Implementation Plan for Litter Less Campaign for ASPnet

Academic Year 2024-2025

LITTER LESS
CAMPAIGN

FEE
FOUNDATION FOR ENVIRONMENTAL EDUCATION

MARS WRIGLEY
Foundation

In partnership with

unesco
Associated Schools
Network

Young Reporters
for the environment

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1 Introduction

The **Litter Less Campaign (LLC)** funded by the Mars Wrigley Foundation is implemented by **Foundation for Environmental Education (FEE**) through **Young Reporters for the Environment (YRE) and the Eco Schools programmes.** The campaign has been instrumental in tackling global litter and waste issues for over a decade and engaging more than 5 million students across 38 countries since 2011, these initiatives have significantly enhanced environmental stewardship and waste management literacy.

The **Greening Education Partnership (GEP)** is a global initiative based on partnership that is aimed at addressing the climate crisis through education. By adopting a whole-of-system approach, GEP seeks to equip learners with the knowledge, skills, and values necessary for sustainable development and climate action. Its comprehensive framework includes Greening Schools, curriculum, teacher training and education systems' capacities, and communities, ensuring a holistic approach to transformative education. It is led by national governments, intergovernmental organizations youth, civil society organizations, and the private sector, among others. The Secretariat is hosted by UNESCO's Headquarters in Paris. For more information, please contact gep@unesco.org

Since 2023, Eco Schools & YRE have been integral part of GEP, promoting coordinated actions with governments, intergovernmental organizations, civil society, youth, academia, and the private sector. This collaboration allows for the integration of LLC and YRE activities with UNESCO's ASPnet schools.

Eco Schools & YRE encourage young people to engage in their environment by actively protecting it. Starting in the classroom and expanding to the school and community, students experience a sense of achievement by being able to have a say in environmental management policies of their school. These programmes are making a lifelong positive impact on young people, their families, school staff, and local authorities, ultimately steering schools towards meaningful environmental improvements

1.1 Litter Less Campaign

The LLC's focus on responsible consumption and pollution reduction aligns perfectly with GEP's objectives. YRE further enhances these efforts by involving students in environmental journalism and community projects, fostering global environmental responsibility. Being a part of the GEP amplifies the impact of LLC and YRE, offering a robust platform and resources for broader dissemination of best practices. This reciprocal relationship highlights the critical role of environmental education in creating a greener, more responsible future.

In addition, the campaign illustrates some key recommended actions that schools can undertake to embed climate action and sustainability within all dimensions of schools, particularly facilities and operation, teaching and learning and community engagement as advocated by the Green school quality standard (GSQS) developed by UNESCO through the GEP.

Therefore, schools involved in the LLC campaign are also invited to refer to the Green school quality standard to meet the minimum requirements to become green climate-ready schools. If the minimum criteria are met, the concerned ASPnet schools can be accounted within the

global monitoring on greening at least 50% of schools globally by 2030. The schools are also encouraged to refer to the Greening Curriculum Guidance when developing teaching and learning programmes to ensure holistic approach across environmental, economic and social aspects of sustainable development. Eco-Schools programme is one of the accreditation schemes aligned to the GSQS.

We are very happy for your participation in the Litter Less Campaign 2024-25. Below you will find a plan and resources that can help you with implementing the campaign effectively, enhancing your students' understanding of pollution and maximizing your positive impact on the environment.

2 Process

2.1 How does it work?

Young Reporters, aged 11-25, participating in the LLC will create journalistic projects in various formats—articles (English only), videos, photos, or podcasts (English only). The theme of the campaign for this year is '**Ecosystem Restoration**'. These projects will promote solutions to local litter and waste challenges and will be shared through local media. National Coordinators, with support from FEE, will facilitate the submission of entries. First-place winners in each category will be awarded the '**ASPnet Top Honours**' Prize. The winners would be selected from the ASPnet entries. These winners, except those from the podcast category, will then compete in the International YRE Competition.

Optional - Participants also have the exciting opportunity to engage in '**Twinning,'** which opens the door to national or international collaborations with peers from other ASPnet and FEE schools. Twinning is all about building international partnerships that let students dive into global environmental issues together. It's a fantastic way to facilitate cross-cultural understanding, sparking the exchange of fresh ideas and the sharing of best practices. Along the way, students not only sharpen their leadership, communication, and teamwork skills but also create meaningful, lasting connections with peers from around the world. It's a journey of learning and collaboration that's truly inspiring! Schools can twin using this guide here!

The twinning participants have also an option to submit their joint entries (articles and videos) to the International YRE competition, where their collaborative projects will be judged independently, giving their work global recognition.

2.2 Role of the Students:

- Take the free courses on environmental journalism, pollution and circular economy offered by FEE Academy. (Optional but highly recommended)
- Follow the YRE pedagogy/methodology
    - **Investigate** local litter and waste issues that they care about.
    - **Research** on solutions to the litter and waste issue.
    - **Report** on the topic in form of articles, photos, videos or podcasts.
    - **Disseminate** your work to a local audience through the media, e.g. newspaper, magazine, radio, television, social media, exhibition, film show, local events, etc.

- Work as a team and act as leaders of change for the whole school community (e.g. motivate other students and staff to implement the proposed solutions)
- Organise Global Action Days and participate in activities related to the LLC and organised by FEE in April 2025.
- Submit the work to a minimum of 3 media outlets and then present their whole project:
    - To class
    - To school
    - Via virtual communication tools to the other schools in the network and or partners

2.3 Role of the Teachers:

- Register to the campaign through their ASPnet National Coordinator
- Register interested students to free courses on environmental journalism, pollution and circular economy offered by FEE Academy
- Teach about the pollution topic and possibly about journalism (access lesson plans and other relevant resources here.)
- Support their students through the '4-step' YRE framework.
- Join the Global Action Days Facebook group and participate in FEE's Global Action Days in April 2025.
- Assist students in disseminating their work through various media outlets (e.g. school website/SoMe, local newspaper, personal SoMe)
- Submit the best projects to the ASPnet national coordinator as entries to the International YRE Competition by 15th April 2025
- Ensure that winners of the competition participate in a celebration event organized by FEE.

2.4 Role of the National ASPnet Coordinators:

- Inform schools of the campaign.
- Maintain a list of interested schools.
- Maintain contact with YRE International secretariat at Foundation for Environmental Education's Head Office for further support.
- Facilitate the submission of the best projects to ASPnet Top Honours by 10th of March.
- Inform schools of the winners of ASPnet Top Honours in May 2025 and disseminate their work.
- Inform schools of the winners of the International YRE Competition (if any) by June 2025 and disseminate their work.

3 Resources

3.1 Lesson Plans

- Lesson plans on litter and waste (in English, Spanish, French and Portuguese): Hands-on practical and inquiry-based learning for students as well as curriculum linkages with different subjects.

- Lesson Plans on Circular Economy and a Curricular Framework for Advancing Circular Economy These are available in Latvian, Slovenian and English and soon also in French, Arabic and Spanish).

3.2 Courses

- We recommend you complete the FEE Academy course which will provide an overview of the topics.
- Pollution course in English, Portuguese, Swahili, French and Spanish available on FEE Academy. This course aims to provide you with an overview of different types of pollution and their sources. The course also describes some of the main environmental and health impacts of pollution and presents you with success stories and best practice examples on how pollution can be prevented.
- Circular Economy course (Only in English) will provide you with an overview of the principles for shifting from a linear economy to a circular one.

3.3 Additional Educational and PR Resources

- We also recommend you use the UNESCO Trash Hack Campaign educational resources, as an inspiration for your activities at school.
- We recommend referring to the Green school quality standard developed by UNESCO through the GEP which outlines concrete actions for schools to become green climate-ready schools. The expression of alignment with the Standard minimum criteria clearly indicates the modalities for schools to be considered green schools and accounted within the global monitoring process on greening schools by 2030.
- Tips on taking a good photo are here, for videos please click here, for articles please click here, for podcasts click here.
- Videos from our International Jury members explaining the assessment of entries to the YRE competition is here
- The information regarding the YRE Competition Page, assessment criteria, submission requirements is found on our website here.
- Get inspired by past winners! Check out this link for some winning ideas.

4 The YRE Competition and Prizes

4.1 ASPnet Top Honours

As part of the competition process, FEE and UNESCO will be reviewing the top ASPnet submissions and awarding a "1st prize" for each category (Article, Photograph, Video, Podcasts). The ASPnet winning entries will be prominently featured across the ASPnet communication channels, providing global recognition for their outstanding work.

4.2 International YRE Competition

Step 1 - The 1st-place winners from ASPnet Top Honours in **article, photograph, and video** in each age category are then submitted to the International YRE Competition.

Step 2 – Only the First Place ASPnet winners' entries then will compete globally with the other schools participating in the International YRE Competition. All the entries are assessed by an international YRE jury comprising expert representatives from the FEE Executive Board,

partner organizations, and agencies such as UNEP, UNESCO, World Organisation Scouts Movement (WOSM) alongside world-known journalists.

Step 3 - Certificates are awarded to the top three winners in each category.

5 Timeline

The following timeline and activities can help you plan your engagement with the campaign.

Timeframe	Activities
July - August 2024	Registration of the schools Teachers and national coordinators include the LLC in teaching plan and allocate time, review LLC resources
Sept 4th 2024	Introductory meeting with the National Coordinators
Sept 24th 2024	Official online launch of the LLC for ASPnet members
Sept 26th 2024	Worldwide Launch of the YRE (Optional attendance – Open to all)
September - October 2024	Schools register and take free educational online courses hosted by the FEE Academy, attend information meetings
October 2024	Interested schools twin with schools from other countries to work on joint projects (FEE will facilitate matching)
November -December-24	Provide news and updates about LLC plan and progress (short paragraph in English, 3-4 photos)
January - March 2025	Divide your students into groups (1-5 students per group) and work on your YRE-LLC project towards the YRE Competition.
	Provide news about work with LLC (short description in English, 3-4 photos and/or short video), organize Global Action Days
March 2025	***March 10th*** - Submission of entries by schools to National Coordinators/FEE
April 2025	Join the Global Action Day (GAD) Facebook Group. Register and participate in FEE's Global Action days. Finalise, disseminate your YRE projects. Take an online 5-minute student impact survey.
	All ASPnet entries will first compete for the ASPnet Top Honours. The first place winners of ASPnet Top Honours will then compete globally with the other schools participating in the International YRE Competition.
May - June 2025	FEE International Jury assess entries, winners announced by 30th June

6 Contact

Participating ASPnet institutions can contact Rohan Kulkarni at rohan@fee.global for further information about YRE, Litter Less Campaign and the International YRE Competition.