

WI CAN CASE STUDY: CLIMATE ACTION MAPPING PROJECT (CAMP)

JUNE 2026

EXECUTIVE SUMMARY:

The Climate Action Mapping Project (CAMP) is a volunteer-led, statewide platform in Wisconsin that connects organizations, initiatives, and individuals working on climate action. The project was created to strengthen collaboration across the climate sector by improving visibility, coordination, and resource-sharing among groups working on related issues. CAMP provides a statewide directory of approximately 690 organizations, along with tools to connect, coordinate activities, and share climate stories and local initiatives. The project has strengthened collaboration and communication across Wisconsin's climate network and increased visibility of climate work statewide. Key challenges include limited funding, reliance on volunteers, and ongoing technical development needs. To replicate or expand the model, organizations need sustained funding, technical capacity, and strong cross-organizational collaboration.



[The Climate Action Mapping Project \(CAMP\)](#) is a volunteer-led, statewide initiative in Wisconsin that serves as a digital hub for climate action. It works to connect organizations and individuals engaged in climate-related work and supports collaboration by providing a shared platform for coordination, communication, and resource-sharing across the state.

CAMP was developed in response to a need for stronger coordination among Wisconsin climate action organizations working on similar goals. The founders were inspired by climate collaboration models in other regions and saw an opportunity to use digital tools to reduce duplication of effort, strengthen networks, and improve access to climate-related information. The project was designed as a “connect, coordinate, collaborate” platform to help organizations better understand who is working on what across the state and to build a more cohesive climate movement.¹

¹<https://www.camp-wi.org/about/>

CAMP operates as a volunteer-led digital networking and information-sharing platform. Its main features include:

- A directory of approximately 690 climate-related organizations in Wisconsin.
- An online community portal where members can connect and collaborate.
- A platform for climate stories and mapping that highlights local successes and challenges.
- Resources, events, and tools that help organizations and individuals find partners and share knowledge.

In addition to building a directory of almost 700 climate-related organizations across Wisconsin, the project has had other achievements. The work has strengthened relationships among climate groups and has helped individuals and organizations find information, partners, and climate action opportunities. It has also increased the visibility of climate work happening across the state through storytelling and mapping efforts. The Wisconsin Office of Sustainability and Clean Energy's statewide climate action network WI CAN has supported the project both by supplying funding and by encouraging WI CAN members to use the platform as their primary place to connect with each other outside of WI CAN meetings.

The work has also had its challenges. At times progress has been slow due to CAMP's volunteer-led nature and limited funding. Finding web developers willing to build and maintain a unique platform has been difficult because the work is unpaid. The team has responded by working incrementally with available volunteers and simplifying priorities. The founders also learned that it is

important to be clear about the role and purpose of the project. Concerns about competition and overlapping efforts have been addressed through relationship-building and emphasizing collaboration over ownership.

Building strong networks takes time and requires patience, trust, and good communication. CAMP provides a way to facilitate these connections. Many climate solutions already exist and the project helps to focus on connecting people and organizations and sharing resources so these solutions can spread more effectively, knowing that organizations with shared goals can achieve more by working together and filling gaps rather than duplicating efforts.



“The community is creating a more creative, resilient Wisconsin and CAMP is part of housing that community. CAMP wants to help people more effectively do the good things that they're already doing.”

Elise Couillard

Board Treasurer
Climate Action Mapping Project