



LITTER LESS CAMPAIGN

Phase 4, Year 2 Update

Centre for Environment Education
Ahmedabad, Gujarat, India



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ABOUT CEE INDIA

Centre for Environment Education (CEE) was established in 1984 as a Centre of Excellence as a national institution, CEE's mandate is to promote environmental awareness across India. CEE develops innovative programmes and educational material and builds capacity in the field of Education for Sustainable Development (ESD). CEE works with local, state, national and international agencies, organizations, and governments in India and in various other countries to help create a sustainable future. With an extensive network of over 2 Lakh schools, it undertakes many school programmes in partnership with different agencies. CEE has undertaken projects in rural and urban development, waste management, biodiversity conservation, quality improvement in school education, marine conservation, and others. CEE is the National Operator for Eco Schools programme of the Foundation for Environmental Education in India.



Eco-Schools India

Started in 2014, The Eco-Schools initiative encourages young people to engage with their environment by allowing them the opportunity to proactively manage and protect it. The programme is operational across the country through school eco-clubs established for this purpose. Over 1 lakh schools are involved under the programme. CEE has been involved in providing technical input and advice to State nodal agencies for the implementation of the programme, development of material for schools, teachers, and master trainers, conducting trainings for master trainers and teachers, facilitation of eco club activities and monitoring and evaluation of the programme.



Foundation For Environmental Education (FEE)

Foundation for Environmental Education (FEE) is a global network of members in 77 countries. FEE and its members develop and deliver represent the cutting edge in Education for Sustainable Development and FEE is active through five programmes; Blue Flag, Eco-Schools, Young Reporters for the Environment (YRE), Learning about Forests (LEAF) and Green Key International.



environmental NGOs with programmes that Environmental Education.

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.



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.

Outcomes of the Litter Less Campaign



Waste
Reduction



Environmental
Awareness



Sustainable
Behaviour



Collective
Action

The Litter Less Campaign has been implemented at over 130 schools in India through the Eco-Schools programme since 2014-15.

In this report, you will learn about the objectives, methods and results of the LLC impact assessment of the most recent phase taken in September to December of 2021. This will provide an idea of the efforts that CEE has made to educate students and teachers for a positive change around the country.



SURVEY APPROACH AND OBJECTIVES

The purpose of the survey is to assess the impact of the Litter Less Campaign (LLC) on teachers and students within Participating Schools across India. (See Appendix)

The sampling was taken after the most recent phase of the LLC initiative was conducted in the timeframe of September to December of 2021.

The Survey was sent to all participating Eco-Schools in India, and a total of 30 schools have participated in this survey from across India as illustrated in the map in Image 1.



Image 1: Distribution of Eco-Schools participated in this Survey

Survey Objective

The main goals of the Litter Less Campaign (LLC) are to increase student knowledge and promote a positive behaviour change in relation to litter and waste management. Therefore, the surveys for the Eco-Schools were targeted for teachers to provide responses to a questionnaire that included questions to determine the following:-

- Self-assessment of teachers to determine their knowledge and ability to educate students in the areas of Waste Management
- Assess the student's knowledge and attitude/behaviour in relation to litter and waste.



Online Survey



Data Analysis



Impact Assessment

SURVEY RESULTS AND CONCLUSION

The implementation of the Litter Less Campaign at the end of the 2021 cycle resulted in a positive impact on students' knowledge, attitude, empowerment with respect to littering and waste management. This indicates that schools that participate in the campaign know more about waste management issues and are less likely to litter; in fact students are more likely to be empowered as local waste wise leader and spread awareness of waste management in their homes and surrounding communities.



Less Litter



More Recycling



Greener Campus



Cleaner Planet



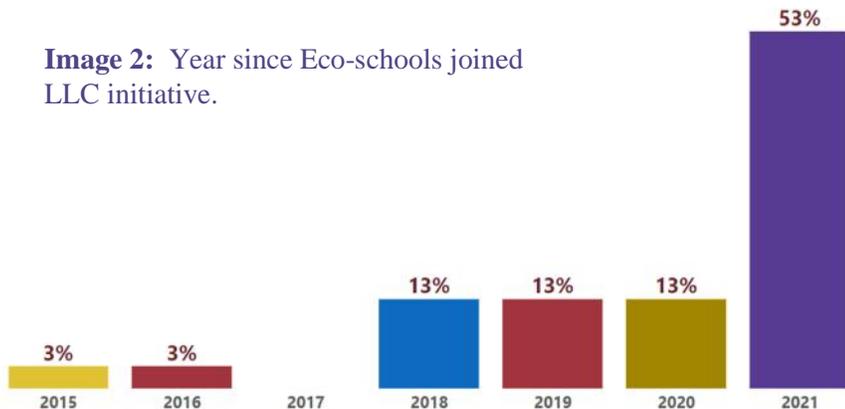
Circular Litter

How long have schools been participating in the Litter Less Campaign?

Based on survey results, **53%** of this year in 2021. While **40%** of schools joined over

the past 3 years since 2018, and **7%** of the schools have been participating for over 3 years going back to 2014. An overview of the distribution is shown in Image 2.

Image 2: Year since Eco-schools joined LLC initiative.



Integrating LLC into the curriculum of Schools

Survey results demonstrate that 93% of participating schools have integrated LLC into their school's curriculum.

93%

TEACHER KNOWLEDGE



Teachers play a key role in the success of LLC at Schools, it's essential that they are equipped with the right tools and knowledge in order to implement the programmes in their schools.

63%

of teachers responded accurately when asked “how long it would take for Plastic to break down in nature”

When asked about their ability to explain key Waste management topics, only 70% of teachers on average were able to successfully explain the concepts. Image 3 below demonstrates how the teachers have self-assessed their ability to teach these Waste Management concepts. Based on the survey results, there is further opportunity to improve teachers' knowledge in Waste Management Concepts.

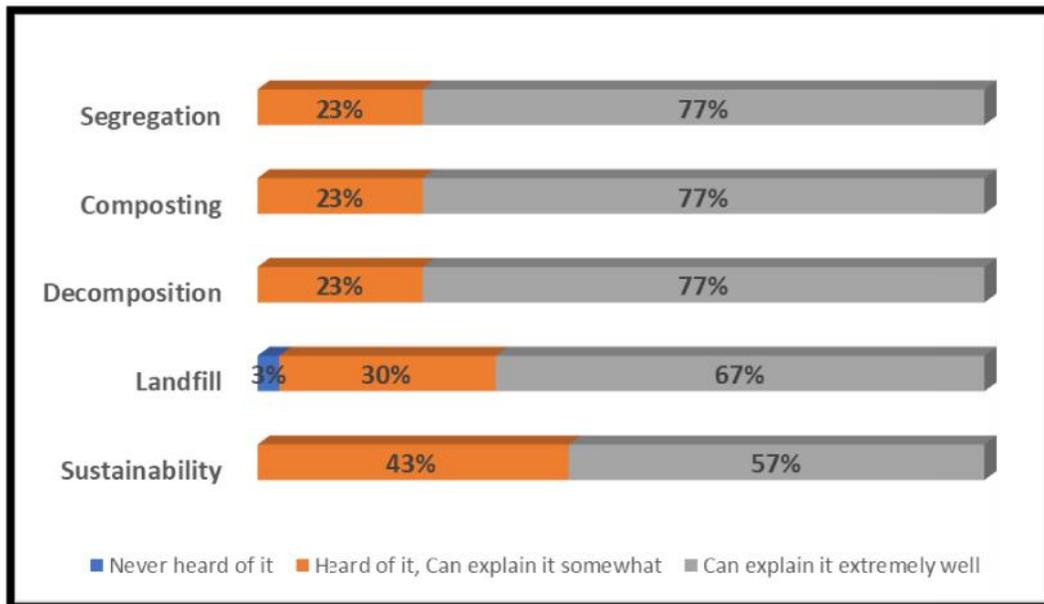


Image 3: Teacher Self-Assessment on Waste Management Concepts

IMPACT ON STUDENTS

The campaign promotes students' knowledge and value on waste management strategies and on the main terms related to waste management. Eco-Schools students participating in the campaign know significantly better which materials can be recycled and feel significantly more confident in their knowledge about recycling, composting, incineration, and landfill.

The survey results indicate that the Litter Less Campaign has been extremely effective in improving student's knowledge, behavior and empowerment overall in respect to littering and waste management. Overall, the LLC program is well received by Participating Schools, the Teachers' have provided positive feedback about the LLC Program and it's impact on the students.



Knowledge

Responsibility & Ownership

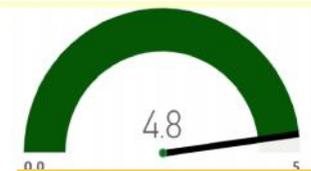
Teachers' were asked to provide a rating from 1 to 5 to measure the effectiveness of LLC on their students, (1 being not effective, 5 being extremely effective):



Rating of LLC effectiveness in raising students' KNOWLEDGE in preventing litter and managing waste



Rating of LLC effectiveness in changing students' BEHAVIOUR in preventing litter and managing waste



Rating of LLC effectiveness in empowering students to raise AWARENESS about littering and waste management

Recycling & Littering in Eco-Schools



Participation in the Litter Less Campaign requires schools to monitor the amount of litter and waste in the school during the campaign.

Teachers' were asked to provide a rating from 1 to 5 to measure the effectiveness of LLC on Waste Management Practices at their schools, (1 being not effective, 5 being extremely effective) :



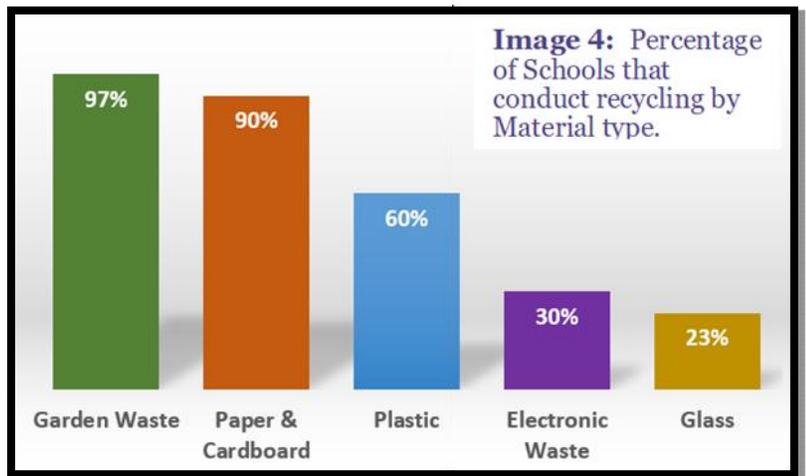
Rating of LLC effectiveness on the increase in the amount of waste segregated / recycled by students at school.



Rating of LLC effectiveness on overall reduction in the amount of litter being found in the school yard

Recycling Practices at Participating schools demonstrates strengths when it comes to Paper/Cardboard and Garden Waste.

The survey data estimates that 90% of the schools perform segregation of Paper/Cardboard materials for Recycling purposes. And 97% of schools also segregate Garden Waste and perform composting in a pit on the school grounds.



There is some room for improvement in terms of Plastic recycling in schools, as only 60% of the survey respondents said their schools segregate and recycle plastic. Additionally, under 30% of the schools said they segregate and recycle Electronic Waste and Glass and poses another great opportunity.

INSPIRING STORIES FROM PARTICIPATING SCHOOLS

Get inspired by Bal Bharati School's Eco Ambassadors



Primary students at Bal Bharati Public school in Dwarka, New Delhi are being prepared to become eco ambassadors. The students are involved in green drive activities. In October 2021, the school launched Mini Litter Less Campaign to focus efforts on spreading awareness about composting and recycling in homes and communities.



Recycling of house waste initiative



Students of Gajera International School in Surat, Gujarat took initiative for small scale recycling. Students performed experiments on how fast different items decompose, this gave them an understanding of biodegradable and non-biodegradable materials. Students did "litter survey" at home to segregate general house waste.



Learning from nature around you



Educators at Gajera Vidyabhavan, Sachin, Gujarat working on the Litter Less Campaign taught students on how to clean surrounding areas. Students with support of local community, local businesses, mentors performed a massive clean-up of communities around their school. This initiative was highly successful, students collected enough plastic



students collected enough plastic



bottles to create hanging gardens in campus.

INSPIRING STORIES FROM PARTICIPATING SCHOOLS

ASN speaks for sustainability

Students at ASN Sr Secondary School in Delhi are taking a proactive approach to Waste Management where students conduct waste audits, record consumption patterns and design solutions to manage waste at home. MLP (Multi-layer plastic) collection drive involving collection of single use MLP from households and its responsible disposal in collaboration with Safari Bank of India was practiced by the school. ASN has also successfully mentored 32 schools of Delhi NCR under Mega Litter-less Drive. “ASN Speaks for Sustainability” (podcast was created by students to spread awareness about the importance of drive. The school has made provisions for keeping deposited MLPs, the collection from September to December was 11,862.



Weekly audit of waste segregation

Students at Delhi Public School Nadargul, Hyderabad conducted waste management activities every week to record how waste is segregated. Before LLC program came into picture, most waste was thrown as garbage, now waste is properly segregated into general waste and recycling. The general waste is further segregated into compost (food waste) and garbage.

Continuing waste management virtually

Delhi Public School, Bangalore East has always taken initiatives towards proper waste disposal in school campus. Students are highly motivated to make earth clean, green and a healthy planet. Students use old newspapers and calendars to cover their books and are actively involved in waste management activities on virtual platforms during covid.



INSPIRING STORIES FROM PARTICIPATING SCHOOLS

No Waste No Litter



Students at Nand Vidya Niketan School, Jamnagar, Gujarat practice in waste segregation at home. Dustbins are assigned for plastic, paper and wet waste and the students and staff happily use cloth bags instead of plastic. Children, teachers, working executives, parents, gardening executives, supporting staff and all others take care of waste at home and school so that the symbol “No waste no litter” is remembered by

everyone in premises. Students made pots for plants using watermelon and coconut shells and old plastic bottles and boxes.



Be the agent of change

At Pallavi Model School, Alwal, Telangana a compost pit was built to demonstrate the process of biological decomposition of waste and useful byproducts it yields. The gadget driven society generates enough e-waste and students were exposed to correct methods of collection and disposal of e-waste. Creative events like making paper bags, toys from waste material and dance/skit programs highlighting the dangers of plastic usage were organized.

Glitter from Litter

Students at Little Flowers Public Senior Secondary School, New Delhi participated in activities recovering waste material and reprocess into different products.



Activities include mosaic art, making bird feeders and organic pots, composting and waste segregation in different bins. The school believes playing no longer has to involve only puppets and toys, it can involve arts, offering a tactile and multi-sensory experience for different age groups.

CREDITS

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CEE

Centre for Environment Education

Special thanks,

Mansi Shah, Project Officer, CEE

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We want to recognize all of the teachers and educators who have taken part in this project for their dedicated commitment to educating the nation's youth for sustainable development.

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Neha Tandon - Delhi Public School Bangalore East, Karnataka

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Sanjay kumar Gupta - Govt. Girls Middle School Jindrah. Jammu, Kashmir

Chetna Bhardwaj - Delhi Public School Hyderabad, Telangana

Rajeev Singh - Govt. Sr. Sec. School Jaon. Rampur Bsr.

Mrinalini - ASN SENIOR SECONDARY SCHOOL MAYUR VIHAR, DELHI

Dhanwanti Jumnanî - ASN Senior Secondary School, Delhi

Swati Gupta - Nand Vidya Niketan, Jamnagar, Gujarat

Dr Renuka Rawat - ASN Senior Secondary School, Delhi

Sital Patro - Bal Bharati Public school, Dwarka, Delhi

Lovina Malhotra - ASN Senior Secondary School, Delhi

Hemali Maniyar - Gajera International School, Katargam, Gujarat

APPENDIX – LLC Survey Form



LITTER LESS CAMPAIGN SURVEY

The Purpose of this Survey is to measure the impact of the LLC (Litter Less Campaign) Program amongst students at your School. We appreciate your support and inputs! Thank you!

Section 1 General Information

1. Full Name
2. School Name and City
3. Email Address
4. Which year did your School join the LLC (Litter Less Campaign) programme?
- 5 Does your school's curriculum integrate with LLC? (State Yes/No and provide a summary to explain)

Section 2 KNOWLEDGE

6. How long do you think it can take for a plastic bottle to break down in nature?
Multiple Choice Options: 4 Years, 50 Years, 100 Years, 450 Years
7. How would you rate YOUR knowledge of the following waste management concepts?
- *Sustainability, Landfill, Decomposition, Composting, Segregation*
8. On a Scale of 1 to 5 (1 being NOT effective, and 5 being extremely effective). How effective has the LLC been in raising STUDENT's KNOWLEDGE for preventing litter and managing waste?

Section 3 - BEHAVIOUR

9. Which of the following items are currently being recycled at your school? (Select all that apply)

10. On a Scale of 1 to 5 (1 being NOT effective, and 5 being extremely effective).

How effective has the Littler Less Campaign been in changing student's BEHAVIOUR in preventing litter and managing waste?

11. On a Scale of 1 to 5 (1 being "no change", and 5 being a significant increase)

Has there been an increase in the amount of waste being segregated/recycled by students in the school?

12. On a Scale of 1 to 5 (1 being "no reduction", and 5 being a significant reduction)

Has there been an overall reduction in the amount of litter being found in the school yard?

13. On a Scale of 1 to 5 (1 being NOT effective, and 5 being extremely effective).

How effective has the Littler Less Campaign been in empowering students to raise awareness about littering and waste management in the school or even the wider community?

Section 4 - FEEDBACK

14. How likely are you to recommend this program to other teachers in other schools? (5 being Highly Likely)

15. Please provide any positive/negative feedback regarding the "Litter-Less Campaign"