



Litter Less Campaign Phase V

*For teachers and educators in formal
and non-formal learning settings*

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LITTER LESS
CAMPAIGN





Foundation for Environmental Education

Established in 1981, the Foundation for Environmental Education (FEE) is the world's largest environmental education organisation, with over 100 member organisations in 81 countries. Through five ground-breaking programmes, FEE empowers people to take meaningful and purposeful action to help create a more sustainable world. With 40 years of impactful experience in ESD, FEE's new strategic plan - GAIA 20:30 - prioritises climate action across all five programmes to address the urgent threats of climate change, biodiversity loss and environmental pollution.

About the Campaign



The Litter Less Campaign (LLC) is a joint project between the Mars Wrigley Foundation and the Foundation for Environmental Education (FEE). The campaign underlines tangibly the importance of dealing with the issue of litter and waste to minimize its negative impact on the environment.

With steadily increasing popularity, the Campaign has engaged more than 4.6 million students in over 35 countries since its implementation in 2011. Through continuous evaluation, the increase of the student's litter and waste literacy as well as their life-long skills and eagerness to learn have been documented.



The campaign is implemented through two of FEE's educational programmes: Eco-Schools and Young Reporters for the Environment (YRE). Through the seven-step methodology in Eco-Schools activities can take the form of events, products, or specific campaigns. Whilst Young Reporters for the Environment campaigns works through its 4-step methodology, focusing on raising awareness through the production of a journalistic piece (articles, videos, or photos).

Mars Wrigley Foundation

The Mars Wrigley Foundation partners with organisations around the world to help people and community's flourish. Since its establishment in 1987, the Mars Wrigley Foundation has contributed over 100 million USD to projects that support oral health education and care, improve lives in mint- and cocoa-growing regions, prevent litter and waste and create vibrant communities.

MARS WRIGLEY
Foundation



Who can participate?

The global campaign engages schools in the FEE network and beyond through access to educational materials and participation in global action days and mini letterless campaigns. Selected countries are supported for yearlong intensive activities through either the YRE or Eco-Schools programme.



List of countries participating through the Eco-Schools programme in 2022-2023.

- Scotland
- Canada
- Kenya
- Northern Ireland
- Brazil
- Mexico

List of countries participating through the YRE programme in 2022-2023.

- Malta
- New Zealand
- India
- China

The LLC Phase V is also implemented through UNESCO Associated Schools Project Network (ASPnet) and the World Organisation of Scouts Movement (WOSM) that are coordinating LLC activities through selected countries.





Campaign Goal

Through the campaign, students will be empowered to explore and understand the key litter and waste challenges, and take action in their communities to promote long-term behaviour change as well as a cleaner environment through responsible consumption, re-use and recycling, advocacy on negative impacts of waste.

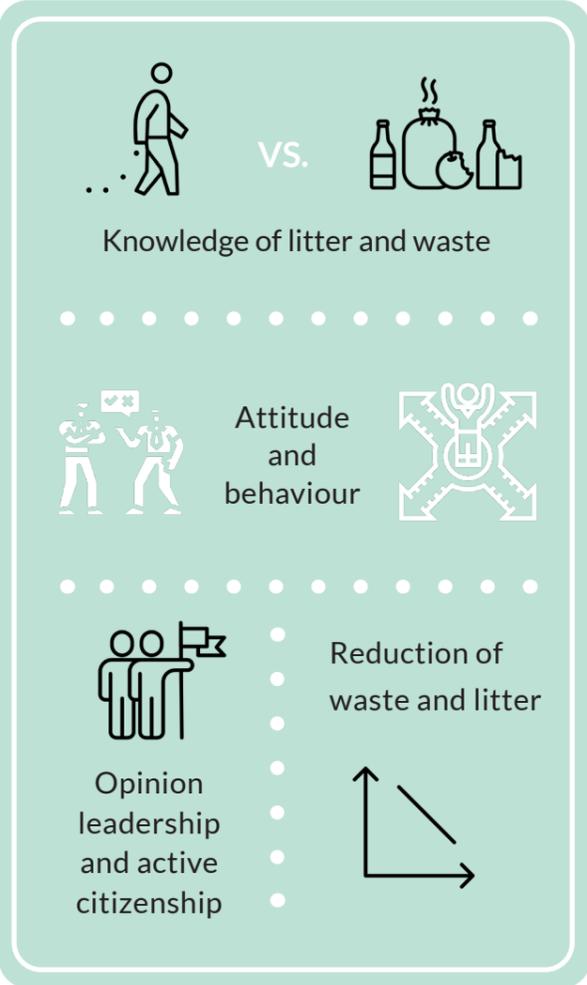


The Litter Less Campaign ESD Change Process

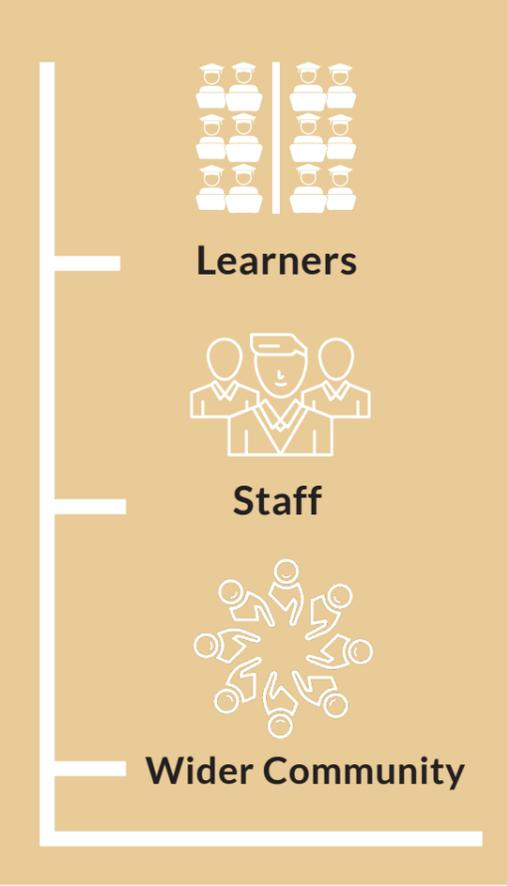
Running the LLC through the Eco-Schools and YRE frameworks ensures the building of holistic knowledge of environmental challenges alongside engagement, ownership and action-competence of learners.

Key Indicators

- Knowledge of litter and waste
- Attitude and behaviour in relation to litter and waste
- Opinion leadership and active citizenship
- Reduction of waste and litter in schools and wider communities



The Eco-Schools and YRE step-by-step frameworks guide a learner-led process towards transformative action, this process layers elements of problem-based learning, in a broad and encompassing appraisal of local issues. By engaging and involving communities in social learning processes, learners develop their systems thinking capabilities to explore potential solutions. Finally they find ways to make their voices heard and take action to improve their own environment. This process involves learners, staff and the wider community through a whole institution approach which addresses learning content, pedagogy, learning outcomes and societal transformation.





Eco-Schools

[Eco-Schools](#) is the largest global sustainable schools programme. It starts in the classroom and expands to the community by engaging the next generation in action-based learning. Through a seven-step change process which promotes student involvement and leadership, Eco-Schools thrive on their mission to empower young people to be the change a sustainable world needs.

Eco-Schools teachers and/or coordinators

As an Eco-Schools teacher, you'll lead an investigation of the environmental consequences of litter and waste, including the Circular Economy concept, and the Sustainable Development Goals. Based on the findings, you'll guide your students to determine and take relevant actions which foster long-term behaviour change and practical skills in preventing and managing litter and waste. You can do this by using the Litter Less Campaign educational materials and lesson plans.

Young Reporters for the Environment (YRE)



[Young Reporters for the Environment \(YRE\)](#) is a network of international youth engaged in education for sustainable development. Its goal is to empower young people to take an informed stand on environmental issues, investigate them, research solutions, and report and disseminate this work through journalistic pieces. By implementing the Litter Less Campaign through the YRE network, participants develop precious skills, expand their knowledge and report to become a driving force on addressing litter and waste issues.

YRE teachers and/or coordinators

As a YRE teacher, you'll lead your students to investigate the environmental consequences of litter and waste, including the Circular Economy concept, and the Sustainable Development Goals. Based on the findings, you'll guide your students in the development of journalistic skills towards becoming young environmental reporters and creating journalistic pieces for national media. You can use the YRE four steps, and the Litter Less Campaign educational materials and lesson plans to successfully implement the campaign in your classroom, youth group, club, and other non-formal learning settings.

Suggested Litter Less Activities



For Eco-Schools

For Young Reporters
for the Environment



- Sign up for the programme
 - If you are Eco-Schools ([National Offices – Eco Schools](#))
 - If you are YRE ([National Offices – Young Reporters for the Environment \(yre.global\)](#))

- Participate in a teachers or students workshop organised by the National Operator or internationally in the form of a webinar.

- Set up your Eco-Schools action plan using the Seven Step framework to address the litter waste issues through students lead activities.

Use the [Litter Less Lesson Plans](#) and other educational resources prepared for the LLC to support your learning.

- Use the YRE four steps methodology to identify and investigate a priority litter or waste issue through the young people led activities. Research possible solutions and make a plan for a media campaign. Use the Litter Less Lesson Plans and other educational resources prepared for the LLC to support your learning [Litter & Waste Lesson Plans – Young Reporters for the Environment \(yre.global\)](#).

- Implement a waste management system (or improve the existing one) and promote activities through different channels to the wider community. Use the Litter Less Lesson Plans to incorporate actions in the school curriculum [Lesson Plans for Teachers – Eco Schools](#).

- Collaborate with other schools or youth groups to address shared challenges.

- Participate in a wide range of Litter Less Campaign initiatives and events including; webinars and the FEE Academy relevant courses (pollution, Eco-Schools seven-step methodology or Getting ready for Green Flag, Circular Economy, journalistic courses etc. [FEE Academy – Foundation for Environmental Education](#) ; Community Action Days and other global raising awareness activities like quizzes or mini-campaigns; and school-to-school collaborations to tackle shared litter and waste challenges.

- Carry out the impact measurement survey and participate in the impact assessment carried out by the organiser.

- Report on litter impact (Green Flag application).

- Submit journalistic pieces (articles, photos or videos) to the national YRE competition.

Example of activities implemented by Eco-Schools

<https://www.ecoschools.global/stories-from-schools>

Example of stories created by YRE

<https://www.yre.global/stories-from-countries>



Examples of Stories Created by Eco-Schools and YRE

Litter Less Together It also Works at Home

England

By LITTER LESS CAMPAIGN ECO-SCHOOLS
JULY 6TH, 2021



The UK and Ireland national managers met virtually at the start of the Litter Less campaign to look how we could work together to ensure that the campaign could continue in our countries this year. Using the #EcoSchoolsAtHome concept we were able to create 3 different litter related competitions that all our schools would be able to take part in regardless of the age of the children. We initially thought that this would be the only involvement our schools would have in the campaign this academic year- however the competition kept our schools so energised that once schools opened again, they were ready to get back out litter picking and many were still able to carry out their 6 litter picks, even in a very short time frame. This has definitely resulted in a much wider engagement with the programme this year and perhaps meant that parents were not as worried about their children going out to litter pick as they had been involved at home making #litterlesstogether posters and upcycling as a family.

Reduce Litter: Everyone Can Do It !

Brazil

By LITTER LESS CAMPAIGN ECO-SCHOOLS
JANUARY 21ST, 2022

At the Padre Augustinho Virgerd School in Brazil, the staff saw there was a need for awareness raising and change in values and attitudes of their students. Through the Litter Less Campaign, the school encouraged the practice of sorting waste, emphasizing the importance of recycling to improve the quality of life. They also made a school garden with the help of students. This was a good opportunity to increase the children's awareness of the importance of the environment as well as the negative impacts humans can have on nature. Furthermore, students had the opportunity to interview the city's mayor, bringing to his attention the issue of litter in the community.



Recycling Makes Good Business Sense, Saves Earth's Resources, a Source of Livelihood for Many

India

YRE COMPETITION - LITTER LESS CAMPAIGN
SEPTEMBER 22ND, 2020
19-25 years old

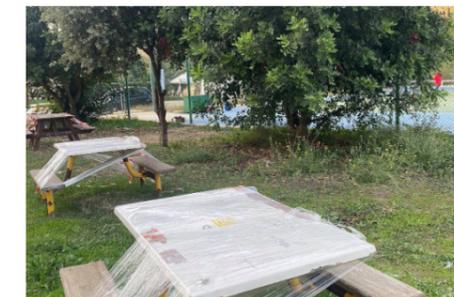
Recycling saves earth's resources, provides work to many people mainly in the unorganized sector, and can be a profitable business too! Material like glass and metal can be melted, reshaped and recycled. They could be repurposed and also up-cycled into useful products. Segregated waste material helps in ensuring its efficient use.



Cat Food Packaging:
Exposed

Cat food packaging: exposed
(New Zealand)

Sep 8, 2021



Is sustainability a joke? (Malta)

Sep 8, 2021



Oh how we like to be beside the
seaside; don't we? The plastic
problem facing our coastal town
(Wales)

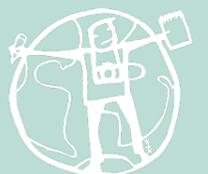
Sep 22, 2020



Prestige nightmare still haunts
spanish government 18 years
later (Spain)

Sep 22, 2020

More stories
created by the
YRE students
for the
competition
can be found
here [https://
www.yre.
global/
competition-
winners-llc](https://www.yre.global/competition-winners-llc)



Young Reporters
for the environment

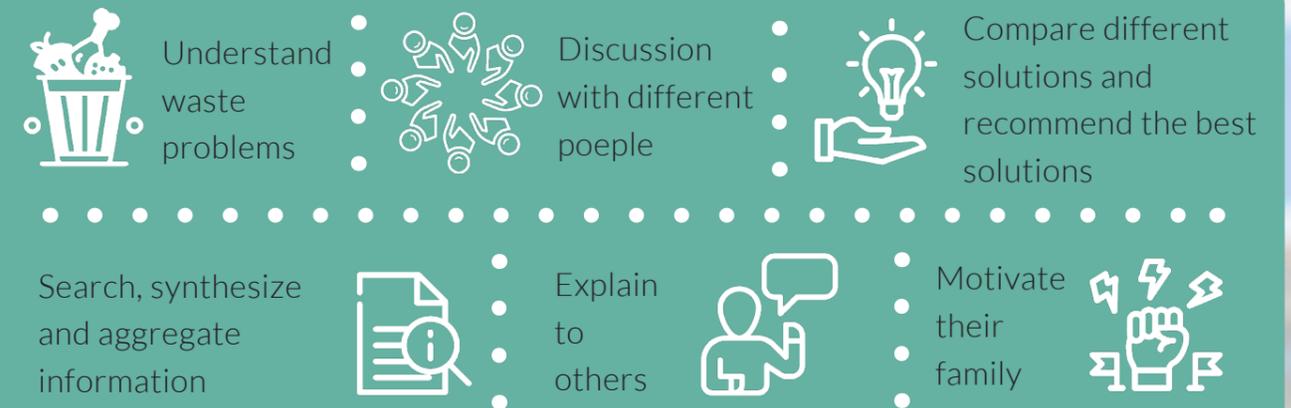
● A Proposed Model of Transformative Learning for the LLC

The FEE-Mars Wrigley Litter Less Campaign Model of Transformative Action Learning

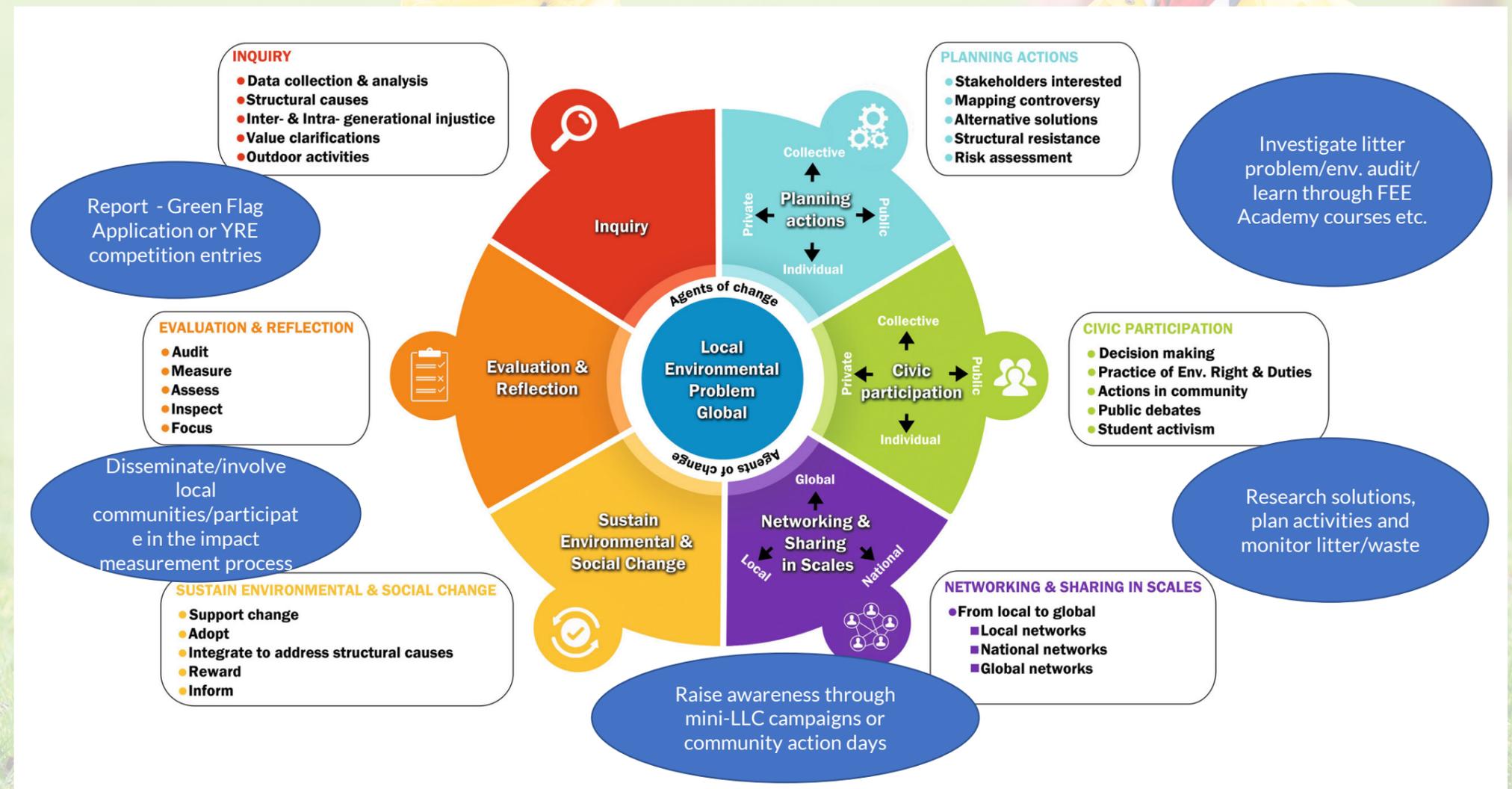


Through Participation in the LLC Activities Young People will

- Understand waste problems in their neighbourhood and raise critical questions.
- Be able to search, synthesize and aggregate information about waste pollution.
- Be able to discuss littering and waste with their family, friends and other community members to understand the issues from several different perspectives and view-points.
- Be able to explain to others how waste pollution in their neighbourhood affects the environment. i.e. draw connections and dependencies between human activities and natural systems.
- Be able to compare different solutions for waste problems in their neighbourhood and theoretically demonstrate how these can work.
- Be able to recommend the best solutions for waste problems in their neighbourhood and argue for it.
- Be able to motivate their family to produce less waste by implementing/improving their recycling habits AND reducing their consumption.



Education for Environmental Citizenship Pedagogical Approach through the Litter Less Campaign



Credits

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References

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Olivia, C., & Paul, P. (2022). *Achieving Global Best Practices in Education for Sustainable Development* [Brouchure].



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