



Keep Scotland
Beautiful



The Wrigley Litter Less Campaign

Learning for Sustainability stories from schools

The Wrigley Litter Less Campaign is a worldwide project to reduce litter and affect long-term behaviour change among young people globally. The campaign is directed by the Foundation of Environmental Education (FEE) and sponsored by The Wm Wrigley Jr Company Foundation. The project aims to engage and educate children and young people on the issue of litter and encourage them to make positive choices.

The campaign objectives are:

- To raise awareness of the effect of litter on the local environment and wider community.
- To increase student knowledge and practical skills in preventing and managing litter.
- To allow collaboration with schools to promote Education for Sustainable Development.
- To influence others by communicating with them through multimedia and other channels.

The Wrigley Litter Less Campaign operates through two existing FEE programmes – Eco-Schools and Young Reporters for the Environment. The campaign has had amazing worldwide participation since its launch in 2012, with 458,304 students / young people involved, 13,595 teachers / educators and 696 schools. Since Scotland began operating the campaign we have worked with 28,337 students / young people, 1,881 teachers / educators and 69 schools.



Wrigley Litter Less Campaign in Scotland

Keep Scotland Beautiful manages the Wrigley Litter Less Campaign as part of our Eco-Schools Scotland programme. Schools and Early Learning Centres investigate litter issues in their local area, for example the effect on local wildlife or human health or the packaging most often discarded by people.

Litter is a great theme to start working on environmental issues with children and young people. It is visible and it is easy to see the improvements. Through the programme young learners are connected to their local area and take responsibility for ensuring that it is well looked after. Building this sense of stewardship and care is an essential part of the process of empowering and mobilising children and young people to take action on issues that are important to them.

The campaign also targets learning outcomes, attitudes and behaviour, and schools take part in a world-wide survey which allows them to demonstrate their progress in these areas. A professional learning programme for

educators runs parallel to the campaign supporting teachers and other staff in their professional confidence, knowledge and skills in environmental education.

Each year a school is selected to receive the Wrigley Litter Less Campaign Best Initiative award, which is presented at a celebration event to showcase their work.

After three years in the programme we have a lot to share about the work of children and young people, parents and teachers in making significant improvements to local environmental quality. The stories in this booklet illustrate the powerful impact that Wrigley Litter Less Campaign is having on creating a clean, green and more sustainable Scotland for everyone to enjoy.

During the 2014 / 2015 campaign...

Schools involved from across Scotland - as far north as **SHETLAND** to as far south as **SOUTH AYRSHIRE**



23 SCHOOLS
participated



10,935
Y O U N G
L E A R N E R S
T O O K P A R T

2 **WINNERS OF THE**
Best Initiative Award
- ST BERNADETTE'S
PRIMARY SCHOOL AND
ANDERSON HIGH SCHOOL



5 **LOCAL**
AUTHORITIES
INVOLVED

4 **INFORMATION EVENTS**
for parents, local authorities
and educators from home and abroad



1 CELEBRATION EVENT
THE FIELD CENTRE
MILLPORT
ISLE OF CUMBRAE

Since the Wrigley Litter Less Campaign began we have seen some great work by the schools and young learners involved. Here are some of the success stories.

Rannoch Nursery, Falkirk

Project: Design a bin

“ We applied for the Wrigley campaign and were delighted to have been given money to help provide something to the nursery to combat and control litter around the nursery grounds.

The team came up with the idea of purchasing our own rubbish bin. We then sat with our children’s eco team who decided they wanted to do a competition on who could draw the best picture for this.

The bin has been very successful. It has reduced the amount waste we are seeing around the nursery perimeter and in our grounds.

Our children’s eco team, who are the ‘litter police’, have been out when the high school pupils have been going by and telling them to put their rubbish into the bin. The bin is also getting used by the nursery parents and children, and the public, so overall it has been a very good investment. ”

**Vikki White, Senior Early Years Officer,
Rannoch Nursery**



Furnace Primary School, Furnace, Argyll & Bute

Project: Beach clean up

The young learners at Furnace Primary School decided to clear litter from their neighbouring beach and village. The pupils drummed up support for their campaign from the local community and local businesses and got everyone together for a massive clean-up.

Their success was outstanding, and the school managed to collect enough plastic bottles to consider erecting a plastic bottle greenhouse in their school grounds.

The local community council recognised the young learners’ accomplishments by raising funds to purchase new litter bins for the areas around the village. Due to the great success of the project, the school featured in a case study for an international FEE report.



“ We looked into how litter affects the wildlife on the shore of Loch Fyne in the village. We picked it up and brought it back to school and discussed how it got to our shore. We have also been saving 2 litre plastic bottles to build a greenhouse. The community have helped us by donating bottles & wood for the frame. ”

Teacher, Furnace Primary School



Aspire Scotland, Kilbirnie, North Ayrshire

Project: Educate the community to litter less

Aspire Scotland, an additional support needs school, developed a digital litter survey which all young people at the school could understand and which would show any littering problems. The results highlighted that as well as a litter problem, the school also needed to consider how to recycle more of their waste.

To tackle the problem, the school committee used their Wrigley fund to buy recycling bins. They then developed a communication strategy to make sure everyone understood the importance of disposing of their litter and waste appropriately. This strategy proved to be very successful, and when the survey was repeated six months later they found that there had been a huge change in behaviour among the school community. The survey showed that the school was relatively free from litter and that much more waste was being recycled.

“ The litter less campaign has had a significant effect on Aspire Scotland since we received our grant and purchased recycling bins to further promote Eco awareness in our school and the wider community. Before the campaign, our grounds were messy and badly littered by pupils and members of the public. Since the start of the campaign, litter is now rarely seen because of the emphasis and accessibility our Eco Council have placed on raising awareness, education and placing more bins around our grounds. Young people at Aspire Scotland have taken pride in carrying out their litter picks and are keen to encourage others to do the same. ”

Natalie Martin, Principal
Teacher at Aspire Scotland

Kilwinning Academy

Project: Reduce litter around the school and wider community

Following a litter audit of their school, the young learners decided that the focus for their campaign would be to reduce litter within their school grounds and also in the wider community, particularly along the Dalry Road.

They worked in partnership with another school in their cluster, sharing knowledge and information, attending assemblies and running a design a bin competition. They ran a Litter Less poster competition – the winning entry was widely displayed throughout the town – and produced a leaflet which they displayed in their local library and delivered to local homes. Each young learner wrote a pledge and added it to a school wide environmental pledge tree.

The school has seen great results through their campaign, with a noticeable reduction of litter in both the school grounds and the Dalry Road.



Kilwinning's environmental
pledge tree

Rewarding success

To celebrate the great achievements of the schools involved with the Wrigley Litter Less Campaign, in 2013 / 2014 Wrigley introduced the 'Best Initiative Award'. The following schools have been our winners so far.



Cambusbarron Primary School, Stirling

Cambusbarron Primary School was the first school in Scotland to be presented with the Wrigley Litter Less Campaign Best Initiative' award. Cambusbarron's litter project was extremely impressive - not only did they take their campaign message beyond the gate and into the wider community, but they also took on the rather unpleasant problem of dog fouling.

The results were fantastic and they achieved a mass reduction in the amount of dog fouling in the local area. To celebrate their success, Cambusbarron Primary School attended the Wrigley Litter Less Award ceremony at the Lighthouse Gallery, Glasgow.



“ The pupils of Cambusbarron Primary School were delighted to learn that they had received the Wrigley Litter Less Campaign Award for 2014. The school always has a very strong focus on litter, with the pupils working with the janitor to maintain its litter free school grounds.

We decided to think outside the box when signing up for the Wrigley Litter Less Campaign and our main focus was to highlight the problem of dog fouling in the community and to encourage people to pick up the poo! The Eco Committee performed a very fun production called Poo! The Musical, written by Helen Bang, to an audience of pupils, parents and special guests from the wider community. It went down extremely well with everyone, and both the adults and the children agreed that they would bin the poo in future! The four Eco pupils who attended the award day at the Lighthouse had a fantastic time and we really appreciate that our hard work over the year has been recognised. ”

Teacher,
Cambusbarron Primary School



Joint Best Initiative Award 2014/2015



St Bernadettes Primary School, Falkirk

St Bernadettes Primary School were jointly awarded the Wrigley Litter Less Campaign Best Initiative Award for 2014/2015 for getting the whole of the school community involved in making their environment cleaner, greener and more sustainable.

After finding an area in the school grounds regularly being used as a litter dump by members of neighbouring Larbert High School they met with the high school's Eco-Committee and together ran litter awareness sessions for pupils at both schools. This not only made a difference to the environment but they also established a very strong link between the schools.

“ The campaign has had unintended benefits:

- Our first joint eco project with Larbert High School was extremely positive and will lead to further interactions.
- An insight into the reasons for the real issues affecting our school.
- High quality discussions leading to practical ideas for change which address the litter problem from many different angles. ”

Teacher, St Bernadette's Primary School, Falkirk



Anderson High School, Shetland

Anderson High School were also awarded the Best Initiative Award 2014/2015 for achieving the John Muir Award whilst participating in the Litter Less campaign. The Eco-Schools Co-ordinator recognised that the young learners would be more motivated to clean-up their environment if they achieved some form of an accreditation for doing so. The John Muir award was selected as it linked very well with the campaign.

The attainment level increased across the school with 88% of the young learners achieving an award and 75% achieving the higher Explorer Level. This is an excellent example of how linking the Wrigley Litter Less Campaign with the curriculum and other awards can raise attainment.

“ The John Muir Award, in which our litter campaign is embedded, is now an integral part of our junior school curriculum. Every S2 class participates in the community clean-up around our local coastline and school grounds. Thanks to the funding we bought litter pickers and bag carriers which made the initiative more accessible and engaging for all pupils. Pupils have engaged and reflected on their clean up as part of their award. ”

Teacher, Anderson High School, Shetland

Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for. We are committed to making Scotland clean, green and more sustainable.



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