



MARS WRIGLEY Foundation



10th Anniversary of the Litter Less Campaign



2011 - 2021





THE LITTER LESS CAMPAIGN

The Litter Less Campaign (LLC) is a joint initiative of the Foundation for Environmental Education and the Mars Wrigley Foundation. The campaign educates students on the issues of litter and waste, engages their communities in awareness-raising activities, and encourages them to make choices that will reduce their environmental impact and conserve resources. The Litter Less Campaign has been implemented through the Eco-Schools (ES) and Young Reporters for the Environment (YRE) programmes since 2011.



STATEMENT FROM LESLEY JONES

—
**President of Foundation for
Environmental Education**



Our ambition must be to eradicate litter and waste. Litter is a blight on our landscape, highly damaging to our natural environment, wildlife, and people's health and well-being. We must rethink our approach to the things we use and own, not only recycle, but reuse, repair and repurpose. The support from Mars Wrigley over the last 10 years has enabled us to deliver the Litter Less Campaign across the globe, raising awareness and understanding of the issues and changing behaviours and attitudes through campaigns and practical action. We are excited to move forward with Mars Wrigley, encouraging and empowering many more schools and young people to join us. We must protect and restore our planet which we share with the natural world. It's our home – the only one we've got.



TABLE OF CONTENTS

4-5

How Does the LLC Work and Spread Around the World?

An initiative of FEE and Mars Wrigley Foundation

6-7

Outcomes of LLC and Countries Involved

8-11

The LLC competition, and Best Practices

12-13

The LLC Strategy and a Recipe for Success

The GAIA 20:30 Strategy and the Power of Students

14

Acknowledgements and Credits



“Pollution, waste and litter are global problems that affect our health, our perception of the planet and the integrity of the natural world of which we are a part. With the generous support of the Mars Wrigley Foundation, FEE is able to use its global network of schools to bring large-scale positive change to students around the world through transformative educational methods based on concrete actions and solutions.”

Daniel Schaffer – CHIEF EXECUTIVE OFFICER OF FEE



FEE

Foundation for Environmental Education (FEE) is a global network of environmental NGOs active in over 100 countries. FEE and its members develop and deliver programmes that represent the cutting edge in Education for Sustainable Development and Environmental Education. It is the vision of FEE that these programmes empower people everywhere to live sustainably and in an environmentally conscious manner.



MARS WRIGLEY Foundation

The Mars Wrigley Foundation, founded in 1987 and partners with organisations around the world, works to provide oral health education and care, improve lives in mint- and cocoa-growing regions, prevent litter and waste, and create vibrant communities.

“The Mars Wrigley Foundation is proud to reach the ten-year milestone of the Litter Less Campaign with FEE.”

“We appreciate our partnership and the millions of students around the world who have been catalysts for positive change by driving education and action that benefits us all. Because in the world we want tomorrow, the planet is healthy. And we all have a responsibility to reduce waste, eliminate litter and care for our communities.”

Anne Vela Wagner – EXECUTIVE DIRECTOR OF THE MARS WRIGLEY FOUNDATION



A CLEANER WORLD THROUGH THE LITTER LESS CAMPAIGN



LLC SPREADS AROUND THE WORLD THROUGH FEE'S PROGRAMMES

Eco-Schools



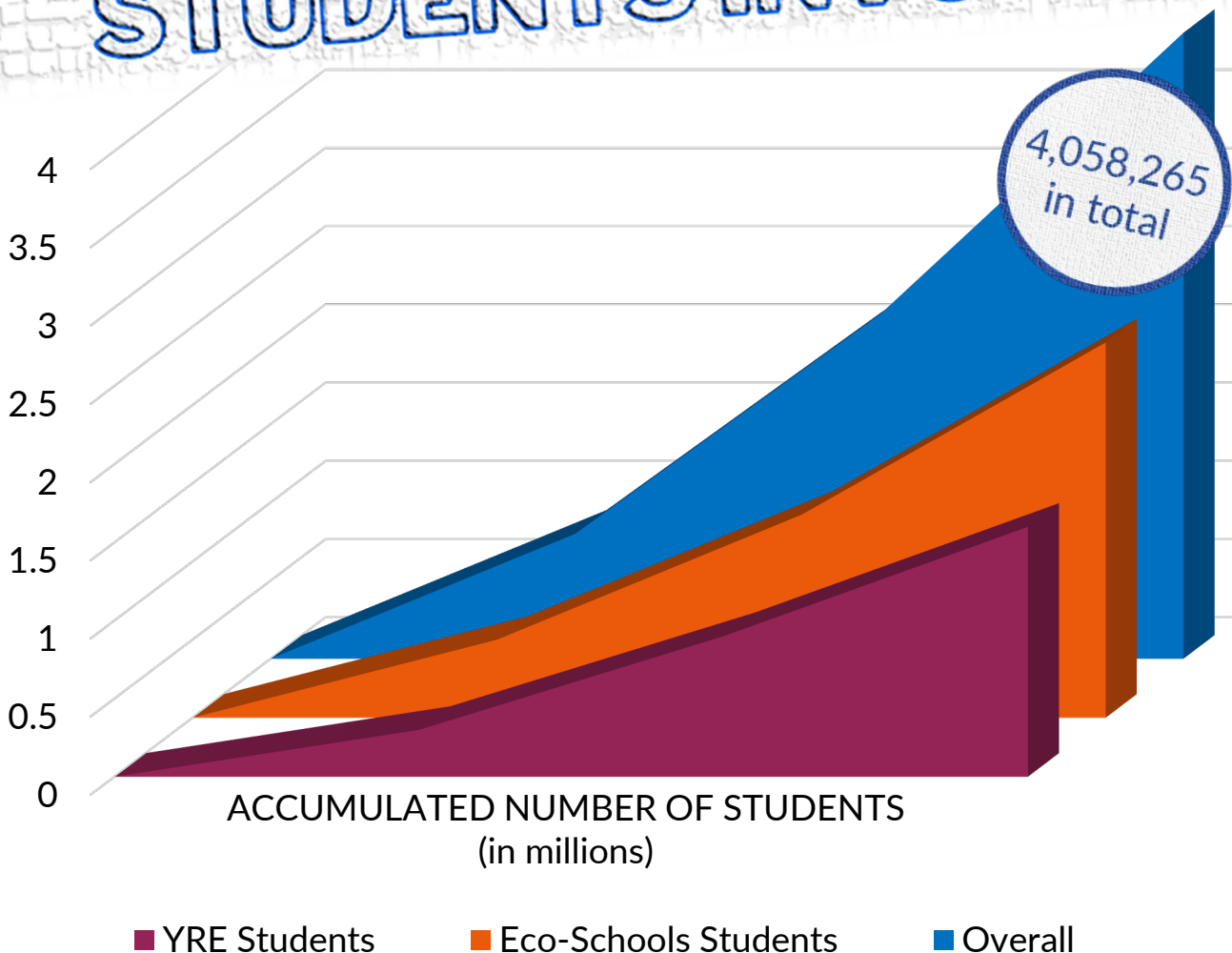
Eco-Schools is a school-based ESD programmes that encourages young people to engage with their environment by allowing them the opportunity to proactively manage and protect it. Young people experience a sense of achievement at being able to have a say in the environmental management policies of their schools and their wider communities. This ultimately steers them towards certification and the prestige that comes with being awarded a Green Flag.

Young Reporters for the Environment



Young Reporters for the Environment (YRE) empowers young people to take an informed stand on environmental issues they feel strongly about and gives them a platform to articulate these issues through the media of writing, photography, and video. It offers young people a chance to make their voices heard. The ultimate goal is to investigate environmental issues, find solutions, report and disseminate this work.

INCREDIBLE INCREASE IN STUDENTS INVOLVED



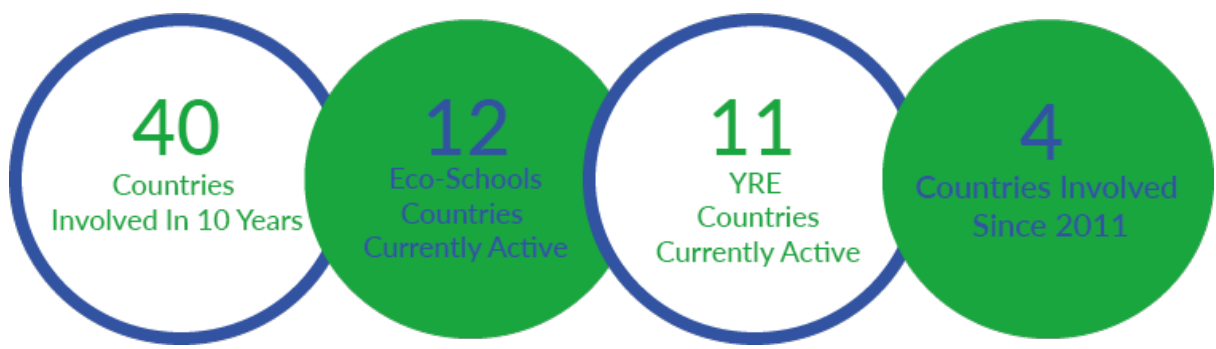


Eco-Shools LLC Countries

Australia	Since 2015
Brazil	Since 2020
Bulgaria	2012-2017
China	Since 2011
Croatia	2011-2017
Cyprus	2011-2017
Czech Republic	2011-2017
England	Since 2017
Greece	2011-2017
India	Since 2015
Ireland	Since 2017
Kenya	Since 2013
Russia	Since 2011
Lithuania	2011-2017
Mexico	2013-2019
Netherlands	2012-2017
Northern Ireland	Since 2011
Poland	2013-2017
Puerto Rico	2013-2017
Scotland	Since 2012
South Africa	2012-2017
Spain	Since 2012
Uganda	2011-2017
USA	2011-2017
Wales	Since 2013



● Countries Currently Active ● Countries Involved for At Least 1 Year



Young Reporters
for the environment

YRE LLC Countries



● Countries Currently Active ● Countries Involved for At Least 1 Year

Australia	Since 2015
Brazil	Since 2015
Canada	2011-2014
China	Since 2015
France	Since 2011
Germany	2011-2017
India	Since 2015
Ireland	Since 2015
Israel	2013-2019
Italy	2013-2014
Kazakhstan	2012-2017
Latvia	2012-2014
Macedonia	2012-2014
Malta	Since 2012
Montenegro	2011-2014
New Zealand	Since 2013
Northern Ireland	Since 2017
Portugal	2013-2017
Romania	2011-2017
Slovakia	2012-2017
Spain	Since 2017
Turkey	2013-2014
Wales	Since 2017

LLC OUTCOMES



THE MAIN RESULTS OF THE IMPACT ASSESSMENT

Increase in waste diverted to recycling in 2021

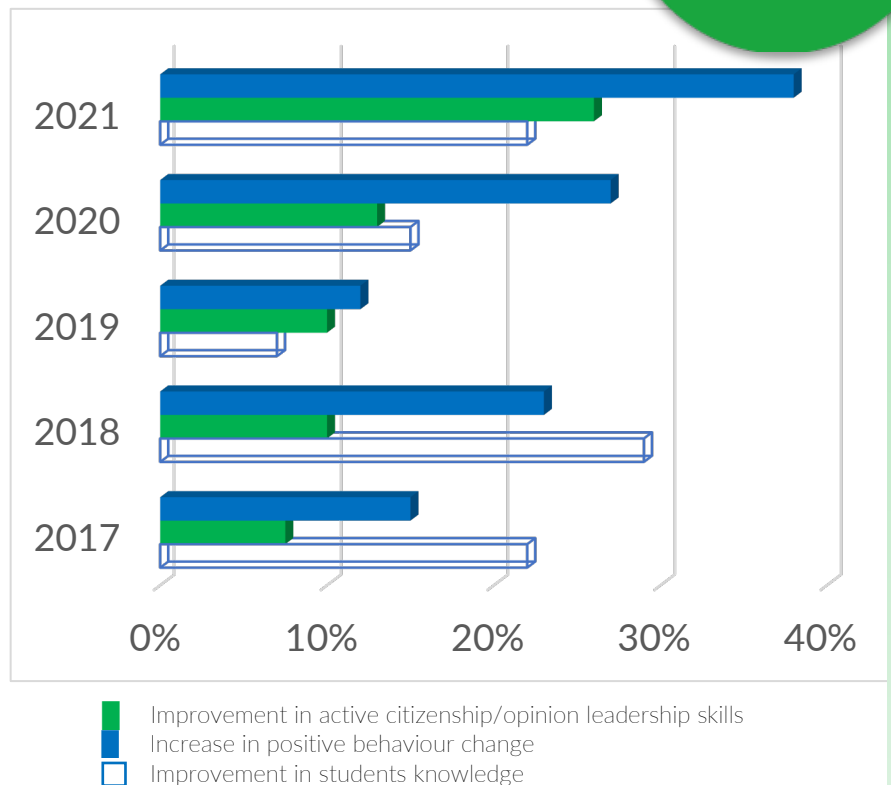
36%

Reduction of waste produced at students' homes in 2021

80%



Each year, the LLC Impact Assessment measures the changes in students' knowledge, skills and attitudes towards litter and waste. Qualitative analysis of the data highlights students' personal development and improvements in their well-being. The impact of the LLC is quantified by comparing LLC students' responses to a set of knowledge, behaviour and attitude questions to a set of control students who do not participate in the campaign.



YRE GIVES LITTER LESS CAMPAIGN STUDENTS A VOICE THROUGH ITS COMPETITION



The Litter Less Campaign allows young people to report and talk about the issue of litter and waste. Through photos, articles, and videos, their work can be highlighted through the international YRE competition. Why couldn't you be the next one to give the Litter Less Campaign a voice to raise awareness and make people want to reduce, reuse, and recycle their waste?



BEST LLC CASE-STORIES FROM COUNTRIES

USE BEESWAX INSTEAD OF CLINGFILM!

New Zealand

St Peter's College in New Zealand carried out waste audits and discovered that plastic film wrap formed a significant waste item and was also a commonly littered item at school.

The environmental group aims to produce Beeswax wraps for student use in the school to eliminate the need to use clingfilm wrap in school lunches. The immediate priority will be to distribute them to the Year 7 students, and they will offer incentives in the form of house points each time the student uses the beeswax wrap in their lunchbox. The ultimate aim is to provide beeswax wraps and educate all students in the school about the sustainability of using the wraps.

The college will survey the grounds and property management team as to the reduction in the amount of clingfilm by students. Waste audits will be conducted before and after the programme to assess the decline in the use of clingfilm.

BBC SPOTLIGHT ON THE LITTER PICK WALK

England



THE SMART COMMUNITY: FROM THE NATIONAL TV AND MINISTRY OF ECOLOGICAL TRANSITION TO AN INTERNATIONAL REACH!

France

The Smart Community project was conceived by the students, aiming to lay a solid foundation for the development of a community movement for the preservation of the environment, with a particular focus on litter and waste.

Students participating in the Smart Community and the publication of the meeting with Elisabeth Borne, French minister of ecological and inclusive transition



Any citizen can become a member by engaging in some of the actions below:

- No plastic bottles, adoption of reusable ones!
- Time allocation to environmental volunteer work
- Encouragement of the purchase and/or resale of used clothing
- Sort personal mailbox and delete unnecessary emails

Through an online registration, this innovative movement counted over 7000 people adopting and promoting the above-mentioned behaviours by January 2020. The exceptional media support was a key factor to the project's success. The number of people involved is still increasing since the project has been translated to English to reach the international level. For instance, citizens from Czech Republic and Iceland joined the project.

THE LITTER LESS SUPERHEROES AND CO

Scotland

At St Joseph's Primary, the Litter Less Superheroes have been hard at work sprucing up the area in and around their school grounds to the delight of everyone in the local community. It was a pleasant and successful action.



REUSING AND RECYCLING WASTE CREATIVELY

Kenya

Potterhouse International School is an example of a school that managed to create mechanisms to ensure that they recycle and reuse about 90% of all the waste being collected within the school and its community. Through collaboration with the art department, students have made able to make several products from the collected waste which include a teacher's desk made from waste packaging, pen holders, portraits etc.



Find more YRE LLC stories here.



CLEAN WALKS, WASTE REDUCTION, DISCUSSION WITH POLITICIANS, DEMONSTRATIONS, REPORTAGES, AWARENESS AND MUCH MORE: THAT'S THE LITTER LESS CAMPAIGN



Find more Eco-Schools LLC stories here.



WHAT'S NEXT?

GAIA 20:30: TOGETHER, WE CAN CHANGE THE WORLD!



GAIA 20:30 is FEE's strategy to drive positive action on the three most critical threats facing our planet today - Climate Change, Biodiversity Loss and Pollution - through three ambitious and interconnected overarching goals: Empower Climate Action, Protect Global Biodiversity and Reduce Environmental Pollution. Over the next decade and beyond, these goals will be at the heart of FEE's work to ensure a healthy, equitable and sustainable world for this and future generations.

The Litter Less Campaign is strongly linked to the goals of GAIA 20:30. Students participating in the LLC become more aware of how litter and waste pollute our environment and are empowered through education to be more thoughtful about their use of resources. LLC students also learn about responsible production and consumption and how they connect to the fight against climate change. Working towards a cleaner planet likewise protects global biodiversity by safeguarding important ecosystems against pollution and degradation.

HUGE DECREASE IN OUR WASTE WEIGHTINGS DUE TO MORE ENVIRONMENTALLY FRIENDLY LUNCH PACKAGING AND THE INTRODUCTION OF AN ONLINE PLATFORM FOR TEACHERS TO SHARE INFORMATION. OUR POSTER CAMPAIGNS AND SPEECHES AT ASSEMBLY ENCOURAGED PEOPLE TO REDUCE AND REUSE!

- A TEACHER FROM SCOIL MHUIRE ARAGLIN SCHOOL, IRELAND

THANKS TO THIS CAMPAIGN, THE STUDENTS HAVE BECOME EMPOWERED. THEY ARE NOW AWARE THAT THEY CAN BE LEADERS OF CHANGE FOR A MORE SUSTAINABLE WORLD. THEY MANAGED TO RAISE AWARENESS ON LITTER ISSUES AT SCHOOL AND BEYOND.

**- ANNAMARIA CAMILLERI,
TEACHER FROM DINGLI
PRIMARY SCHOOL, MALTA**

LITTER LESS CAMPAIGN SUCCESSFUL RECIPE



MAGIC INGREDIENT: STUDENTS

YOU WILL NEED:

- 1 YRE OR ECO-SCHOOLS PROGRAMME
- 1 MARS WRIGLEY FOUNDATION
- TEACHERS AND NATIONAL OPERATORS

WITH A LITTLE BIT OF ALL THESE INGREDIENTS, LLC IS NOT GOING TO STOP, WHAT DO YOU THINK ISAAC?

“The story I am going to tell you, started from a substantial amount of plastic that was placed on my schools outside and canteen benches to prevent students from sitting down on them to reduce the spread of the Covid-19 Virus. As part of the Litter Less Campaign through the Young Reporters for the Environment program, **I decided that I cannot stay quiet about this matter**, and I had to communicate with the school! We had to find a way to transition away from single use plastic and go for a more sustainable source. Communication with Junior College and the University of Malta started immediately. Unfortunately, the school was not paying attention to me even when I offered alternatives. That is why I had to make the difficult decision to go and talk about it to the local media, against my own school. This step wasn't easy but thanks to the YRE programme's methodology I managed to make it and I wrote an article that was published. It was also submitted to the YRE competition and won the first place in the LLC article 15-18 years category. Unfortunately, until now no answers got back to me, but I hope we will be able to replace single use plastic by a more environmentally friendly material. **Otherwise, and anyway, I will continue to fight to make the Litter Less Campaign heard, but most of all to make people want to fight against the environmental issues we are facing.**”



- Isaac Sam Camilleri from the YRE programme, 18 years old, Malta



Follow us on social media



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@yre.global

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Acknowledgements

Implementing and evaluating the Litter Less Campaign has required a considerable amount of work, research and dedication. None of it would have been possible without the support of many individuals and organisations, and FEE would like to extend our sincere gratitude to all of them. We are extremely grateful to the Mars Wrigley Foundation for their financial support over the years, which has enabled us to progress and expand our work for a more sustainable world. We would also like to thank all of the National Operators who have been involved in implementing the Litter Less Campaign for their expertise, networking and technical support on the local level. Finally, we want to recognise all of the teachers and educators who have taken part in this project for their dedicated commitment to educating the world's youth for sustainable development.



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Project funded by: Mars
Wrigley Foundation
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