

# PICKET PALS

## CREATING YOUNG ENVIRONMENTALISTS



**voice**  
urging greener choices now!



# PICKER PALS

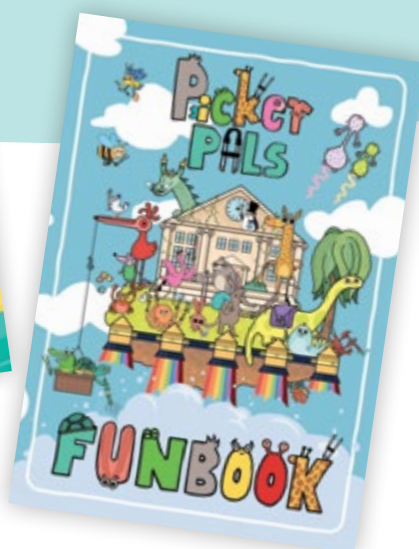
voice

urging greener choices now!

**Picker Pals is an environmental programme that inspires primary school children to care for their local environment by going on litter-picking adventures, motivated by the Picker Pals song and story world. Picker Pals supports children and their families with a fun, year-round programme of interaction and activities. By motivating real, practical action we are bringing about much needed behavioural change and creating a new generation of young environmentalists.**



Storybooks



Activities



Picker Packs

Following a successful launch in 175 schools and 200 classrooms that brought the programme to nearly five thousand children, Picker Pals is ready to go to the next level as we move towards our goal of running the programme in every primary school in Ireland and around the world. We are seeking funding from public, private and corporate sources to facilitate the development of the Picker Pals programme during the 2021-22 school year.



## OUR MISSION

We aim to equip every one of the 3240 primary schools in the country with litter-picking tools, educational content and an active community of litter-pickers, until litter and littering become things of the past.



## OUR VISION

To facilitate action and bring about behavioural and attitudinal change in children and their families while ridding our outdoor spaces of litter. To create a generation of young environmentalists.

# THE PROBLEM

*The scourge of litter and a lack of environmental care and awareness*

Neighbourhoods and beauty spots spoiled

Plenty of talk. Not enough action!

Economic impact of litter on communities

Psychological effect on children "living in litter"

Litter normalised among certain groups

People lack tools to take action

Big clean-ups but no small-scale regular activity

Communities and families feel powerless

Disconnect with nature and lack of environmental stewardship

Lack of belief in the power of small actions to impact on global issues

Anxiety in kids caused by overload of bad environmental news without an action-based outlet

## RECENT HEADLINES

**Council received nearly 5,000 litter complaints last year**

**There's been a 50% surge in requests to deal with illegal dumping**

**'Closed' beaches left in 'deplorable' state**

**Communities scourged by littering as council 'alarmed' at 'drastic increase' of illegal rubbish**

**'Dramatic increase' in littering and dumping**

**Ten Kilos of rubbish per person left at site**



# HOW PICKER PALS WORKS

- Picker Pals provides each participating classroom with fun story and activity books, songs and teacher support materials in either Irish or English.
- The Picker Pack contains adult and child litter-picking equipment and safety clothing.
- Each child takes home the Picker Pack and goes on a litter-picking adventure in their local area with their family, reporting back to their classmates.
- All programme material is delivered in upcycled and fully reusable packaging.
- The programme is supported by the popular Picker Pals TV interactive sessions, a variety of competitions and other class and family engagements.



“After each weekend we always took the time on Monday morning to talk about whoever had the Picker Pack home with them and it was really great for the children to stand up and they felt really proud of everything they had picked up.”

1st Class teacher, Howth, Dublin

# THE PICKER PACK

## The Heart of the Picker Pals Programme

- Made from durable, waterproof fabric upcycled from old dinghy sails. These are donated to us by local sailing clubs.
- Manufactured in the Rediscovery Centre in Ballymun, providing employment and training to local people. This fabric, which we are only too happy to divert from landfill, is perfect for our needs.
- Every unique Picker Pack is an important part of the *Picker Pals* story as we tackle waste head on.

### Gloves

An adult and child pair to protect those litter-picking hands.

### Picker-uppers

High quality large and small picker-uppers. Only the best for the *Picker Pals*!

### Bags

Replenished every time the *Picker Pack* goes out on a mission.

### High-vis vests

Child and adult vests for visibility, safety and fun.

### Safety information leaflet

Keeping our *Picker Pals* safe on their litter-picking adventures is our number one priority.



“The Picker Pack is at the heart of the programme and is what makes *Picker Pals* unique. Kids are so proud to bring it home and lead their adult on a litter-picking adventure.”

Patrick Jackson. *Picker Pals* Creator and Director.



# PROGRAMME FEATURES

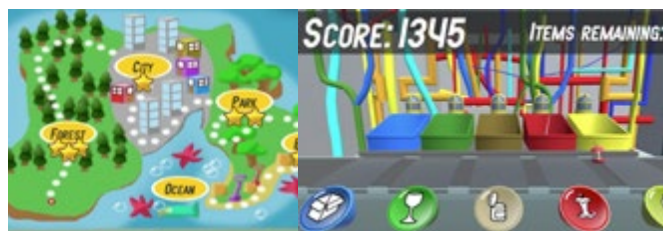
## Rediscovery Centre Upcycled Sails Project

Over 250 Picker Packs for the programme have been made at the Rediscovery Centre fashion workshop contributing to skills training and the circular economy.



### Anti-Litter Game

Working with a team at Technical University Dublin (TUD), we have developed an anti-litter and recycling game to help children interact with the issues in a fun and interactive way.



### The Picker Pod

The packaging of materials delivered to schools is completely waste free as the colourful Picker Pod transforms into a classroom wall display.



### Social Media

During the year we have achieved a 500% increase in social media engagement across Instagram, Facebook, Twitter and YouTube

### Competitions and Contests

Fun competitions including environmental quizzes, a pea growing project and a poem and picture competition.

### Anti-Litter Talks

Picker Pals has delivered bespoke 40-minute anti-litter talks to schools, teaching children about all aspects of the littering issue and introducing steps the children themselves can take to reuse more, and reduce their level of waste.



### Picker Pals TV

Delivered directly to schools via Zoom, Picker Pals TV provides learning and fun, hosting environmental expert guests, puppets, eco tips and educational content. Each show has been viewed by an average of 1200 children.

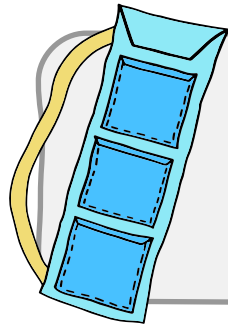


# PICKER PALS Survey Results 2020-21

We surveyed all of our Picker Pals teachers. Here are the results.

## PARTICIPATING CLASSROOMS

Infants	3%
1st Class	32%
2nd Class	22%
3rd Class	19%
4th Class	18%
Other	6%

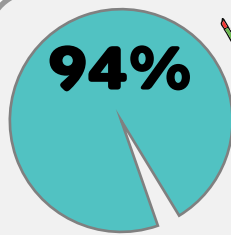
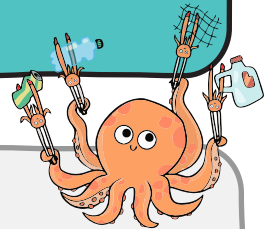


**100%**

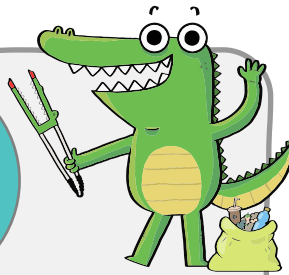
"The Picker Pack was easy to use".

**100%**

"The teacher support materials were clear and useful".



94% found the materials "age appropriate" for the children.



**85%** said the children engaged with the Picker Pals characters.

**94%**

participated in our live Picker Pals TV shows.



**84%**

of teachers rated the materials as "Excellent" (13% rated them "Good").



**100%** felt supported in the programme.



**88%**

received positive feedback from families.

Would you like to do Picker Pals again in the future?

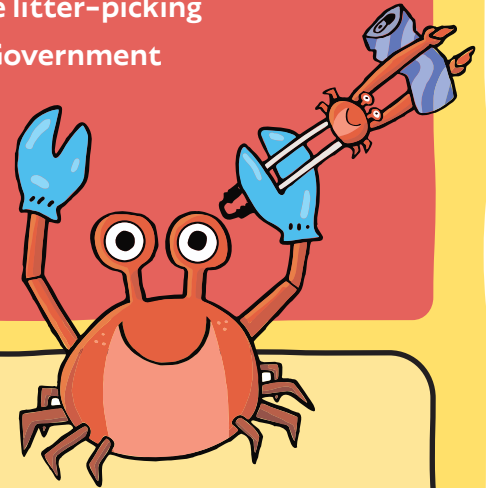
**100% "YES!"**

Would you recommend Picker Pals to a friend?

**100% "YES!"**

In order to minimise the risk of infection from Coronavirus COVID-19, Picker Pals need to take the following measures as well as the normal safe litter-picking measures as described in the Picker Pals Safety Information. Government regulations and school policy should always be followed.

At times, it may be necessary to delay litter-picking activity and Picker Pack sharing in accordance with Government and school policy.



### Before Picking



The Picker Pack and litter-pickers should be cleaned with disinfectant spray before they leave the school.



Families should use their own gloves where possible. If the gloves and hi-vis vest from the Picker Pack are used, they should be washed before returning them to the school.

### While Picking



Picker Pals should maintain social distancing (a 2-metre distance) from people outside their family at all times.



Wear gloves and do not pick up any items of PPE.



Always use the litter-pickers and don't touch anything you pick up.



Dispose of all bags of litter immediately.

### After Picking



Parents are asked to use a disinfectant spray on the picker-uppers and Picker Pack after use and before returning it to the school.



Families should wash the gloves and hi-vis vests, if they have been used, before returning them to the school.



There should be a 4-day delay between the return of the Picker Pack to the school and its reissue to another family.





“The Picker Pals project has had a huge impact on her. Her awareness of litter and rubbish has increased massively.”

“It makes me feel good because it looks better without the litter.”

“It was great to see that we were making a difference as a group.”

“It’s been a great success and it was really easy to run the programme with my class.”

“Since doing Picker Pals, we have reduced our waste in the family quite dramatically.”

“As part of our global CSR Programme, we are committed to making a positive difference in the communities in which we live and work. Our support for Picker Pals is aligned to this objective.”

CSR Officer, Supporting Organisation

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

6 CLEAN WATER AND SANITATION

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND





“The streets around my house had tonnes and tonnes of litter.”

“She really, really enjoyed seeing the results of her work. It has completely changed the way she looks at the world.”

“They responded really well and one of my student’s family made a vow to pick up litter every time they went on a walk.”

“The parents were all very helpful as well and it was done in a really fun and exciting way.”

I am delighted to endorse Picker Pals. We introduced the initiative into 20 schools. The children and their families were so excited to take part. It is a very clever model for teaching civic pride and really good for getting families engaged in their community and helping out to tackle littering.”

County Council Environmental Awareness Officer

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