

Story from school



Leaving no-one behind in school in Kenya

HGM Riruta primary school in Kenya is home to all types of students – both with and without disabilities. In their call to leave no one behind, students from regular classes helped promote the Litter Less Campaign while students with auditory or speech disabilities were involved in action-oriented, hands-on activities, such as making key holders from plastic waste and mats for placing utensils.

The campaign was an opportunity to include students of all abilities and acted as an eye-opener on how students with disabilities can be fully involved in the Litter Less Campaign activities. All the products made by students with disabilities were sold to parents and different guests visiting the school and the proceeds from the sale were used to facilitate meals for the students.

Over 3.6 million students from more than 6,000 schools across the world have participated in the Litter Less Campaign for the past 11 years. Over the years, the campaign has given students, teachers, parents, and local communities the key to better understanding and addressing the issue of litter and waste.

The Litter Less Campaign is a joint initiative of the Mars Wrigley Foundation and the Foundation for Environmental Education.

About the Foundation for Environmental Education (FEE)

Foundation for Environmental Education (FEE) is the world's largest environmental education organization with members in 81 countries with 104 Member Organisations. Through five groundbreaking programmes, FEE empowers people to take meaningful and purposeful action to help create a more sustainable world.

Eco-Schools is the largest global sustainable schools programme – it starts in the classroom and expands to the community by engaging the next generation in action-based learning! It encourages young people to engage in their environment by allowing them the opportunity to actively protect it. (www.eco-schools.global)

Young Reporters for the Environment empowers young people aged 11-25 to take an educated stand on environmental issues they feel strongly about and gives them a platform to articulate these issues through investigative reporting, photography, and video journalism. (www.yre.global)

About Wrigley

Wrigley is a recognized leader in confections with a wide range of product offerings including gums, 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.

Mars Wrigley Foundation

The Mars Wrigley Foundation partners with organizations around the world to help people and communities flourish. Founded in 1987, 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.

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

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LITTER LESS
CAMPAIGN



LITTER LESS CAMPAIGN



Partners



23 countries

From 2019 to 2021

Over 6.000 students surveyed



The Litter Less Campaign (LLC) is a joint project between Mars Wrigley Foundation and Foundation for Environmental Education (FEE). Running for 11 consecutive years (Phase I, II, III, and IV) all around the globe, it underlines tangibly the importance of dealing with the issue of litter and waste. The campaign entered its fifth phase in January 2022.

The main objectives are:

- To reduce communities' litter and waste footprint by strengthening students' litter and waste literacy.
- To increase student knowledge and practical skills in preventing and managing litter and waste, thereby promoting the circular economy concept and fostering long-term behavior change, in the context of the Sustainable Development Goals (SDGs).
- To promote and improve the schools'/and/or nearby surroundings waste management.
- To collaborate with other schools nationally or internationally to disseminate good examples, encourage them to take action, and increase the positive impact.
- To create documentation of good practices and disseminate them through social media and websites.

Evaluation of the Campaign

The impacts of the Campaign were measured and assessed mainly by surveying participating students. Over 10,000 students from 23 countries were surveyed over the course of the two-year campaign.

Sustainable and Positive Impact on the Environment

The Litter Less Campaign is FEE's largest project that embeds a positive and fruitful partnership between the Wrigley Company Foundation as the enabler, and FEE, its members, National Operators, and participating schools as the implementers. Over the past 11 years, 3,649,507 students in 6,815 schools from all over the world have been engaged. Such reach suggests that there is undoubtedly an impact on participants' perceptions, behavior and opinion leadership. In 2020-2021, a total of 1,536 Community Action Days were held. The schools' commitment all around the globe has a significant impact on issues related to litter and waste, including decreasing the amount of garbage in landfills, and thereby reducing the production of the greenhouse gas, methane.

Key Indicators

- ✓ Knowledge on waste management
- ✓ Behaviour regarding litter and waste
- ✓ Opinion leadership in relation to litter and waste



“YRE and Eco Schools have afforded the pupils more opportunities to engage in outdoor activities. They have been essential in opening pupils eyes and minds to issues regarding the environment in their area. They have empowered young people to take action and recognize that they can be part of the solution.” - Teacher from St. Mary’s CBGS School (Northern Ireland)

