

EDUCATIONAL CAMPAIGNS STRATEGIES FOR SCHOOLS AND KINDERGARTENS

Action Plan - Essen & Fortaleza

How to target children through educational campaigns

Incentives should be created for children to learn and live waste prevention and recycling through competitions and rewards. The transfer of knowledge via modern media platforms is more appealing to children than formal teaching. In addition, the avoidance of waste and its adequate treatment, as well as recycling can be achieved through well-designed books, games and handicraft instructions.

In environmental education campaigns, it is important to take into consideration the target audience in order to develop appropriate actions and materials. These should be engaging and age-appropriate. For children, activities should include captivating stories and educational games. When the audience is composed of young adults and adults, it is interesting to incorporate technology and social media, as well as practical activities that stimulate active participation. When the audience involves schools and teachers, it is essential to promote personal responsibility through sustainable daily actions, such as guidance on selective waste collection and how to separate recyclables.

Incorporating playful activities, related to specific environmental-themed holidays for example, is also a way to capture children's attention. Furthermore, it is important to measure the impact of initiatives to assess their effectiveness and make necessary adjustments, ensuring that children develop ecological awareness from an early age and become advocates for good environmental practices.

Lessons Learned & Recommendations



From Essen

- 1 Develop materials for specific audiences and language adapted to different age groups.
- 2 Collaborate with the teaching staff and school employees.
- 3 Small-scale testing (pilot projects).
- 4 Engagement on specific holidays.
- 5 Rewards as a form of encouragement for children.

From Fortaleza

- 1 Children like to learn and live waste prevention and recycling through competitions and rewards.
- 2 Adults can also be reached and are capable of learning, for example with Re-ciclo.
- 3 The involvement of stakeholders and different municipal institutions enables a broad basis for knowledge transfer.
- 4 Short decision-making processes allow for quick action and lead to dynamic interventions that address relevant target groups.
- 5 Active demonstrations of recycling (e.g. biodigester) in schools and kindergartens increase awareness.

Repertory of activities around recycling for children

Draw the different recycling containers: It is ideal for the littlest ones to learn how to differentiate between the different waste bins (paper, glass, plastic, etc.). When they are printed on paper, they can identify, relate to and retain their shapes, colours and uses better.

Make toys out of waste: This activity encourages recycling and re-use. In addition, the children learn about the properties and possible applications of materials and develop their imagination and creativity by making puppets out of socks or houses out of shoe boxes, for example.

Prizes for reusing recyclable objects: Awards for meeting predefined recycling targets — such as collecting a certain number of batteries or bottle caps — are effective, especially, among slightly older children.

Videogames about recycling: There are games for PCs and mobile devices that promote environmental sensitivity. You can also find them online.

Cartoons promoting recycling for children: On YouTube there are episodes of children's animated series such as Pispas or Everything's Rosie, that make children aware of the importance of recycling.

Stories for children about recycling: There are many children's books, such as Michael Recycle, (Ellie Bethel y Alexandra Colombo), Look after your planet (Lauren Child) or Why Should I Recycle (Jen Green) that, in addition to entertaining and encouraging reading, foster recycling among the youngest.

Play recycling games: to help children practice which article can be recycled and which cannot.

Building a recycling container for the household: building small containers can allow children to learn about how to recycle different items.

Organise recycling walks: collecting waste in children's neighbourhood is an efficient manner to raise awareness about littering and the

importance of maintaining the street clean.

Environmental education with organic waste reuse: In Fortaleza, students are visiting the biodigester in their schools, where the caretaker, along with teachers, explains how to use the equipment. The function of the biodigester is also incorporated into different subjects taught in the classroom.

Environmental education activities in schools: Children participate theatre performances with recycling themes, dressed with reused materials, and provide guidance to other students, teachers, and parents on selective waste collection. Lectures and group discussions with students are also conducted to engage them and promote behavioural changes and best practices.

Environmental education in practice: Children engage in activities (exchanging recyclables for seedlings, playing with reused materials, etc.) in micro-parks and squares near schools.

Beach, river, and lake clean-ups: Collective solid waste collection efforts on beaches and around rivers and lakes in the city. These locations also have support points with interactive games and playful activities for children to participate in.

Green Mission: Engagement campaigns and competitions between schools to select and reward those that separate recyclable waste, also rewarding the most engaged students. This aims at promoting environmental awareness through selective waste collection and the valorisation of solid waste.



ACTIVITY 1 – RECYCLING COMPETITION



Short description: 1 school in Fortaleza and 1 school in Essen will compete to recycle the highest amount of waste in 1 month. The recyclable waste collected will be weighted to determine the winner. At the same time, children will have to record a video with the main lessons about why it is important to recycle.

Main objective: To raise awareness about the importance of recycling and adequately disposing waste.

Duration: 1 month. Can be repeated each year.

	Essen	Fortaleza
Actors involved	<ul style="list-style-type: none"> • 1 school in Essen • EBE Educational department • Green Affairs 	<ul style="list-style-type: none"> • 1 school in Fortaleza • Secretary of Education - SME • SEUMA, SCSP • CITINOVA
Material needed	<ul style="list-style-type: none"> • Containers to dispose different recyclable materials • Scale to weight materials 	
Platforms	In the classroom. Share results and video on social medias	

ACTIVITY 2 – VOTING WITH WASTE



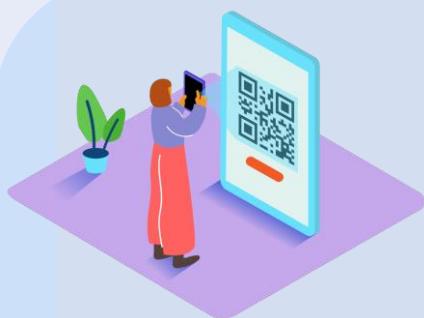
Short description: Classes in Essen and Fortaleza's schools will collect waste and then vote to choose a specific material. They will sort the waste collected and select the chosen material into different containers. In the end, the total amount of waste collected will be compared with the weight of different containers.

Main objective: To teach children about the importance of sorting waste.

Duration: 1 week. Can be repeated each year.

	Essen	Fortaleza
Actors involved	<ul style="list-style-type: none"> • 1 school in Essen • EBE Educational department • Green Affairs 	<ul style="list-style-type: none"> • 1 school in Fortaleza • Secretary of Education - SME • SEUMA, SCSP • CITINOVA
Material needed	<ul style="list-style-type: none"> • Containers to dispose different recyclable materials • Scale to weight materials 	
Platforms	In the classroom. Share results and video on social medias	

ACTIVITY 3 – SCAN & SORT



Short description: Print QR-codes on the different recycling bins. When children are disposing waste into a bin, they can scan the QR-code to see a video of what happens to the waste on its way to disposal or recycling.

Main objective: To raise awareness about the importance of recycling and adequately disposing waste.

Duration: 3+ months.

	Essen	Fortaleza
Actors involved	<ul style="list-style-type: none"> • School(s) or neighbourhood • EBE • Local artists 	<ul style="list-style-type: none"> • School(s) or neighbourhood • Ecofor • Local artists • CITINOVA
Material needed	<ul style="list-style-type: none"> • Video production software or existing videos • Mobile phones • Different containers • Printers 	
Platforms	<ul style="list-style-type: none"> • In classrooms or neighbourhood facilities / communal spaces. • Neighbourhood micro-park or tiny forest. • Share results and video on social medias 	

ACTIVITY 4 – CONVERSATION CIRCLES



Short description: Selection of a group of schools to engage in discussions on specific solid waste topics. During a thematic week of activities, each day will involve a specific action with children, such as a lecture, interactive games, recycling quizzes, and more.

Main objective: To raise environmental awareness amongst children and encourage more sustainable practices.

Duration: 1 week. Can be repeated each year.

	Essen	Fortaleza
Actors involved	<ul style="list-style-type: none"> • 1 school in Essen • EBE Educational department • Green Affairs 	<ul style="list-style-type: none"> • 1 school in Fortaleza • Secretary of Education - SME • SEUMA • CITINOVA
Material needed	<ul style="list-style-type: none"> • Audio-visual equipment • Games made with reused materials 	
Platforms	In the classroom. Share results and video on social medias	

ACTIVITY 5 – RECYCLING SCAVENGER HUNT



Short description: A school-wide scavenger hunt will be organised to create toys and games using recycled materials. At the end, an exhibition fair will be set up to showcase products from the workshops.

Main objective: To encourage the reuse of recyclable solid waste, extend the lifespan of materials, and promote waste valorisation and circular economy.

Duration: 1 day per workshop.

	Essen	Fortaleza
Actors involved	<ul style="list-style-type: none"> • 1 school in Essen • EBE Educational department • Green Affairs 	<ul style="list-style-type: none"> • 1 school in Fortaleza • Secretary of Education - SME • SEUMA • SEJUV (CUCA Ambiental) • CITINOVA
Material needed	<ul style="list-style-type: none"> • Reusable materials • Paint, glue, markers, and other similar materials. • Instructor and facilitator. 	
Platforms	In classrooms or neighbourhood facilities / communal spaces. Share results and video on social medias	



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