Wildflowers Has Loads of Benefits. 2023-2025. Environment; [Accessed 1/17/2025]. <https://www.sciencealert.com/replacing-your-lawn-with-wildflowers-has-loads-of-benefits>
- The Cost of Green Grass: How Our Lawns Are Wasting Water and Harming Biodiversity. 2024-2025. Population Media Center; [Accessed 1/17/2025]. <https://www.populationmedia.org/the-latest/the-cost-of-green-grass-how-our-lawns-are-wasting-water-and-harming-biodiversity>