

LITTER LESS CAMPAIGN

NATIONAL YOUNG REPORTERS FOR THE
ENVIRONMENT (NYRE)



IN COLLABORATION WITH:

MARS WRIGLEY
Foundation



AGENDA

01

INTRODUCTION TO YRE

02

PROBLEM STATEMENT

03

LITTER LESS CAMPAIGN & OBJECTIVES

04

TARGET GROUP

05

ACTIVITY

06

TIMELINE

07

BENEFIT AND IMPACT

08

CONTACT



Young Reporters
for the environment

YOUNG REPORTERS FOR ENVIRONMENT

1 To empower young people to take a stand on environmental issues they feel strongly about.

2 to give them a platform to articulate these issues through the media of writing, photography or video

- An award-winning international programme coordinated by **Foundation for Environmental Education (FEE)** which empower young people to voice out their local environmental problems
- Involve environmental journalism through three different media; **photography, videography and writing**
- In Malaysia, Green Growth Asia Foundation - GGAF as the **National Operator** for YRE

YRE MALAYSIA KPI ACHIEVEMENT 2021-2022

2,628

TOTAL PARTICIPANTS

239

CREATIVE MEDIA PIECE SUBMISSIONS

20

WEBINAR/WORKSHOPS

105

SCHOOLS JOINED

65

NATIONAL LEVEL COMPETITION
WINNER

27

CREATIVE WORKS
NOMINATE TO
INTERNATIONAL LEVEL
COMPETITION

AGENDA

01

INTRODUCTION TO YRE

02

PROBLEM STATEMENT

03

LITTER LESS CAMPAIGN & OBJECTIVES

04

TARGET GROUP

05

ACTIVITY

06

TIMELINE

07

BENEFIT AND IMPACT

08

CONTACT

WHY LITTER AND WASTE?



It is estimated that Malaysia will produce **25,000 tons of garbage daily**. This waste may end up in landfills and washed into rivers and seas (Rahman et al., 2020).



recycling rate
~30%

Solid Waste Management Corporation (SWCorp) Malaysia

! WARNING

A study from Abdullah et al. (2019) concludes that individuals who lack environmental knowledge may mismanage the waste they produce.



Education and awareness are the keys to sustainable waste management.

The United Nations recognize children as drivers of change in the Sustainable Development Goals (SDGs)

Why litter? - Litter is a great place to start working on environmental issues with young people. It is visible and it is easy to see the improvements in the environment after it is picked up.

Thus, early education on this issue should be expanded not only at the university level, but even as early as preschool and primary school to reduce future risks.

JOURNALISM?

**“ WHEN STUDENT MAKE SENSE OUT OF THEIR
WORLDS, THEY BECOME THE PEOPLE WHO WILL
TRANSFORM IT ”**

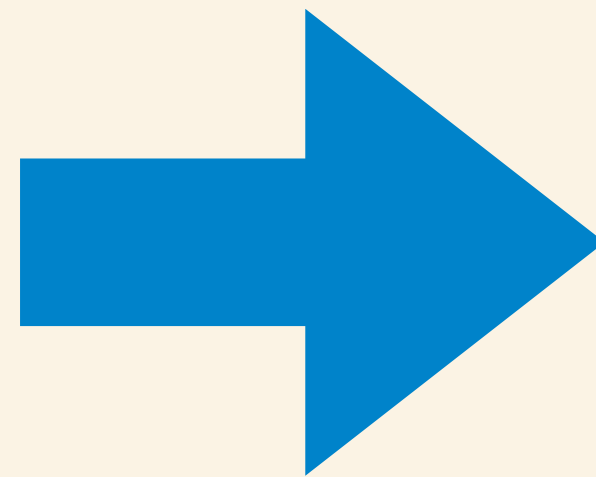
JOHN SPENCER

AWARD-WINNING SCHOLAR, PROFESSOR, BOOK AUTHOR

INCORPORATION OF YRE FORMAT

The production of media pieces such as **photos, videos or written articles** is part of the awareness campaign.

The YRE program itself has a 4-Step Methodology that can help students conducting investigations, research, reporting and disseminating information about litter problems and waste management in their schools.



AGENDA

01

INTRODUCTION TO YRE

02

PROBLEM STATEMENT

03

LITTER LESS CAMPAIGN & OBJECTIVES

04

TARGET GROUP

05

ACTIVITY

06

TIMELINE

07

BENEFIT AND IMPACT

08

CONTACT

BACKGROUND OF CAMPAIGN

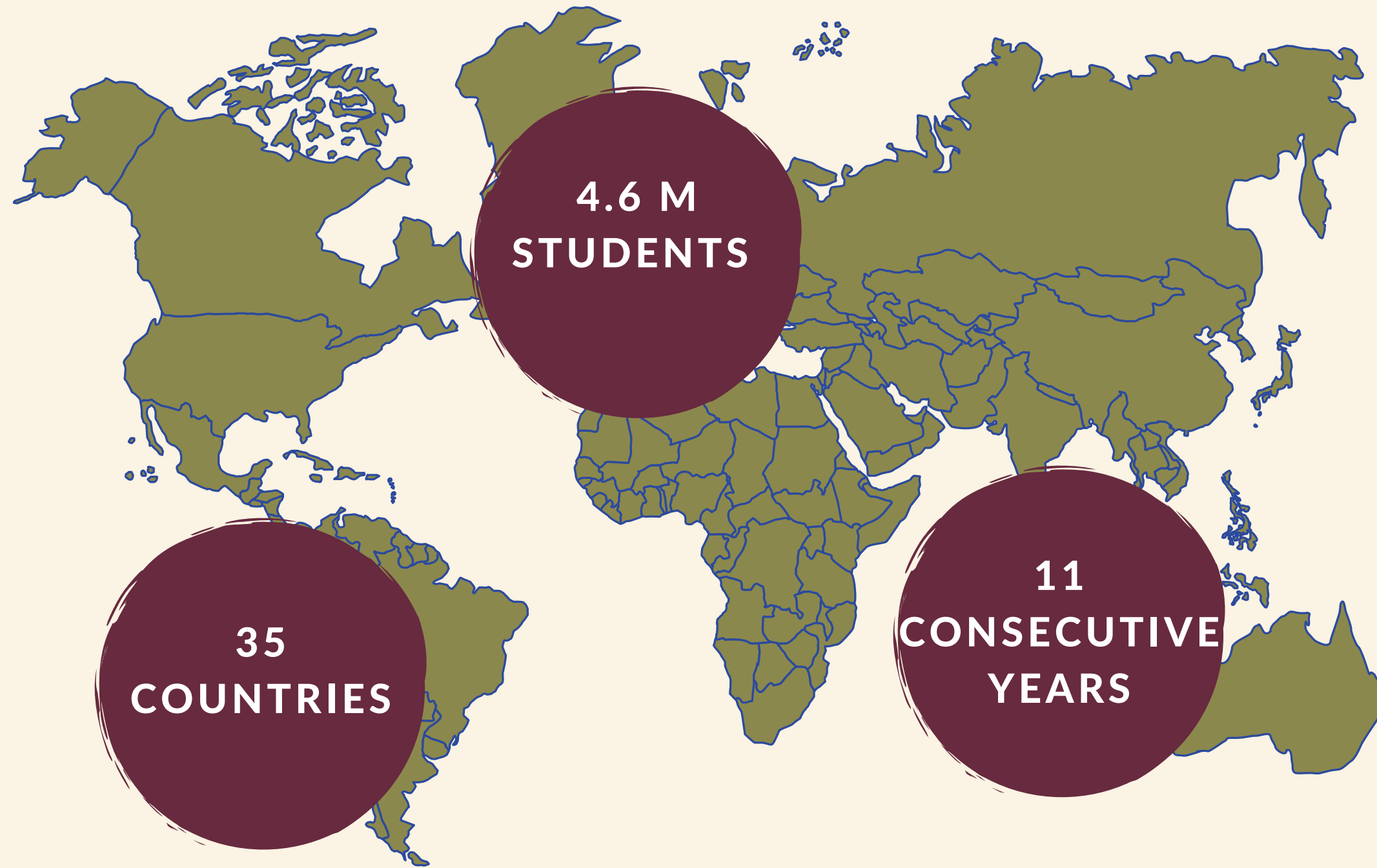
The Litter Less Campaign is a joint project between the **Mars Wrigley Foundation** and the **Foundation for Environmental Education (FEE)**. The **World Organisation of Scout Movement (WOSM)** was invited to join the Litter Less campaign in 2022 to increase the impact of the campaign through informal education.

This campaign underlines the importance of dealing with the issue of litter and waste in order to minimize its negative impact on the environment.

MARS WRIGLEY
Foundation



PENCAPAIAN GLOBAL LITTER LESS CAMPAIGN



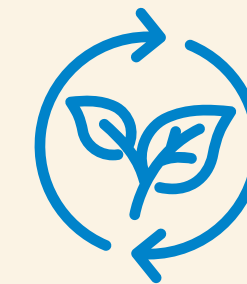
Expected outcomes



Waste Reduction



Environmental Awareness



Sustainable Behaviour



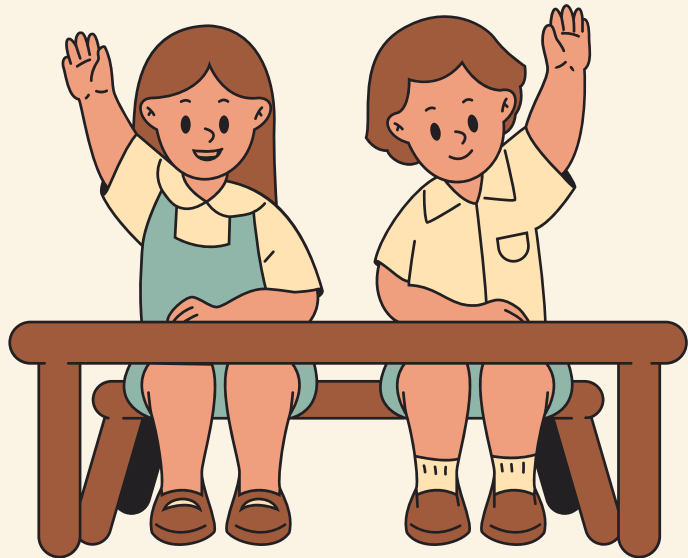
Collective Action

WHAT IS LITTER LESS CAMPAIGN?

To encourage the schools community to take a holistic approach in combating environmental issues that happened in their school compound

Students supported by teachers will;

1. Investigate and report on litter and waste issues
2. Plan and implement a Litter Less media campaign, that focuses on any pollution aspect that bothers them. **The plan of the media campaign should include:**
 - Solutions for the litter and waste issue media plan for the school year
 - Expected results and the number of media reach.
3. Work as a team and act as leaders for the whole school community (e.g. motivate other students to implement the proposed solution(s))
4. Organise **Community Action Days** and participate in activities related to the LLC and LLC Plus
5. Produce media pieces in the form of **photos, videos or written articles** for public viewing



OBJECTIVE

- 1 To reduce the litter and waste footprint of communities by strengthening students' litter and waste literacy.
- 2 To increase student knowledge and practical skills in preventing and managing litter and waste and fostering long-term behaviour change.
- 3 To promote and improve the schools'/and/or nearby surroundings waste management.
- 4 To educate youth as opinion leaders and active citizens so they can find solutions to litter and waste issues and disseminate them through social media and other channels.

AGENDA

01

INTRODUCTION TO YRE

02

PROBLEM STATEMENT

03

LITTER LESS CAMPAIGN & OBJECTIVES

04

TARGET GROUP

05

ACTIVITY

06

TIMELINE

07

BENEFIT AND IMPACT

08

CONTACT

TARGET GROUP



Our target group will be;
Student from **Scouts unit**
Age limit: 10-17 years old



SCHOOL	NO.OF SCHOOL	TARGET PARTICIPANTS
SK	5	150 (30 each)
SMK	5	150 (30 each)

AGENDA

01

INTRODUCTION TO YRE

02

PROBLEM STATEMENT

03

LITTER LESS CAMPAIGN & OBJECTIVES

04

TARGET GROUP

05

ACTIVITY

06

TIMELINE

07

BENEFIT AND IMPACT

08

CONTACT

ACTIVITY



Media campaign



Community Action Days



Global Action Days



Litter & Waste Lesson Plans




Online quizzes & Webinars



Online Journalistic Course



LLC National Competition



Impact Measurement Survey

MEDIA CAMPAIGN

Based on the selected theme, the students will conduct a media campaign to disseminate information about the problem and proposed solution in the issue of waste and effective waste management. Students will produce media pieces to be distributed throughout the school or community through social media, newspapers, magazines and so on.



Social Media hashtag project
#LitterLessCampaign
#LitterLessCampaignMY
#YREMalaysia
#FEE
#CommunityActionDays



1. Name of campaign
2. Theme
3. Goals/Objective
4. What activity will be organised?
5. How to disseminate information?
6. Duration of media campaign?
7. What media of journalism will be produced?

YRE 4-STEPS METHODOLOGY

INVESTIGATE

REPORT



RESEARCH
SOLUTION

DISSEMINATE

YRE Litter Less Campaign - Bahrain



E-waste management in school

- Usage of social media to raise awareness about e-waste disposal
- Art workshop - form e-waste to art

YRE Litter Less Campaign - India



Waste Seggregation

- 1km beach clean-up in 3 hours only
- Waste segregation activity

1. **Recyclables** : waste recycling facilities atau make decorative arts
2. **Non-recyclables** : proper disposal management

YRE Litter Less Campaign - Australia



Compost Awareness Day

- Waste audit



Recycling Campaign

- Recycling Week
- School landscape decoration with artcraft made from recyclable materials
- Composting bins at school cafeteria

COMMUNITY ACTION DAYS

A program that will involve all school members, the local community or parents to jointly maintain the cleanliness of the school or the surrounding area.

SUGGESTED ACTIVITIES;

- **Clean-up activity** - beach/river/etc
- **Plogging** - jogging and picking up litter
- **Photo Marathon** - participant will take photo and post on their social media in a period of time given
- **Seminar or workshop** - Waste to Art workshop, composting workshop, Photography workshop, videography workshop, writing workshop



KNOWLEDGE

ENHANCEMENT

ACTIVITY

Activity	Description
1.0 Global Action Days	<p>A number of sub-activities that focus on reducing pollution will be carried out every day throughout the set period of 10 days. The activities are mostly focus on the concept of 5Rs; Refusing, Replacing, Reusing, Repurposing and Recycling</p>
2.0 Litter and waste lesson plan	<p>There will be 11 Lesson plan which consist of several activities such as classroom session and group assignment. Teacher can use the lesson plan to educate students about waste management and also conduct activities based on it.</p>
3.0 Online Quizzes	<p>This quiz will be conducted online on the Kahoot! and it focus on pollution theme.</p>

Activity	Description
4.0 Online Journalistic Course	Participants will take part in online journalism courses related to photography, article writing and videography at FEE Academy
5.0 YRE LLC National Competition	Student will produce journalistic media pieces in the form on either video, photo and written article to be submitted to national level competition. The best entries will get a chance to be evaluated in international level. There are special category for LLC participant where their entries will be submitted under LLC theme.
6.0 Impact Measurement Survey	The important aspects of the impact survey is the focus on participants attitude towards recycling, responsible consumerism and affecting others to better handle waste.

AGENDA

01

INTRODUCTION TO YRE

02

PROBLEM STATEMENT

03

LITTER LESS CAMPAIGN & OBJECTIVES

04

TARGET GROUP

05

ACTIVITY

06

TIMELINE

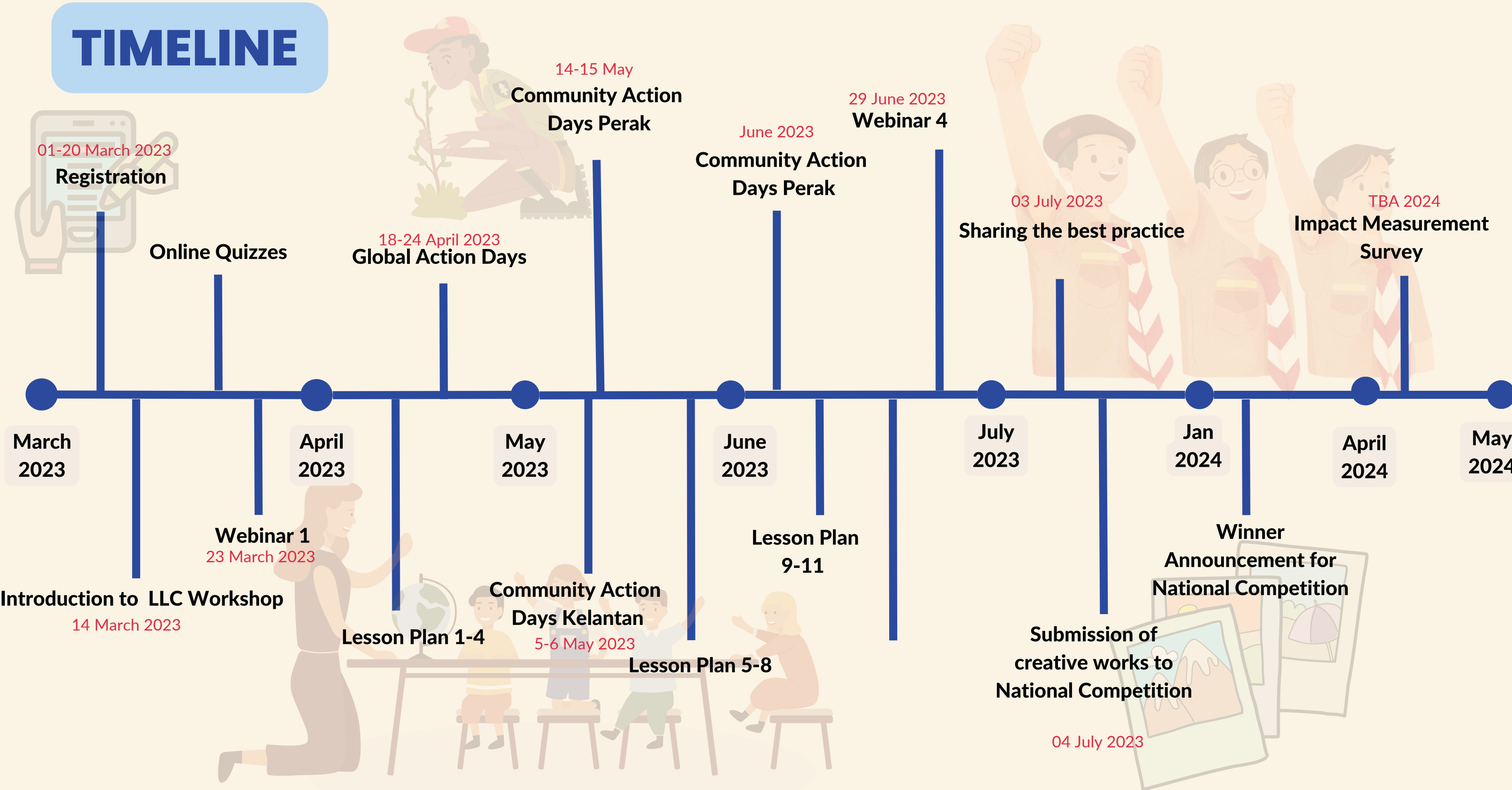
07

BENEFIT AND IMPACT

08

CONTACT

TIMELINE



AGENDA

01

INTRODUCTION TO YRE

02

PROBLEM STATEMENT

03

LITTER LESS CAMPAIGN & OBJECTIVES

04

TARGET GROUP

05

ACTIVITY

06

TIMELINE

07

BENEFIT AND IMPACT

08

CONTACT

BENEFITS

- Increase in school's community waste & litter literacy by 70%
- Reduce litter amount by 50% after the implementation of the campaign

- Improved school's waste management system
- Student able to reflect on their own littering and waste-handling behavior
- Integration of environmental learning in classroom session
- Incorporation of environmental perspective in media technology and journalistic context
- Building confidence by enabling students to report and take action on issues of immediate concern.



AGENDA

01

INTRODUCTION TO YRE

02

PROBLEM STATEMENT

03

LITTER LESS CAMPAIGN & OBJECTIVES

04

TARGET GROUP

05

ACTIVITY

06

TIMELINE

07

BENEFIT AND IMPACT

08

CONTACT

CONTACT

010-2991584 (Ms. Siti Hajar)

yremalaysia@gmail.com

www.lensakelestarian.com

No. 21, Lorong 2 Jalan DR 1, Bukit
Baru, 75150 Melaka



Young Reporters
for the environment