

Educating Schools about the Impact of Littering

INTRODUCTION

The aim of the campaign is to educate younger generations on the impact of littering. We believe that educating since young could made an impact on the future generations as it could instil believes and the consequences of harming the environment from young. Furthermore, this could influence the parents in creating a good image for their children with the knowledge and experience shared during the campaign.

METHODS OF ENGAGEMENTS



OUTREACH

Through sharing sessions in schools to educate and inform younger generations of the importance of a clean river. Additionally, the social consequences of littering.

SOCIAL MEDIA

Social Media would be the most important form of outreach in this era. In Scotland, children aged 11-15 spend an average of 2.8 hours on social media. To inspire change, we need to speak their language – digital.



OBJECTIVES

- Educate on environment, health and social consequences.
- Build a youth-led movement to become part of youth culture.
- Strengthen FORK's digital presence to younger audience.

PARTNERS:

FRIENDS
OF THE
RIVER
KELVIN

