

## Story from England



### 15 schools join forces to raise awareness of litter

All 15 Eco-Schools in Leicester went litter picking together on the same day around their local communities and then marching to the city park with their collected bags of litter and homemade banners to raise awareness.

Alderman Richard Hallam School and Belgrave St Peter's acted as the 'hub schools' for all others to meet at before heading to the central meeting point of Abbey Park. These schools used their funding to help promote the campaign and created banners for outside of their schools to promote the WLLC day of action to the local community.

The litter picks and marches resulted in students being interviewed on local radio and filmed for two local news TV shows. Several of the schools who took part were also invited to a celebration event at the Houses of Parliament and given a guided tour by one of the ministers.

*"The Wrigley Company Foundation works with respected partners like FEE to change littering behaviour and improve communities around the world. We're encouraged by the progress that has been made through impactful and action-oriented programs like the Litter Less Campaign and energized by the opportunities ahead."*

*Anne Vela-Wagner, Wrigley Company Foundation Executive Director*

The Litter Less Campaign is a joint initiative of the Wrigley Company Foundation and FEE. The campaign is implemented through two of FEE's educational programmes: Eco-Schools and Young Reporters for the Environment.

#### **About Foundation for Environmental Education (FEE)**

With members in 76 countries, FEE is the world's largest environmental education organisation. Through our five ground breaking programmes, we help communities realise the benefits of sustainable living. Recognised by UNESCO as a world leader within the fields of Environmental Education and Education for Sustainable Development. ([www.fee.global](http://www.fee.global))

**Eco-Schools** is a fundamental initiative that encourages young people to engage in their environment by allowing them the opportunity to proactively manage and protect it. Through this programme and the different themes it addresses, young people experience a sense of achievement at being able to have a say in the environmental management policies of their schools, ultimately steering them towards certification and the prestige which comes with being awarded a Green Flag. ([www.ecoschools.global](http://www.ecoschools.global))

**Young Reporters for the Environment** empowers young people to take an educated stand on environmental issues they feel strongly about and to give them a platform to articulate these issues through the media of writing, photography or video. The programme offers these 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 by affording them this opportunity, YRE engenders in them the desire to continue to seek to right environmental wrongs when they encounter them. ([www.yre.global](http://www.yre.global))

#### **About Wrigley**

Wrigley is a recognized leader in confections with a wide range of product offerings including gum, mints, hard and chewy candies, and lollipops. Wrigley's world-famous brands – including Extra®, Orbit®, Doublemint®, and 5™ chewing gums, as well as confectionery brands Skittles®, Starburst®, Altoids® and Life Savers® – create simple pleasures for consumers every day. With operations across 50 countries and distribution in more than 180 countries, Wrigley's brands bring smiles to faces around the globe. The company is headquartered in Chicago, Illinois, employs approximately 17,000 associates globally, and operates as a subsidiary of Mars, Incorporated. Based in McLean, Virginia, Mars has net sales of more than \$33 billion, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 72,000 Associates worldwide that are putting its Principles into action to make a difference for people and the planet through its performance.

#### **Wrigley Company Foundation**

The Wrigley Company Foundation has awarded more than \$70 million USD since its establishment in 1987. With a focus on oral health, the environment, particularly litter prevention education, and improving Mars Wrigley Confectionery's site and sourcing communities, it works to build brighter futures around the world.

If you are interested in the Litter Less Campaign, please do not hesitate to contact us directly.

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**LITTER LESS  
CAMPAIGN**

# LITTER LESS CAMPAIGN



The Litter Less Campaign is a joint initiative of the Wrigley Company Foundation and FEE originally started in 2011. The overall goal of the Campaign is to reduce litter and positively affect long-term behavior change among global youth. September 2017 marked the beginning of Phase III of the Campaign.

#### Main objectives of the Campaign:

- To raise awareness of the effect of litter and waste on the local environment and wider community by implementing Community Action Days
- To increase student knowledge and practical skills in preventing and managing litter and waste
- To improve students' behaviour in preventing and managing litter and waste
- To promote and improve the schools' waste management treatment
- To create good examples by uploading pictures and descriptions on the website
- To collaborate with other schools in order to disseminate good examples

#### A Unique Partnership

The Litter Less Campaign is FEE's largest project that embeds a positive and fruitful partnership between Wrigley Company Foundation as the enabler, and FEE, its National Operators and participating schools as the implementers. Over the full period of implementation of the Campaign, 2,568,208 students in 4,587 schools from all over the world have been engaged.



# 35 countries around the world

# Over 15,000 students surveyed

## Five academic years from 2015 to 2019

### Key Indicators

- ✓ Perception of litter & waste
- ✓ Behaviour in relation to litter & waste
- ✓ Opinion Leadership in relation to litter & waste



### 10-20% UP!!

#### Perception of litter & waste

Eco-Schools and YRE Students stated they gained higher awareness and knowledge related to littering and waste management.

### 10-25% UP!!

#### Positive behaviour related to litter & waste

Eco-Schools students reported that they use less paper, litter less and segregate more.

### 15-25% UP!!

#### Opinion Leadership related the litter & waste

Students encourage others not to drop litter and to recycle more. Students also become more engaged in the discussion about the topic in school, at home, and with friends.

*"I am much more interested in the topic because I now realise how big an impact a little sweet wrapper dropped on the floor could have on our environment."*

15-year-old girl  
Balinteer Community School  
Dublin, Ireland