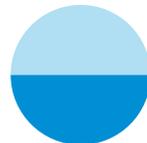




Plastic Clever Schools

Wave goodbye to
single use plastic



Common
Seas

KIDS
against
PLASTIC

Hey!

Welcome to Plastic Clever Schools! We're so pleased you're here because we need your help to make every school Plastic Clever. Plastic pollution is a big problem- you'll find out more about that later- but we know a way you, your school, and all your friends and family can help.

Common Seas and Kids Against Plastic (KAP) have joined forces because we know that young people, like you, have powerful voices and brilliant ideas - we need you on our team!

Your journey to becoming a Plastic Clever School is split into three levels:



Inspire You'll go on a deep dive to learn all about plastic and share that information with your classmates, teachers, parents and community.



Investigate It's time to discover the problem plastics in your school and get ready to do something about it!



Act You'll learn how to create a positive impact by leading an exciting campaign to help your school and community wave goodbye to single-use plastic.

In each stage you'll need to learn, do and share. This workbook will be your guide - you can use it to make sure you stay on track.

Remember to share your progress on the Plastic Clever Schools website to achieve your award! Amy and Ella, along with their brilliant KAP club members and Common Seas' Ocean Superheroes will be sharing lots of helpful tips along the way.

Your journey



Keep notes!

To help with the sharing part in each stage, it might help to keep a note of all the amazing things you are learning and doing along the way!



Level 1 Inspire

- Raise awareness about your mission to become a Plastic Clever School
- Host a litter pick at your school
- Make a video to share why you're excited about becoming a Plastic Clever School



Level 2 Investigate

- Complete the Plastic Clever Schools audit
- Create your action plan



Level 3 Act

- Run your campaign to tackle at least 2 problem plastics in your school
- Share photo evidence
- Create a celebration video

Let's make waves!

These upcycled plastic waves are a great way to show people that you are part of the Plastic Clever Schools community.

1. Find an old bottle or plastic container to upcycle
2. Wash it
3. Using scissors, carefully cut out the shape of the wave (ask an adult for help if you need it).
4. Use a hole punch to create a hole in the top of the wave
5. Loop an old piece of string or ribbon through the hole and tie in a knot
6. Attach your wave to your school bag



Are you ready to act?

The final stage of your journey is all about action! You'll kick off your campaign, start to wave goodbye to single use plastics in your school and share your progress with everyone along the way.

What to expect

You'll find out how to make a difference, taking inspiration from some incredible organisations around the world.

You'll use your action plan to tackle at least two of the problem plastics in your school, then get your friends and teachers to help you put it into action!

You'll share what you've found out through this journey by creating a Plastic Clever Schools map of your school and local area and keep everyone informed on your progress!



Actions to take

- Run a campaign to tackle at least 2 problem plastics in your school
- Share photo evidence
- Create a celebration video



KAP Club tip

Make sure you give everyone an opportunity to get involved in your campaign. You'll need lots of people with different skills to help you.

Matilda

How to make a difference



Learn

Research as much as you can so that you understand the issue and can speak confidently about it. Look online, speak to teachers, parents and people in your community.

Connect

Remember that there are lots of amazing people around the world working on this issue. Find ways to connect with other activists, organisations and community groups.

Find your superpower

Think about the skills that you have that you can bring to this cause. Everyone has something they can use to help.

Start small

Look for things you can do at home, in your school and in your local community first.

Fight for not against

Rather than focusing on all the bad things that plastic pollution does, why not focus on why our ocean is so important and how amazing all the marine creatures are.

Speak up

Don't be afraid to use your voice and find ways to share your message.

Practice what you preach

Try and be a Plastic Clever role model so others can learn from you.



Sometimes learning about plastic pollution across the world can feel a bit overwhelming - it's easy to think that one person can't really make a difference.

But all you have to do is think about someone like Greta Thunberg, the environmental activist.

Did you know that when Greta was 15 she started the Climate Strikes movement by sitting outside the Swedish Parliament to call for stronger action on climate change.

Her small action has inspired millions of students around the world to protest and she now speaks to world leaders, politicians and activists to address the climate crisis.

Need a spark of inspiration?

We've made a list of some of our favourite plastic pollution activists....

[Click here to learn more](#)

Guide to building effective campaigns

Click here to view our guide to building effective campaigns



Remember to use your action plan as the starting point for your campaign!



Act

Plastic
Clever
Schools

Building effective campaigns

Building an effective campaign can feel like a big task. There are four things we need to remember when we are trying to make change.

Give me a reason to do it

Sometimes the changes we need to make will require hard work and so it's important (and really useful) to know why you should take action.

Example

Help your community fall in love with the ocean by showing a documentary about all the amazing creatures in the sea.

Show me how to do it

If we need to shift our behaviour then we need to know how. Sharing simple steps makes things feel much more achievable and we're more likely to start a new habit if we've got a good idea of how we can get started.

Example

Make a 'How-to' poster to help people reduce the amount of single-use plastic they use.

Show me others doing it

It can really help to see other people taking action too - not only does it show us that change is possible, but it can inspire us to join the movement.

Example

Share the stories of your favourite environmental activists around the world.

Make it easy for everyone to do

If we want our whole community to make change, then we need to ensure it's easy to do

Example

Create a petition to ask your local council to set up curb-side recycling so it's easy for everyone to do.

look on the next page for some fun ideas

Take action!



Ready to wave goodbye to plastic waste? Here are a few ideas to get you started.

Send a tweet! Ask a teacher or an adult at home to help with this.

Create posters to put up in plastic hotspots

Give a presentation to your school leaders

Plan an event

Need money to make some of your ideas possible? Come up with a fun way to fundraise!

Get creative and write a letter!

There are so many different ways to help your school become Plastic Clever. Why not write a letter to encourage positive change.

[Click here to learn more](#)

How to write an advocacy letter

Letters are a great way to communicate your opinions with others to encourage positive change. There are several questions that you should ask before writing your letter such as what, who, and why?

What?

What is it that you want to change? Do you want to learn more about plastic in your school curriculum? Or perhaps you wish there was fewer plastic items in the canteen. Focus on one or two key points that you would like to communicate.

Who?

Once you have decided what you want you can then think about who the best person would be to contact.

Contact your school leadership team

When it comes to making change, your school is the very best place to start. You might need to contact your headteacher, parents or the team who run your canteen.

Contact local government

Your local government is responsible for all the services in your area. This includes managing the environment and much more. You can find out who to contact through the website: www.write4u.com

Contact a local business

Local businesses can produce a lot of waste. Generally, they won't happy customers, so getting in contact to share your opinion on a product or service they do or don't offer can be very helpful. Local businesses can also help reduce waste! For example, you could find out if any businesses will let you refill your water bottle when you're out and about.

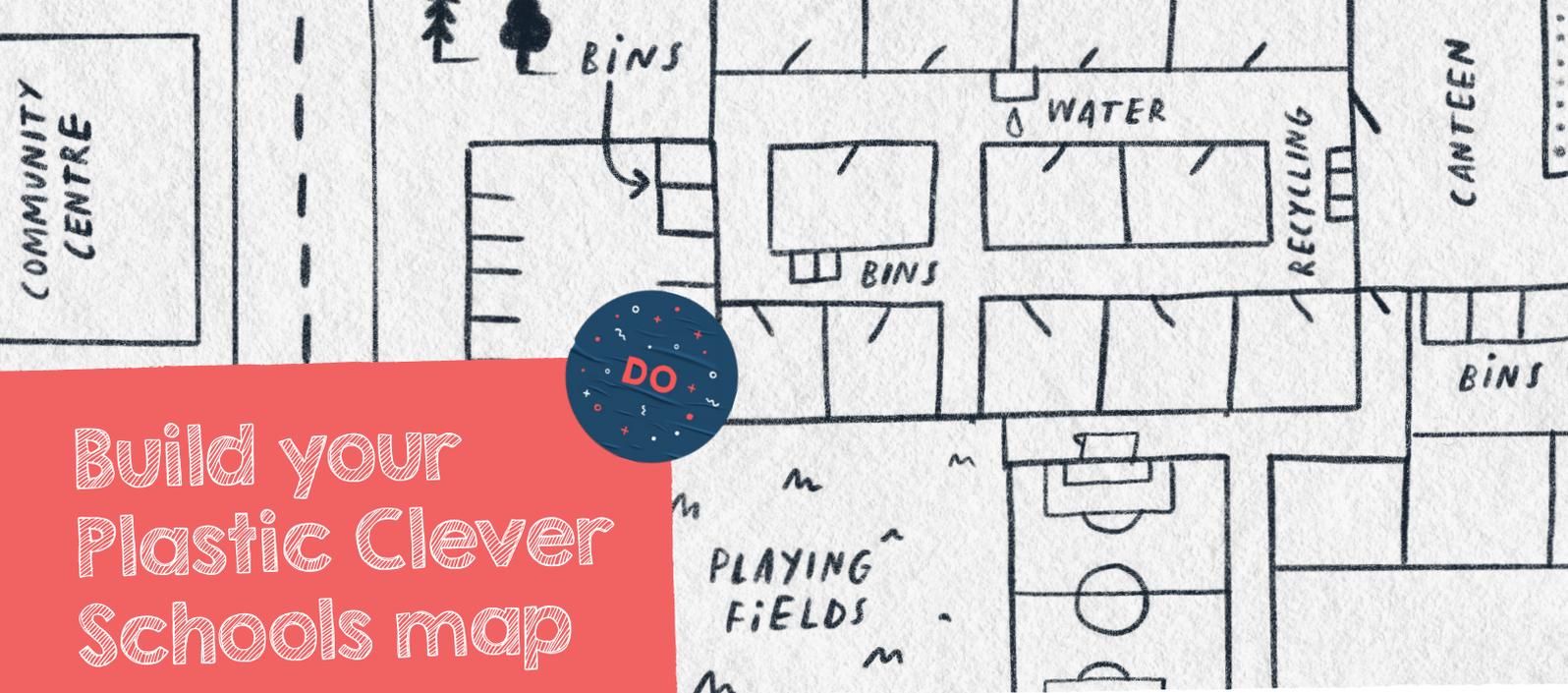
Why?

After outlining what you want and who you will write to, you will know so be persuasive so you will need to consider why it is important to you and why it is important to the person you are writing to.

Some ideas for writing your letter...

Introduction: State why you are writing

Paragraph 1: Outline the problem. For example: "We've done a waste audit and found that 70% of our plastic waste is coming



Build your Plastic Clever Schools map

Creating a map of your school and your local community is a really good way to learn more about your schools' plastic footprint and share important information to help reduce it.

1. Start by drawing a birds eye view of your school. Make sure you include all the outside spaces too, like playgrounds, sports fields, car parks etc. Do it on a big piece of paper so you have lots of room to add information.

2. Add in your recycling bins, water refill stations or drinking water taps and any Plastic Clever projects (e.g. maybe you have litter pickers that people can use stored somewhere).

3. Great - now add your plastic hotspots to the map - the places where you most often see plastic pollution. For many schools this is the playground, car park, lunchroom or the area around bins.

4. Good work! Next up you can add some important people to the map. This should be the people who make decisions about your waste management, the person who runs your canteen or

lunchroom, plus anyone else who plays an important role in your Plastic Clever School journey (e.g. your Eco Club or school council if you have one).

5. Keep building - The idea of your Plastic Clever Schools map is for it to grow :) Once you've created the map of your school, see if you can extend it to show your local community. Add in local recycling centres, plastic hotspots, water refill stations, parks and green spaces etc.

6. Don't forget to display your map on your Plastic Clever Schools wall!

Share your journey

Yay! It's time to celebrate all your hard work and share it with the rest of the Plastic Clever Schools community.

Give us a video tour

Show us your Plastic Clever Schools wall and take us to see some of your work in action. Maybe show an area that used to be a plastic hotspot, or pupils using their reusable bottles. You could even introduce some of the brilliant pupils and teachers who helped along the way!

Show us the fun bits

Tell us about the funnest parts. Have there been any interesting discoveries or big a-ha! moments?

Get help

Why not ask your teacher to help you share your video on the schools website, or with a local newspaper to really capture the attention of your whole community and celebrate your amazing work!

Be Proud

Tell us why you're proud to be a Plastic Clever School and share what's next for you - has your school been inspired to do even more? Which plastic items will you take on next?

Say thanks

Thank all the people who have helped. What if you shared the video with your whole school in an assembly?



Take pictures of some of the swaps or changes you've made at school reduce single use plastic. We can't wait to see what you've been up to!



Act

Checklist

- Ran your campaign to tackle at least two problem plastics in your school
- Shared photo evidence
- Created a celebration video

[Click here to share your evidence](#)



KAP Club tip

If you're not sure where to start, choose one of the 'big 4'! Single use plastic bottles, cups, bags and straws are some of the biggest plastic polluters and some of the easiest to cut out!

Archie

Congratulations!

Wow! How does it feel to be waving goodbye to single use plastics?

If you've ticked off everything on your checklists, then you are really really close to becoming an official Plastic Clever School.

[Click here to submit your evidence](#)

To stay plastic clever, you'll need to keep on learning, doing and sharing to help your whole school and your community wave goodbye to single use plastic for good!

The work you have done to get this far is amazing and we are so excited to see where you go next!

Welcome to the Plastic Clever Schools community! We're so happy to have you on board.

Amy & Ella at Kids Against Plastic

Kids Against Plastic was founded by teenagers Amy and Ella Meek. When they found out about the harm caused by plastic pollution they needed to do something about it. They created KAP - a charity by kids, for kids - to inspire and motivate others to take action too.

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Massive congratulations!

Jo & Sarah at Common Seas

Common Seas was founded by Ocean Explorer Jo Royle. We're a team of sea champions on a mission to quickly and significantly reduce the amount of plastic produced and stop it polluting our rivers and seas. We created Ocean Plastics Academy to empower the next generation of ocean superheroes to join our crew!



**Common
Seas**