



• UNESCO
• Associated
• Schools



Trash Hack Campaign

UNESCO & Foundation for Environmental Education

18th January – 25th March 2021

For this educational campaign, FEE has partnered with the **UNESCO Associated Schools Network (ASPnet)** to make a global call for action and encourage schools to engage in action learning on trash, waste management and, more widely, sustainable development! Many students participating in Eco-Schools, Young Reporters for the Environment (YRE), Learning about Forests (LEAF), and especially the [Litter Less Campaign](#), have already made important actions to reduce their waste. Now it's time to inspire millions of others to do the same!

During this pandemic, disposable protective materials like masks and gloves have created a new stream of hazardous waste. When it comes to tackling the world's trash, it can be hard to know where to start. But by making "hacks" or changes in our homes, schools and communities, we can reduce our negative impact, increase our understanding and start to be part of transforming the world. The global is connected to the local!

The global campaign "**Trash Hack**" encourages young people to take action to promote sustainable development, reflect on their actions, and share their learnings. Find out more on the UNESCO Trash Hack website: <https://www.trashhack.org/>

"**Trash Hacks**" comes from "life hacks" and are shareable tips, tricks or actions that are fun, creative ways people can reduce waste or upcycle trash!

Online Launch of Campaign

The campaign will be introduced to students, teachers and National Operators through a **launch webinar** on **29th January at 1.30-3.00pm CET** with UNESCO. During the webinar, UNESCO will present the initiative, Dr Helen Bond will discuss the Guide to Action, FEE will provide insights on how to share and celebrate trash hacks and a few ASPnet and Eco-Schools teachers and students will share examples of their trash hacks.

Simultaneous translation between English – French – Spanish will be provided.

Register here: https://unesco-org.zoom.us/webinar/register/WN_B1g-IQa-RvCU7CKKQlJWyQ

Participating in the Trash Hack campaign

Trash Hacks start with a question or observation of **how we can reduce waste**, and has four steps:

1. **Observe:** Look at the current situation, what is already happening in your context and try to describe it accurately.
2. **Act:** Decide a small step you plan to take – by yourself or with friends – to reduce waste.
3. **Reflect and learn:** Learn more about waste and reflect while talking to your friends and sharing your experience on social media.
4. **Celebrate and encourage others:** Our impact can be multiplied if we reach out to friends! Make a video or a photo story about your Trash Hack and share it online!

Weekly Trash Hack ideas

Ideas for Trash Hacks (which can be done remotely or in class) will be published on social media for inspiration. Each image for social media are available as templates in the "Files Library" on Podio. A list of ideas can also be found at the end of this document.

Students participating in the campaign are highly encouraged to record **short videos** (max 1 minute) about their activities and share them publicly on social media with all of the following hashtags:

#TrashHack #UNESCO #LitterLessCampaign #EcoSchoolsStayAction #YREstayactive #LEAFanywhere #ASPnetUNESCO

This will help National Operators and the FEE International team to find the posts and share on their channels. If making a video is too big of a challenge, photo stories of max. 5 photos can also be created and shared. Once a video or photo story has been published, it can be submitted as an entry to the Trash Hack competition (see more information on the next page).

NOTE: All students should first seek their parents' consent before sharing their videos or photo stories publicly.

Who can participate?

Activities are open to every student who is or wants to be part of the Eco-Schools, YRE or LEAF programmes as well as registered International Schools:

Eco-Schools: <https://www.ecoschools.global/national-offices>

YRE: <https://www.yre.global/national-offices>

LEAF: <https://www.leaf.global/national-offices>

International Schools: <https://www.ecoschools.global/list-of-international-schools>

FEE's Trash Hack Competition

Students have the opportunity to submit their Trash Hack ideas as entries to a special competition for schools in the LEAF, YRE and Eco-Schools network. Videos entries are preferred, but Photo Stories are also an option.

Link to submission form: <https://www.yre.global/submit-competition-entry> Identical forms can be found on the websites of Eco-Schools and LEAF. All submissions from the three programmes will be gathered and assessed as one group.

Entries can be submitted any time between 18 January and 25 March 2021.

Throughout the campaign, some entries will be selected and featured on [UNESCO's Trash Hack website](#). However, it is the votes of National Operators (NOs) that will determine the final winners.

Acceptance criteria:

- 1) The entry has to be in **English** (or translated).
- 2) The entry must be an example of a "**Trash Hack**"
- 3) Video entries must be **no longer than 1 minute**
- 4) Photo Story must include **no more than 5 photos**
- 5) The entry has to be posted on at least one social media platform with **all** of the following hashtags:
**#TrashHack #UNESCO #ASPnetUNESCO #LitterLessCampaign
#EcoSchoolsStayActive #YREstayactive #LEAFanywhere**

Finding the winners:

Depending on the number of entries, the FEE Education team might carry out a pre-selection round before presenting the nominated entries to the Eco-Schools, YRE, and LEAF National Operators, who will give points according to the assesment criteria. To ensure fairness, NOs are not allowed to give scores to entries from their own countries.

Assessment criteria (1-5 points):

1. How would you rate the technical quality of the entry?
2. How well does the entry address the Trash Hack theme?
3. To what extent is the entry solution-oriented and positive?

The winners of the campaign will receive diplomas from FEE, mention on social media & website, and a small prize.

Ideas for Student Activities

Trash Hacks are easy actions to reduce waste which can lead to big ideas for the planet! Education is at the heart of the campaign, where Trash Hackers will learn about sustainability through action. These are just suggestions, so feel free to get creative!

Individual activities:

- Find ways to encourage friends, parents and teachers to pack a waste-free lunch!
- Turn plastic water bottles into a hanging wall planter for a garden of any size.
- Make your own face masks from old clothes, scrap material or tote bags.
- Try to DIY your next necklace, bracelet or earrings as a fashion-forward #TrashHack
- Interview someone from your local landfill, city or county public works department, town's sustainability organization, waste hauler, or department of environmental quality about the effects of waste and litter in your local community.
- Create artworks using e-waste and further trash! Let students reflect upon the consumption habits through the artwork.
- Research information on the supply chain of a t-shirt and create a learning poster on this topic. Produce a tote bag out of a t-shirt to learn about repurposing and upcycling!

Activities in the classroom:

- Start a compost or worm bin! Students can then experience how worms and other decomposers recycle fruits and vegetable scraps into compost and create a reportage about ecosystems and biodegradation.
- Paint posters and decorate bulletin boards or the doors to the cafeteria with waste-free lunch messages to announce or support a waste-free event!
- Conduct a classroom audit to identify waste and look for ideas to reduce and reuse. Empower the student to set goals, search for solutions and review progress
- Go on a field trip. Visit your local landfill, recycling center, or a nearby composting facility where the students can see first-hand what is happening to waste, and learn about the lifecycle of waste and its affect on the environment.
- Design a questionnaire and conduct interviews on food waste with personnel of the school canteen.
- When students have completed a Trash Hack on their school, contact students from a different schools or country and present your findings, ideas and results!

Where to find more information?

You can direct interested students, teachers, and parents to the websites of either Eco-Schools, YRE, or LEAF. The information on all the three sites is the same.

Eco-Schools: <https://www.ecoschools.global/trash-hack-campaign>

YRE: <https://www.yre.global/trash-hack-campaign>

LEAF: <https://www.leaf.global/trash-hack-campaign>