



# IMPACT STORIES



## FREMONT OPEN PLAN

# Cleaner Campus, Smarter Spending, and One Giant Impact

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### SCENARIO

Fifth grade students from Fremont Elementary saw litter piling up around their campus and wanted to do something about it, all while getting to the bottom of what was causing all the litter in the first place.

### CHALLENGE

How do you quantify the impact that different sources of litter have within a campus or community?

### LITTERATI SOLUTION

The students turned to Litterati to tag, map, and collect 1,247 pieces of litter across their campus over several weeks. After looking through the data, they realized that the highest concentration of litter was generated by straws and wrappers coming from the cafeteria.

### RESULTS

Using Litterati data, the students petitioned their principal to stop buying the straws altogether. The result has been a cleaner campus—and smarter line item spending.





Spencer Ave. 7<sup>th</sup> & 8<sup>th</sup> grade students

# SPENCER AVENUE ELEMENTARY SCHOOL

## Changing Attitudes, Changing Behaviors

### SCENARIO

As part of a new inquiry-based learning initiative, 7<sup>th</sup> and 8<sup>th</sup> graders at Spencer Avenue elementary decided to focus their attention on doing something about the litter they saw polluting their community.

### CHALLENGE

How can data be used to change opinions about litter in the community?

### LITTERATI SOLUTION

The students picked up and documented 2,902 pieces of litter in the Island Lake Conservation Area and surrounding neighborhood. The Litterati data revealed the prevalence of cigarette butts as well as more surprising discarded objects, including shopping carts, couch cushions, and even a lawnmower.

### RESULTS

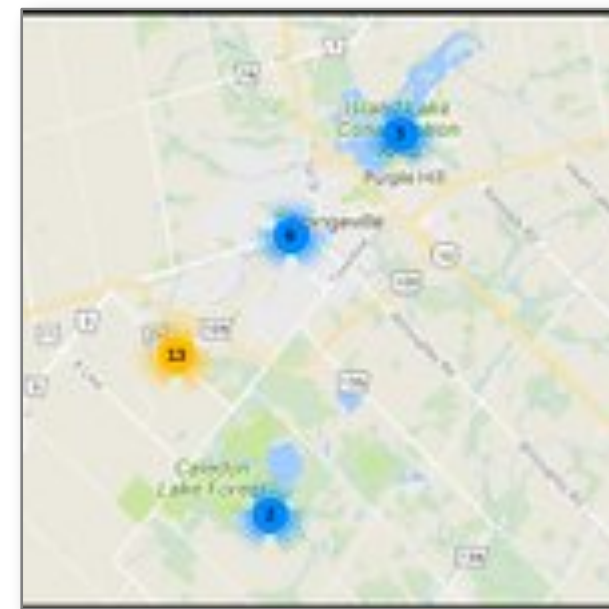
The big Litterati cleanup helped students understand the negative impact littering can have on the environment and their community, a message they shared with other students at a schoolwide assembly. The students also sent letters to several neighborhood businesses, offering suggestions about what they could do to improve their litter footprints.

For more information:  
<http://citizen.on.ca/?p=10514>

### Island Lake Conservation Area



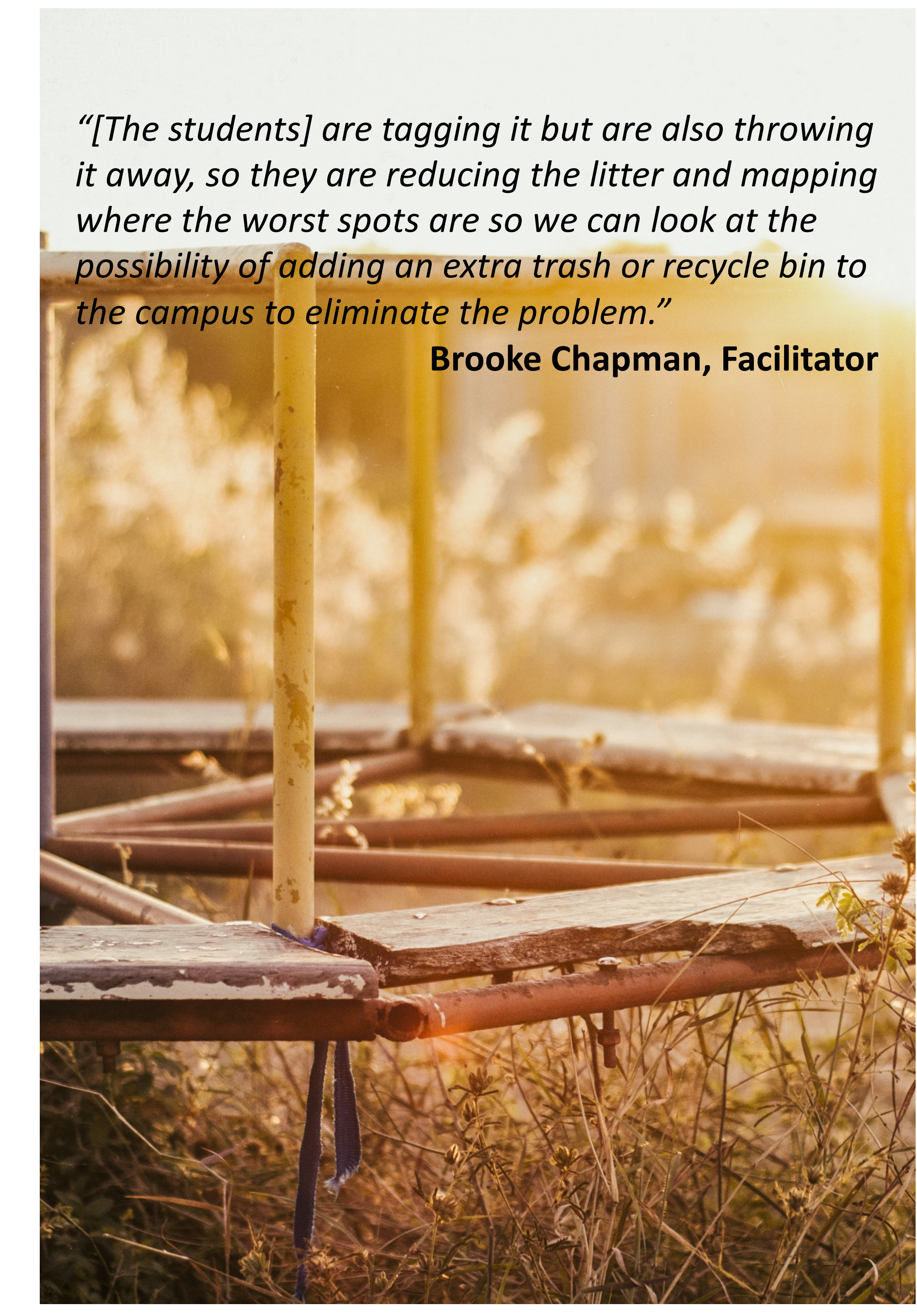
Before



After

*“You don’t understand or think about the impact [litter] has until you see it up close. What it does to the environment and what it does to wildlife is horrible.”*  
**Nick Farmer, Student**





*“[The students] are tagging it but are also throwing it away, so they are reducing the litter and mapping where the worst spots are so we can look at the possibility of adding an extra trash or recycle bin to the campus to eliminate the problem.”*

**Brooke Chapman, Facilitator**

# WESTSIDE SCHOOL DISTRICT, ARKANSAS

## Visualizing the Problem

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### SCENARIO

The Westside School District had a trash problem, but the students paid little attention to the plastic bottles, containers, and cartons scattered across campus. School facilitators needed tools to help students better understand the scope of the litter problem on campus—and drive action.

### CHALLENGE

Can data help bring awareness to a chronic problem?

### LITTERATI SOLUTION

In just 30 minutes, students used the Litterati app to tag, map, and then collect more than 200 pieces of litter along a small stretch of sidewalk between the middle and high schools. The students intend to collect similar samples across campus to compare litter quantities and types.

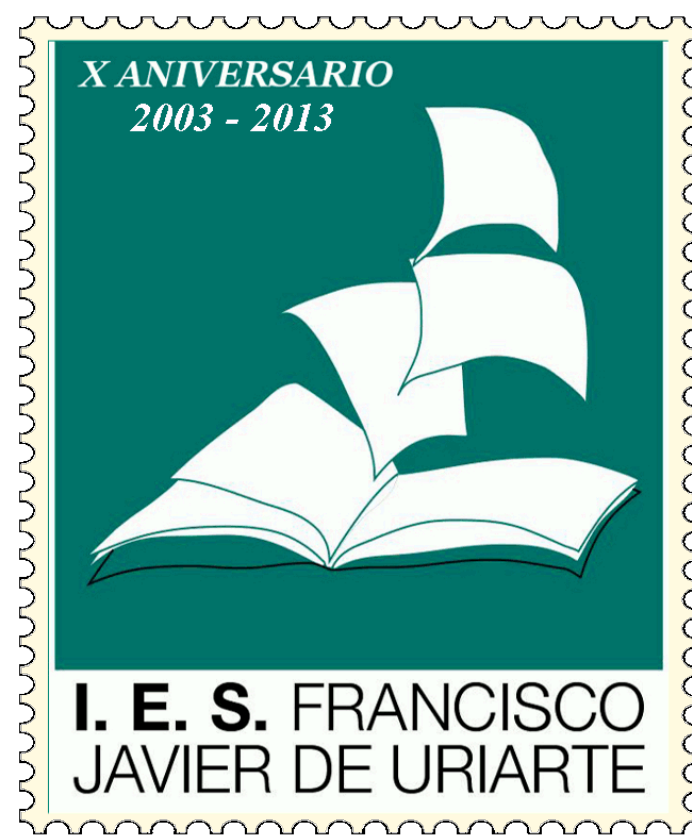
### RESULTS

Based on the Litterati findings, the students are enabling administrators to identify places in need of trash bins to facilitate proper waste disposal. The ultimate goal is to use the app as part of a broader community cleanup, bringing awareness to the volume of litter in the community while identifying ways to reduce it.

**For more information:**

<http://www.wmcactionnews5.com/story/37562353/students-use-app-to-reduce-litter-on-school-campus>





# FRANCISCO JAVIER DE URIARTE SCHOOL (Cádiz, Spain)

## Cleaning a “clean” beach

### SCENARIO

7th grade students from Francisco Javier de Uriarte school decided to go for a walk to the nearest beach, Fuenterrabia beach, and take a look. Even though it is a pretty clean beach with good cleaning services they realised there were certain areas with a great concentration of litter (dunes, rocks...)

### CHALLENGE

What can we (children/school) do to change this situation?

### LITTERATI SOLUTION

The 5th of June, the International Environment Day, the students went to the beach with a Litterati expert and use the app to tag, map, and collect 890 pieces of litter, mostly plastics and fishing nets.

### RESULTS

The school realized they could have a continuous impact if they sponsored the beach clean ups on a regular basis. The school principal and science teachers agreed to go once a month to clean those dirty parts of the beach and take the plastic litter to a plastic container so it can be recycled.



Este año, el Día Internacional del Medio Ambiente ha quedado atrás, pero la lucha no ha terminado...



LITTERATI SPAIN

Un mundo libre de basurala





# RENACIMIENTO HIGH SCHOOL, Madrid, Spain

## A Cleaner Campus, a cleaner neighbourhood

### SCENARIO

Teachers and 16 year old students from Renacimiento High School want to help stop the litter problem in their neighbourhood and in their campus. They decided to take action starting with their school surroundings.

### CHALLENGE

How can the school create an impact in the community and raise awareness about the litter problem in the neighbourhood?

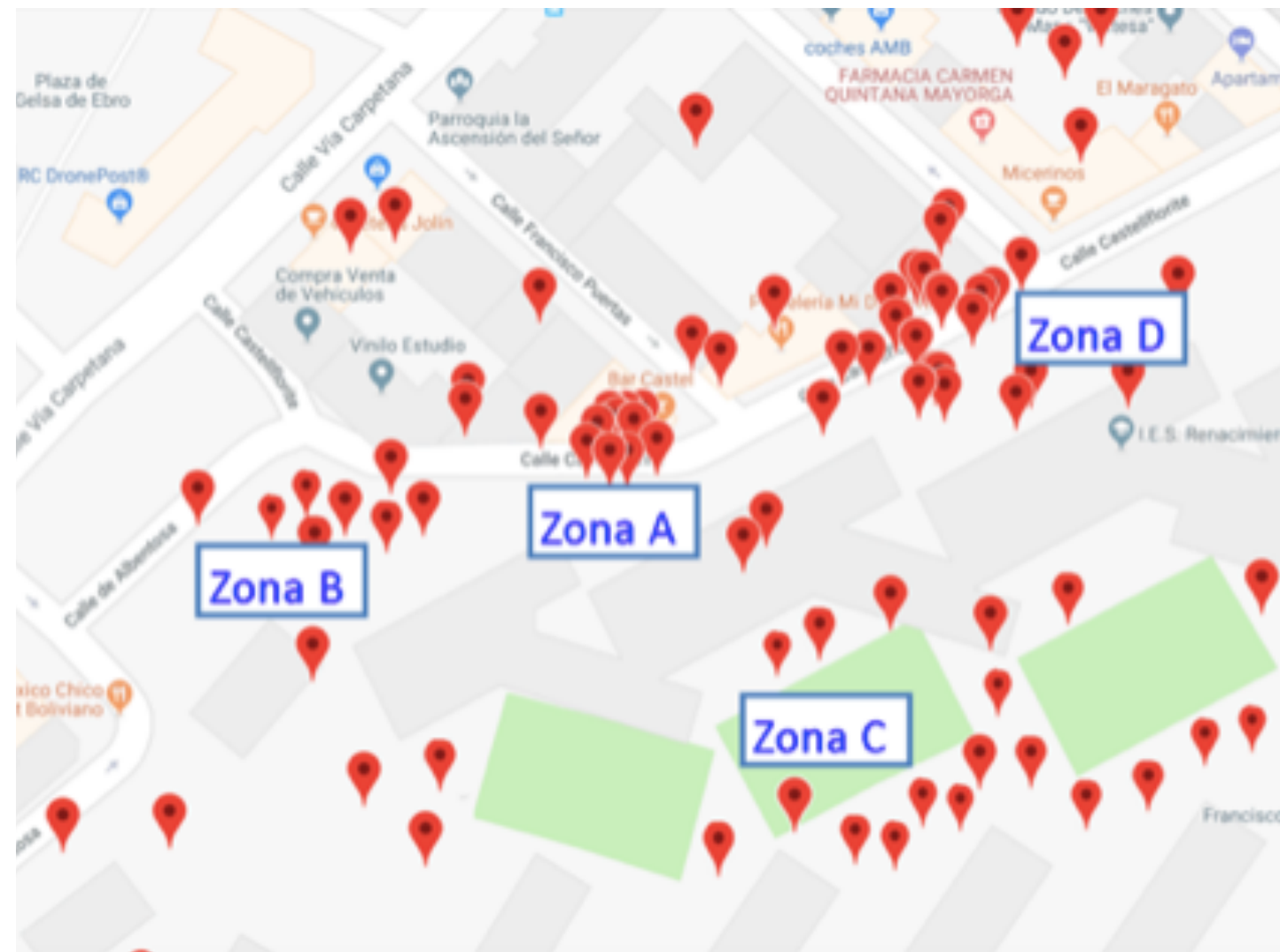
### LITTERATI SOLUTION

A pilot project carried out by 10 students and two teachers started by cleaning different areas of the campus using the Litterati app to geolocate and propose three different solutions: more bins and different localisation of the bins in the playgrounds, a clean point with plastic and paper containers and a authorisation from the local authorities to create a protected colony of cats with feeders.

### RESULTS

A program developed in collaboration with Litterati that promotes environmental education in the center for the next year.

Carry out talks organized by the students and addressed to the residents of the neighbourhood with the objective of raising awareness about the importance of having a clean litter free environment.







ARTURO SORIA  
Colegio

# ARTURO SORIA SCHOOL, Madrid Spain

## A Science project to raise awareness



### SCENARIO

After a brief presentation to set the context, 62 students of the 8th grade decided to clean the closest park to the school where the kids go when the classes are over. They collected almost 1,000 pieces in two hours.

### CHALLENGE

Is it possible to create a sustainable change to the litter concentration in the local area around the school

### SOLUTION

The teachers in collaboration with the Litterati Educational Program created innovative ways to create a sustainable approach to reducing litter in the surrounding environment.

### RESULTS

Different solutions created by the students to raise general awareness in the school and surrounding neighborhood that consisted of:

1. A study of what & how to recycle in the most efficient way using the different containers.(Plastics, Glass, Paper, Organics & general waste)
2. A simple educative guide for other students of simple things you can do to help the environment.
3. Study of the data provided by Litterati to help to solve the litter problem in the surroundings of the park. (eg. They sent letters to local businesses regarding actions they can take to reduce the impact of cigarette butts, bottles, cans etc.. so they can take measures).
4. Creative awareness activities different teams created innovative messaging using Art, sculptures, mobile phone covers & T- shirts



