

Litter Less Campaign- *Invitation For Participation*

Information pack for ASPnet members

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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 Litter Less 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.



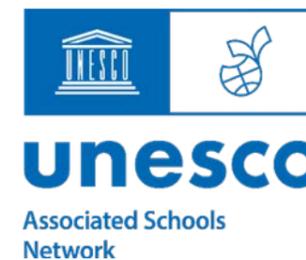
The campaign is implemented through two of FEE's educational programmes: Eco-Schools and Young Reporters for the Environment (YRE). Through the seven-step methodology in Eco-Schools activities can take the form of events, products, or specific campaigns. Whilst Young Reporters for the Environment campaigns 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.



Associated Schools Network



Established in 1953, ASPnet contributes to UNESCO's function as a laboratory of ideas by pioneering and experimenting with innovative and creative themes, contents and pedagogies to translate the Organization's values and objectives into practices at the school level. Through thought leadership, the network contributes to the transformation of education systems and policies. Current membership covers more than 12 000 educational institutions from all levels of education in over 180 countries.



Each year the world generates over 2.01 billion tons of waste. Litter and waste clog our oceans, fill our streets and clutter huge areas of the planet. They cause great damage to our natural environment, wildlife, and people’s health and well-being. Our ambition must be to eradicate litter and waste. We must rethink our approach to the things we use and own, not only recycle, but reuse, repair and repurpose.

Following UNESCO’s successful [Trash Hack Campaign](#), [UNESCO’s Associated Schools Network \(ASPnet\)](#) and [the Foundation for Environmental Education’s \(FEE\) Young Reporters for the Environment \(YRE\)](#) are continuing their partnership through FEE’s [YRE Litter Less Campaign](#).

A select number of ASPnet members are invited to participate in this pilot project, which provides teachers with the opportunity to engage students on the issue of litter and to creatively raise awareness of this issue in their local communities and beyond. Best entries from participating schools will compete in the [international YRE competition](#) and receive wide visibility.

The pilot will run for 3 consecutive years, starting for Year 1 with around 10-15 ASPnet members from 5-6 countries. More countries and schools will join progressively.

Why Participate?



Through the campaign, students will be empowered to understand key litter and waste issues in their communities, and in turn drive awareness-raising campaigns that focus on e.g. responsible consumption, re-use and recycling, negative impacts of waste, thereby promoting and long-term behaviour change as well as a cleaner environment. More specifically, participation will allow to

Strengthen students’ litter and waste literacy and reduce school communities’ footprint.



Waste reduction

Increase student knowledge and practical skills in preventing and managing litter and waste, thereby promoting the circular economy and fostering long-term behaviour change.



Collective Action

Educate students as opinion leaders and active citizens so they can find solutions to litter and waste issues and disseminate them through social media and other channels.



Environmental Awareness

Collaborate with other schools nationally or internationally to disseminate good practices, inspire action and contribute to making a positive impact.



Sustainable Behaviour

How does it Work?



Young Reporters
for the environment

Litter is a great theme to start working on environmental issues with students. It is visible and it is easy to see improvements. Through the [YRE programme](#), students accompanied by their teachers investigate local litter issues, for example the effect of litter on local wildlife or human health, the packaging most often discarded by people, etc. The students then create journalistic pieces in the form of articles, photo reportages, or video clips. The production must include suggestions for solutions on minimising litter. Students share their investigations by posting their articles, photographs and videos through print, broadcast or social media.



Teachers will lead their students to investigate the environmental consequences of litter and waste, including the Circular Economy concept, and the Sustainable Development Goals. Based on the findings, they will guide their students in the development of journalistic skills towards becoming young environmental reporters and creating journalistic pieces for school, community and/or national media. Teachers can implement the campaign in their classroom or through an extra-curricular learning activity, e.g. club or other, they are leading at the school.

In this process, teachers and students will be supported through free access to a range of relevant online courses, including lesson plans as well as global webinars for sharing experiences and good practices. Best entries will be highlighted via the ASPnet and YRE communication channels.

“The YRE programme offers enthusiastic youngsters a chance to make their voices heard and to feel that their voice matters. The ultimate goal of these young reporters is to highlight environmental issues and to have them righted by the appropriate authorities. By giving them this opportunity, YRE engenders in them the desire to actively protect and speak up for the environment. The programme develops young people's knowledge about environmental issues and enhances a number of lifelong skills including communication, global citizenship, individual initiative, teamwork, critical analysis, and leadership.”

Gosia Luszczyk, International YRE Director

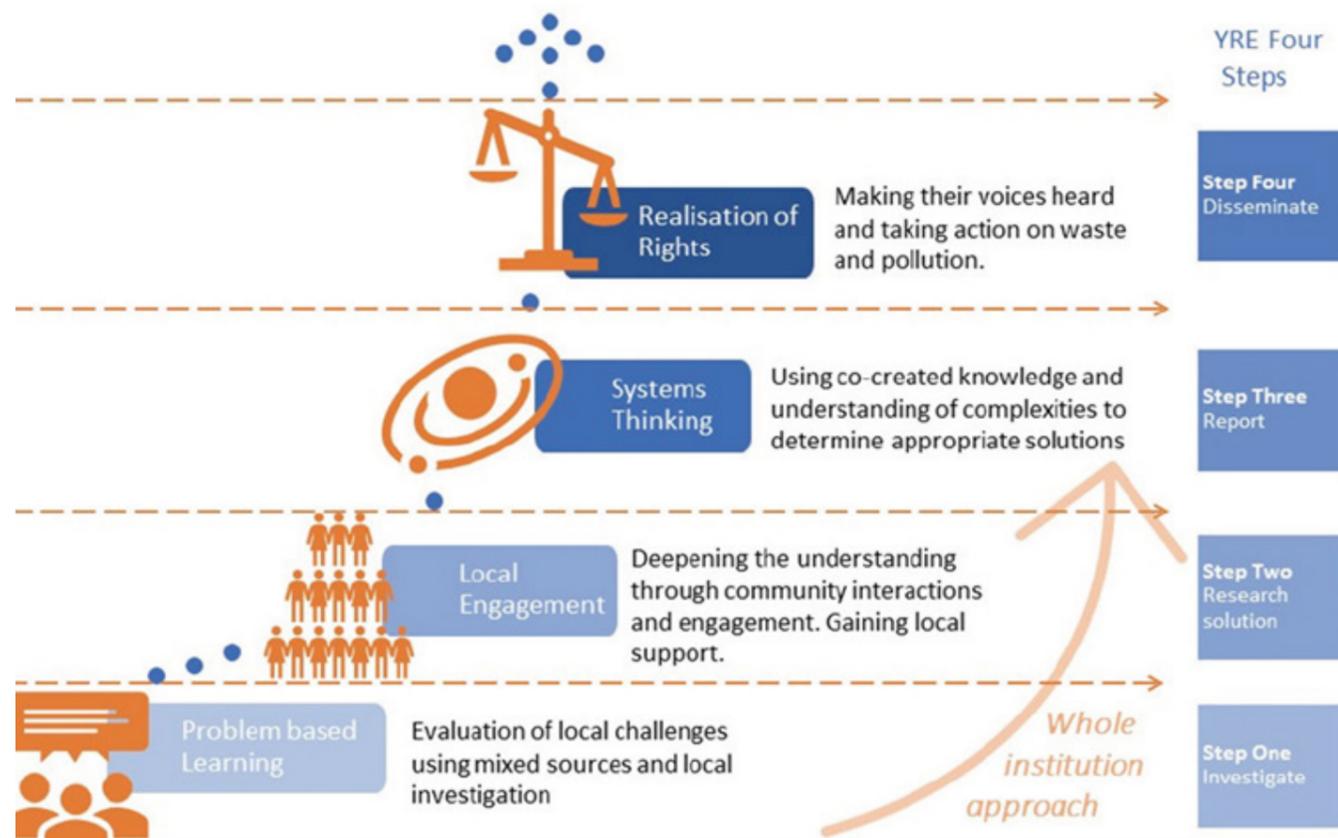
About the Young Reporters for the Environment (YRE)

It 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.



[Get inspired by stories created through the YRE!](#)

The LLC Model for Transformative Action Learning



Pollution Literacy: Awareness, Understanding and Commitment to Action.

The Timeline



May - June 2022

- ASPnet National Coordinators from 5-6 countries are invited to identify 1-2 schools to join the pilot.
- Selected schools identify 1-2 teachers as focal points, who **register** their school's **participation by 31 May** through a short survey.
- School focal points join **online info-sharing meeting on 15 June** (3-5pm CET, see your local time [here](#)).



September 2022 - April 2023

- Teachers and students participate in **global webinars** to learn more about the Young Reporters for the Environment Litter Less Campaign.
- Teachers and students use the **YRE four steps methodology to identify and investigate a priority litter or waste issue through young people led activities**. They research possible solutions and make a plan for a media campaign. They use the [YRE Litter & Waste Lesson Plans](#) to support their learning.
- **Teachers and students collaborate with other schools or youth groups** to address shared litter and waste challenges.
- Teachers and students participate in a wide range of Litter Less Campaign initiatives and events including: (a) [FEE Academy courses](#) on pollution, the circular economy, journalistic courses etc. and **webinars** for experience sharing and (b) **Community Action Days** and other global activities like quizzes or mini-campaigns.
- **Schools actively communicate on their actions** to raise awareness in their communities and provide information to UNESCO ASPnet to provide visibility to their actions.



Through all of these activities, students with the support of their teacher(s), create journalistic pieces (articles, photos or videos) to compete in the [YRE Competition](#).



May 2023

- **Students present their journalistic pieces** to their entire school community & **schools select best entries** for submission to UNESCO and FEE.
- **UNESCO and FEE pre-select entries** and submit them to International YRE Competition.
- Selected schools are invited to carry out the **impact measurement survey** and participate in the impact assessment carried out by FEE.



June 2023

- **International YRE Jury selects winners & UNESCO ASPnet, FEE and YRE showcase best entries.**

Credits



unesco

Associated Schools
Network

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