

Teacher's Orientation on Litter Less Campaign Phase IV 2021-22



MARS WRIGLEY
Foundation



CEE
Centre for Environment Education



LITTER LESS CAMPAIGN



Eco-Schools Programme India

19th Oct 2021



“Take part in the Litter Less Campaign and become the litter hero of India”



MARS WRIGLEY
Foundation



CEE
Centre for Environment Education



01

**About Partners
and CEE**

About Partners!



EE is conceptualized & internationally coordinated by Foundation for Environmental Education, headquartered in Copenhagen, Denmark. It's a non-governmental, non-profit organization promoting sustainable development through environmental education.

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The Litter Less Campaign of ES is supported by Wrigley Company Foundation with FEE as the global partner and CEE as the National Operator for India. The Foundation 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 background features a light beige color with large, soft-edged beige shapes. It is decorated with various elements: green and brown leaves on the left, a pink leaf at the bottom left, white clouds scattered throughout, and a stylized globe with green landmasses and blue oceans on the bottom right.

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Overview of Litter Less Campaign

About Litter Less Campaign

- The Litter Less Campaign (LLC) is a joint initiative of 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.



Aim: To continue to engage and educate children and young people on the issue of litter, and encourage them to make positive choices.

About Litter and Waste!



One can identify litter in many ways. In this campaign, litter is defined as follows:

'Litter is waste in the wrong place'

Litter can consist of anything from a tiny sweet wrapper, or an empty sandwich box, to a discarded mattress in a public park.

Litter includes synthetic materials, such as those associated with smoking, eating and drinking; and materials that will eventually decay, such as food waste and dog fouling.

Waste is everywhere around us - right from our homes, schools, overflowing bins in streets, water bodies and all other places which we cannot even imagine.

Waste has now become a part of our lives.

The impact of waste is now clearly visible on our environment, society and even on our economy.

Waste can be of two types:

1. Dry Waste
2. Wet Waste



Consequences of Litter/Waste



Litter/Waste can be harmful to people, animals and the natural environment, as it can threaten their existence and evolution. The major impacts involve the threatening of public health, the risk of fire hazards, threatening, or even killing wildlife, and serious harm of waterways.

Check out the following figures on the duration it takes for litter to disappear naturally:

- Paper: 6 months
- Cigarette butt: 2-5 years
- Banana peel: 3 months
- Gum: 20-25 years
- Aluminum can: 200-400 years



Theme linking to **SDGs**





Main Objectives

To reduce the litter and waste footprint of communities through changes in students' attitude

To increase student knowledge and practical skills in preventing and managing litter and waste

To improve students' behavior in preventing and managing litter and waste

To promote and improve the schools' waste management

To create documentation of good practices and disseminate through social media and website

To collaborate with other schools nationally or internationally in order to increase the positive impact

To create responsible youth through the ES programme methodology and educational principles

Key Figures from the The Litter Less Campaign Phase IV 2020-2021

14 countries were involved in the phase IV of the LLC which lasted 2 years
9 from the Northern Hemisphere are done
5 from the Southern Hemisphere are in the middle of the year 2

1 914

COMMUNITY ACTION
DAYS TOOK PLACE



404,937
404,937
404,937
404,937
404,937
INVOLVED STUDENTS

BETWEEN 31 AND 38%

The impact of the LLC on Eco-Schools and YRE students' behaviour change is 31% and 38% improvement, respectively.



LITTER LESS
CAMPAIGN

668 124

people reached in media

757

schools



80%

The amount of waste produced at students' homes was reduced by 80% during the campaign.



Programme participation till date

120
Eco-Schools
are involved
nationally
(India)



Who can participate?

All schools from Eco-Schools India network as well as other schools can also participate in the Litter Less Campaign.



How to register in Litter Less Campaign?


Following are the steps :

- Register through this link:
<https://www.ecoschools.global/llc-registration>
- After registration, schools will be provided with LLC resources and logos to use on school stationery and school website
- Teacher In-charge from the school will be provided online orientation on running the LLC with students (if required)





Certification

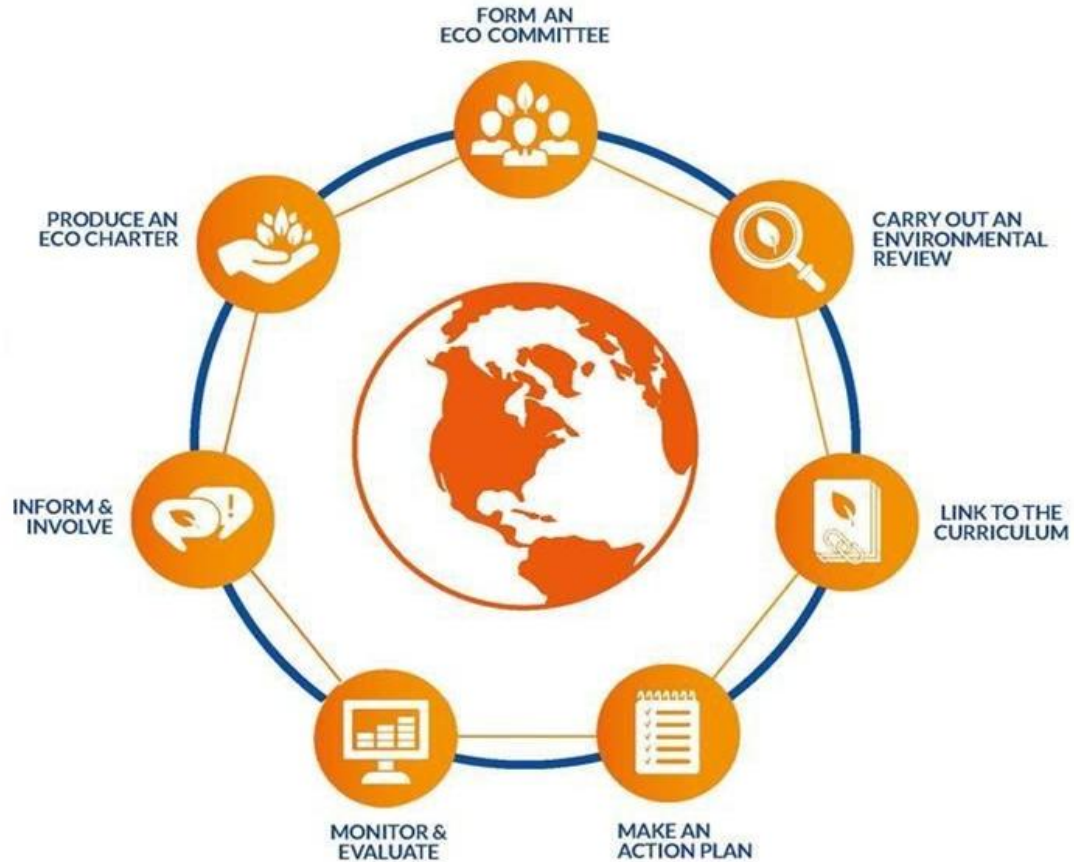
- Best performing schools will be awarded with the “**National Best Waste Wise School**” award
 - Schools will receive **Handprint Flag** award for the theme **Waste**
 - Award for **Best Teacher** towards positive Handprint Actions
- 

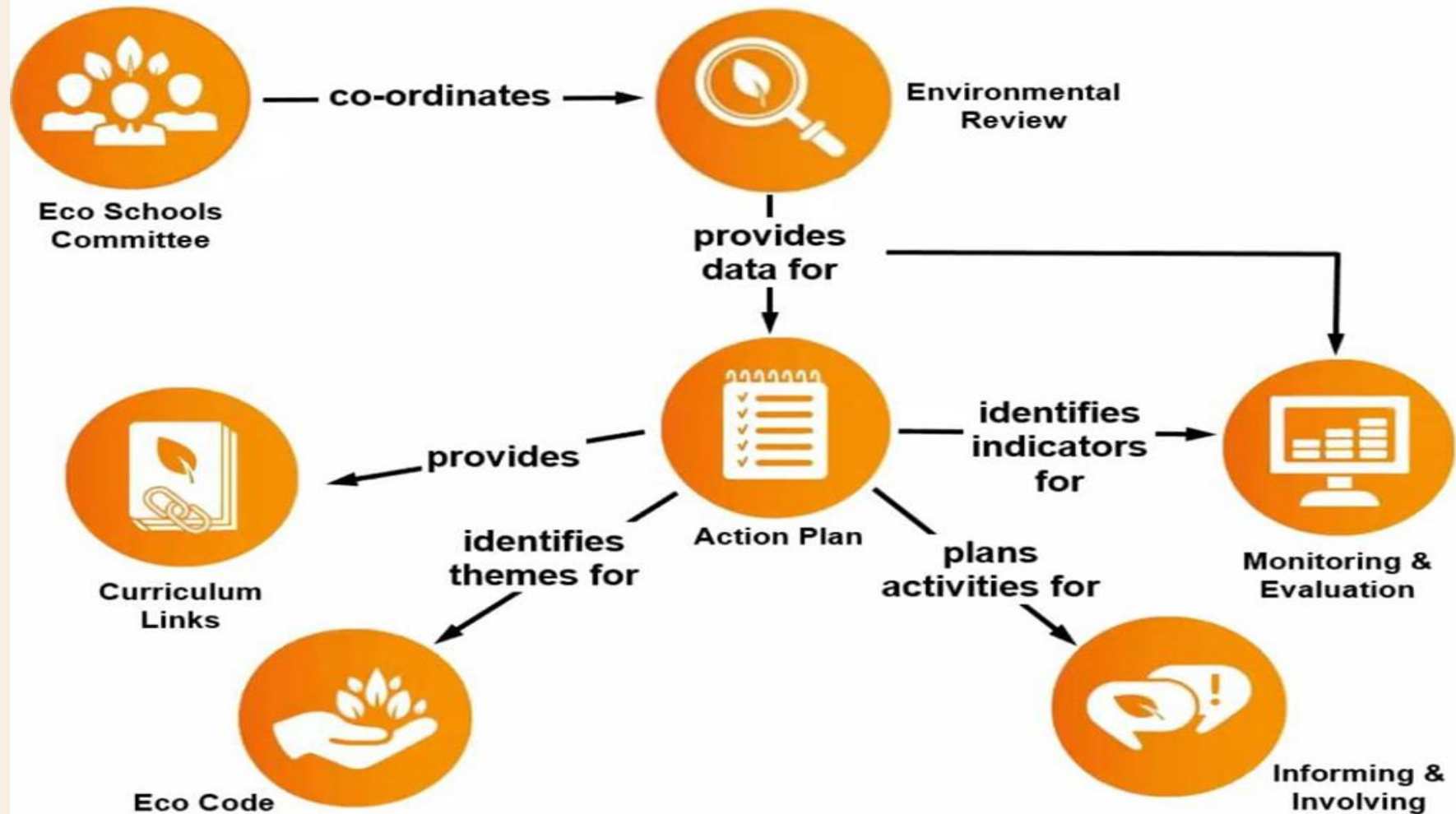
The background is a light beige color with a large, soft-edged beige shape in the center. It is decorated with stylized green and brown leaves on the left, a pink leaf at the bottom left, and a blue and green globe at the bottom right. There are three white, fluffy clouds scattered across the scene.

03

How does it work?

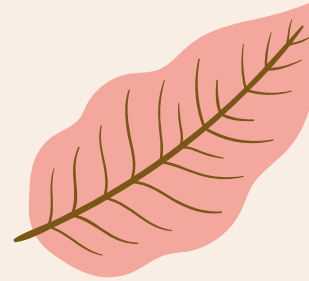
Seven Steps Methodology





Skills Developed

- Practical skills to manage litter & waste
- Observational Skills
- Data Handling
- Analysis
- Interpretation and Representation
- Leadership
- Confidence Building
- Team Building





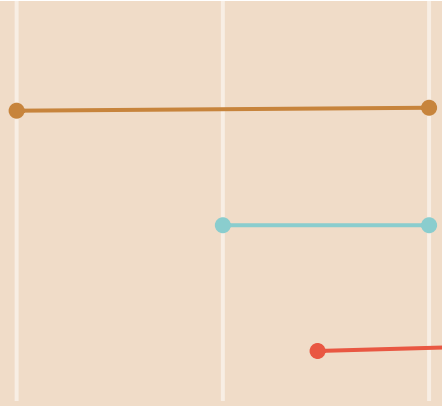
04

Implementation and Timeline

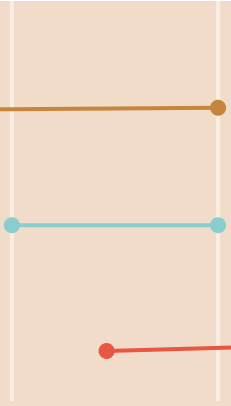
Timeline

PHASES OCT NOV DEC JAN FEB MAR

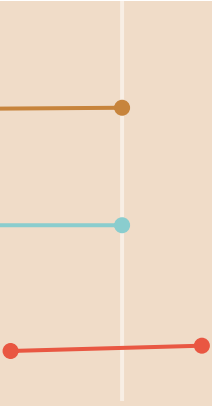
FIRST



SECOND



THIRD



Implement



Report writing



Report submission




Registration Form Details



In the registration form, you will be asked to choose one Litter Criterion which you will be measuring during the Litter Less Campaign. You will need to carry out the first monitoring of the chosen criterion when you register for the Campaign.

Read the guidelines carefully and then choose one measurement criterion from the list below:

- ❖ *You can register your school in the Litter Less Campaign through the form available on the website*
- ❖ *This form is open for all Eco-Schools as well as other schools who're not the part of Eco-Schools.*

- Amount of litter found in the school yard
 - Amount of litter and waste collected in the school
 - Amount of paper collected in the school or classrooms
 - Amount of waste recycled in the school or classrooms
 - During school lock-down - % change in amount of waste collected at home (Averaged per class/school)
- 



Registration Form



Country *

Please select an option

Phase IV - Campaign year *

Please select an option

Name of School *

Address *

City *

Post code *

Total number of students in the school *

Total number of teachers *

Link to school website

[Add another](#)

Name of contact person *

Email *

Has the school participated in the Litter less Campaign before? *

- No, this is the first year
- Yes, this is the second year
- Yes, the school has participated in the campaign three years or more

Has the school run a litter or waste topic before? If yes, how many years ago? *

What specific issue linked to litter and waste will the school focus on during this year? *

Which 3 LLC lesson plans will the school work with? If the school is using other country materials, please provide links to these. *

Please describe the school's action plan for solving the chosen litter issue in bullet points - what activities will take place and when? What are the planned results? *

Please choose one Litter Measurement criterion that the school will measure 6 times during the year *


Please read the guidelines for Litter Measurement carefully before choosing a criterion.

- Criterion 1: Weight of litter found in the school yard
- Criterion 2: Weight of litter and waste collected in the school
- Criterion 3: Weight of paper collected in the school or classrooms
- Criterion 4: Weight of waste recycled in the school or classrooms
- Criterion 5: During school lock-down – % change in amount of waste collected at home (Average per class/school)

Please enter your first measurement here. Weight should be noted in kilogrammes (Kg) *

Please fill in kilogrammes (Kg)

[Submit registration](#)

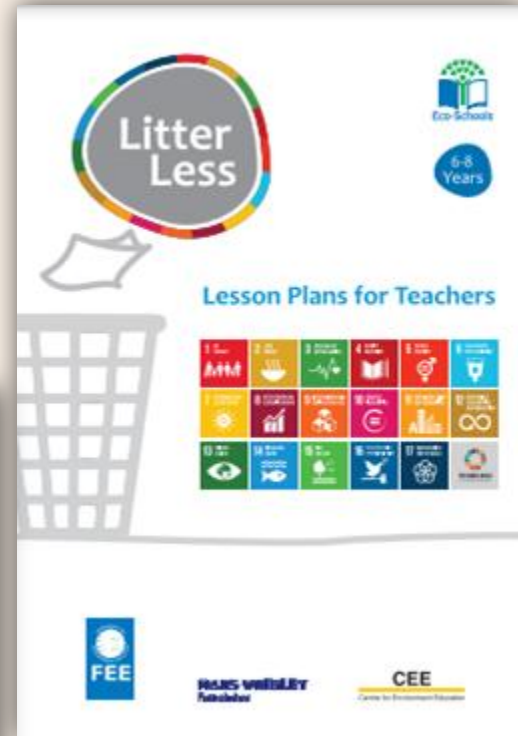


Resources (Lesson Plan)

Centre for Environment Education (CEE) has developed a set of lesson plans that go into depth with the topic of litter and waste. The lesson plans are based on the Eco-Schools methodology and cover the age range from 6 to 16 years.

[Link: https://ecoschools.in/pdf/Lesson-Plan-Part%2017.pdf](https://ecoschools.in/pdf/Lesson-Plan-Part%2017.pdf)

Waste Segregate waste at source Waste game
Litter Litter Scavenger Hunt Litter...why does it matter? Classroom session by our Incredible caretakers Poetry contest
Decomposition Where Did My Stuff Go? Compost in a bucket
Refuse, Reduce, Reuse, Recycle and Repair Consumption- Reduce, Reuse& Refuse Recycling! Recycled Art Mosaic for school wall Recycling is music to my ears!



Lesson plans for teachers

[ABOUT US](#)[OUR PROJECTS](#)[ECOCAMPUS](#)[OUR NETWORK](#)[TOOLS & RESOURCES](#)[NEWS](#)[CONTACT](#)

TOOLS & RESOURCES

[Seven Steps](#)[Themes](#)[Covid-19 Response](#)[Lesson Plans for Teachers](#)[Webinars](#)[FEE Academy](#)[Material](#)[Research Papers](#)[Earth Charter International](#)[Lessons from the Children for Children Campaign](#)

LESSON PLANS FOR POSITIVE ACTIONS FOR THE SUSTAINABLE DEVELOPMENT GOALS

In 2019 and 2020, the Foundation for Environmental Education (FEE) invited teachers to develop and submit lesson plans that promote an action oriented pedagogy about specific Sustainable Development Goals (SDGs). These were the selected lesson plans:

- 'A bee is not just a bee' SDGs 3, 4 and 15.
- 'Sustainable Cities' SDGs 4 and 11.
- 'Plastic pollution in rivers' SDGs 12 and 14.
- 'Let's save water' SDGs 3, 4, 6 and 12.
- 'That's impossible! Just turn on the tap, right?' SDGs 3, 4 and 6.
- 'How do human activities affect water quality?' SDGs 4, 6, 14 and 17.





Report Submission

Have you completed the activities? So you can submit the report and share your best stories from 2020/2021 through available form.

Remember to measure your progress on litter before filling in the report. Litter Less Guideline is available on the website

Link: <https://www.ecoschools.global/submit-report>

Country *

Please select an option

Campaign year *

Please select an option

Name of School *

Please reflect on the Action Plan you developed in the beginning of the year to deal with your chosen litter issue. Did you manage to solve the issue? (Max. 150 words) *

Please describe briefly about your 7 step activities in relation to the campaign. (Max. 200 words) *

Do you have any feedback on the LLC Lesson Plans?

Select the criterion you measured during the Campaign *

Please select an option

Measurement 1: Weight in kilogram (kg) (Same number as provided during registration)

Measurement 2: Weight in kilogram (kg)

Measurement 3: Weight in kilogram (kg)

Measurement 4: Weight in kilogram (kg)

Measurement 5: Weight in kilogram (kg)

Measurement 6: Weight in kilogram (kg)

Any comments regarding the Litter Measurement (E.g. was the school trying to reduce waste? Increase recycling? Or other main goals?)

If your school has been closed due to the Corona virus, feel free to write a few words about how this has affected the campaign in your school. Have you been able to still run some campaign activities online or at home?

Please upload 2 to 3 photos from the Campaign *

Supported image types: .jpg .gif .png .bmp Please submit 2 to 3 pictures

Choose File No file chosen

Add another

Link to video(s) from the campaign - if you created any

Add another

Submit your report



Introduction to the Mini Litter Less Campaign

19th Oct 2021



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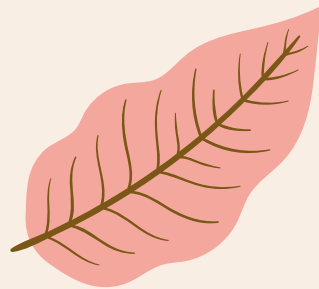


What is Mini Litter Less Campaign



10 days, 1 webinar , 7 actions, one competition.

Tools: Treasure Earth App, social media and websites.



Want to learn how to conserve resources and keep the world clean?

JOIN THE MINI #LITTERLESS CAMPAIGN

Money Report-Less
 Eco-Schools

1 webinar
7 actions
10 days

LITTER LESS CAMPAIGN

Means click on links

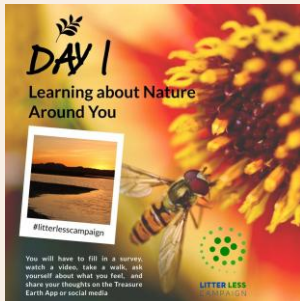
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- From the 18th to the 28th of October -
Download the Treasure Earth App and follow us on social media

The poster features a background image of hands holding a pile of litter. It includes logos for Money Report-Less and Eco-Schools, a central Litter Less Campaign logo, and social media icons for Facebook and Instagram. The bottom section contains the Mars Wrigley Foundation logo and the campaign dates and instructions.

Mini Litter Less Campaign Competition-2021

The mini Litter Less campaign (#litterlesscampaign) is designed as a 10-days campaign in which seven actions promoting sustainable behaviour change of litter and waste need to be completed.



The Mini LLC Competition

Criteria for Acceptance

- The entry has to be in English (or translated).
- The entry must be an example of a 'Zero-waste' action.
- Videos must be no longer than 1 minute
- The entry has to be posted on at least one social media platform with the hashtag #litterlesscampaign

Time frame

- 10 days for the NOs to submit the 3 best entries after the mini-LLC (Until the 12th of November)
- Results at the beginning of December



The Mini LLC Competition

Participants create a 1-minute video documenting their Zero-waste action(s)

Dissemination through the Treasure Earth App and/or social media **AND** share link and video with your national operator (NO)

Videos divided according to age categories (6-10/11-14/15-18/19-25 years old)



The Mini LLC Competition Timeline



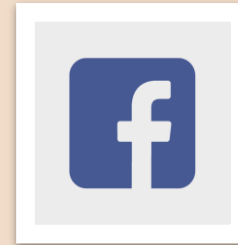
** For NOs*

Dissemination

Dissemination will be done using Social media, Media and TreasureEarth App

- Use the #litterlesscampaign
- Tag @marswrigleyfoundation on Instagram

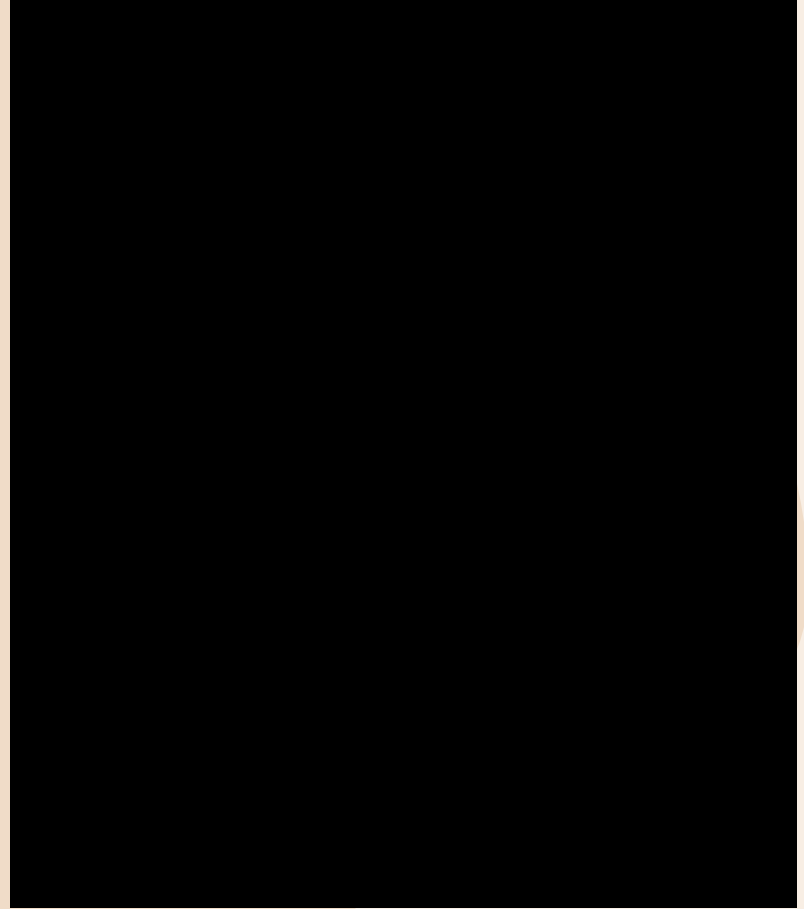
- Use the logo





Demo Video

1. Login in the **TreasureEarth App** for participating in Mini LLC
2. Explore the page
3. Go to Communities tab and Join ***“India Mini LLC- Eco-Schools and YRE”***
4. Check all 7 actions details given in the community
5. Get started!



You can follow us on:



<https://www.facebook.com/ecoschools.india>



<https://www.instagram.com/ecoschoolsindia>



www.ecoschools.in



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+91-7202044144



Thank You!