



Litterati of the world unite!



What is Litterati?

Don't you just hate litter? Well, now there is something we can do about it beyond just picking it up and putting it in the bin! Now, you can map it with Litterati!

1 Read the text about a school using Litterati.

Spencer Avenue Elementary
School students put Orangeville
on the map with Litterati App



In December 2017, in Orangeville California a group of elementary school learners decided to act on the litter around them. Using the Litterati App the young waste warriors began to clean up the local community and have fun documenting and publishing their work on the internet at the same time.

Litterati encourages people to pick up litter. It allows them to take a photograph of litter they find on the street, tag that image with a description of what the rubbish is, and upload it using the App to a the programme platform where the image is pinned to a global map, using GPS technology. Everyone, including the companies that produce the waste, can see this world litter map and know that all the litter on the map has been put in the bin.

Littering is a problem all over the world. It's a problem that seems to be getting worse as time goes by and now parts of the world are beginning to react to do something about litter. It is part of this movement that the young people of Orangeville embraced Litterati as a 'mission' not just an App, and began to clean up local areas, documenting as they went along.

"Some people clearly have no regard for what they are throwing out and where they're throwing it," said Joey Norwich.

Mrs Gray, the class teacher, explains that Litterati is not only a fun App to use, but it also taught the students about team work, IT and community responsibility. Mrs Gray added that her students wrote to local businesses presenting data from their Litterati survey, and with advice on what they could do to reduce the effect litter from their companies was having on the local environment.

- Talk to your partner and answer the questions.
 - a) How did the students have fun using Litterati?
 - b) Where does information gathered with Litterati go?
 - c) What does Mrs Gray say students learn while using the Litterati App?
 - d) What did the children do to improve the litter situation in their town?
 - e) Is there litter where you live? Where do you see most litter?



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2 Litterati's creator is Jeff Kirschner. Watch his TED talk. What is the overall aim of the project?



- Watch the clip again and do the activities below.
 - a) Put the pictures of litter you see in Jeff's talk in the right order. Write numbers in the boxes. The first one has been done for you.



b) How much money does San Francisco make yearly from tax on cigarettes?

c) Jeff mentions other items of litter that could produce revenue. Underline the litter he does NOT mention in the list - coffee cups, plastic spoons, soda cans, plastic bottles.

d) Listen and fill in the gaps in the text: *There's a block in downtown Oakland that's covered in blight¹. The Litterati community got together and picked up 1) _____ pieces. And here's what we learned: most of that 2) _____ came from a very well-known taco brand. Most of that brand's litter were their own hot sauce 3) _____, and most of those hot sauce 3) _____ hadn't even been opened. The problem and the path to the solution -- well, maybe that brand only gives out hot sauce upon request or installs bulk dispensers or comes up with more sustainable 4) _____. How does a brand take an environmental hazard, turn it into an economic engine and become an industry hero?*

- Check your answers with a partner.
- Talk in small groups. Do you think Litterati can be a useful instrument? What uses did you hear in the film? Can you think of other uses?

¹
blight
something
that spoils or
destroys
the view

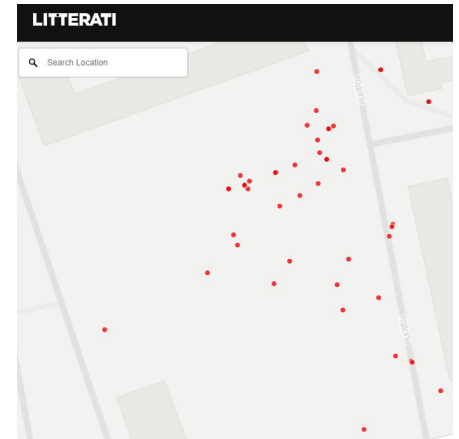


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3 Litterati Investigation

- 1) Work in small groups (3-4 is a good number).
- 2) Decide on your location
- 3) Equip yourself with smart phone and Litterati App
<https://litterati.org/index.php#download>
 Investigate and audit your location
 - find the litter
 - photograph each item of litter
 - tag the photo with a simple and memorable description
 - upload the tagged image
 - move on to the next piece of litter
- 4) Back in class, check when the site map has updated and make a map showing the litter you have collected.
<https://map.litterati.org/globalmap/>



- 5) Examine the types of litter (What materials are there?, the brands (What is the most common company brand?))

- 6) Produce a visual showing the results of your investigation (This could be a small chart of the main brands and the numbers you have found. Discuss in your group and make a group decision how you will present your data and results.

- 7) Share your group data with your classmates.

- 8) Share your data with partner classes in
www.trashedworld.com - go to Find Partners!

Ask partner classes to do the same and send you their results.





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4 Litterati Investigation - follow-up activities

Write to local institutions about your research.
(Use the letter template provided below.)

There are many institutions which could benefit from your Litterati findings.

Local shops -

Write to local shop owners about litter you have identified and audited outside their shop. Send them specific information about the types of litter you think is coming from the shop. Make suggestions about what you think the shop owner could do about the problem. For example, you may suggest that they place a notice in the door or window appealing for customers not to drop litter, but to use waste bins provided.

Local, national and international businesses and companies -

Some of the waste may come from businesses whose products or packaging are being consumed locally and become part of the litter in your neighbourhood environment. Send the companies the results of your data findings, and include the visual presentations you create (e.g., graphs, posters).

Appeal to the companies that you would like to see less litter where you live and make suggestions to them as to what you think they could do. For example, you may suggest that they collaborate with your school on a campaign to raise awareness about litter and where waste materials should properly be disposed of.

If the companies agree to collaborate, offer to include their company name and logo in your campaign.

Waste management companies and local council waste management department -

Write to the companies and councils that collect the rubbish where you live and let them know about your research. Suggest that they partner with your school to raise awareness about litter. For example, ask if they would agree to lend their name and logo to a school poster campaign in the neighbourhood to encourage people to dispose of litter properly.

Media (radio, TV, newspapers), social media -

Write to local news media and social media about your research including the data and your findings, AND say which institutions you have written to including information about their responses to your letters. Ask the media to send out an appeal to the community where you live to join your school campaign to clean up the local environment. Post your findings to the social media profiles and spaces of the institutions you have written to. Say that you will be happy to read their reply to your letter.



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Sample campaign letter

(write the date)

Dear Sir/Madam,

We are children/students from _____ School (name and town).

We are writing to you concerning a Litterati campaign we recently carried out to investigate the rubbish on the streets in our local community in order to ask for your help and support.

We investigated an area

(briefly describe the size and scope of your investigation).

We found

(describe clearly, specifically and in detail what you found during your investigation which is relevant for the institution you are writing to. So, for the local council, include overall data findings, types, locations, amounts of litter. For individual companies and businesses, refer to their branded products and packaging you were able to identify.

Include visual representations such as graphs and photographs of the relevant litter.

We would like to ask for your support for our campaign. We politely suggest that you can easily help in the following ways:

(give concrete suggestions here such as lending their name and logo to your school awareness-raising poster campaign - or other great ideas you decide as a class)

We would like to thank you for your time and attention.

Yours faithfully,

(give the name of your class as a group, and you might add an image or a 'stamp' as a 'signature' for your class)