



Our
Campaign

Highcliffe School

Our Campaign

To decrease the amount of litter that hasn't been disposed of properly in local woodland areas.

- Over 7,000 phone calls a year about litter-related incidents and our officers regularly rescue animals trapped or hurt by litter.
- A fox cub with its head stuck in a wheel hub.
- A badger cub with a plastic can holder embedded in its neck.
- A cat that lacerated its paw on some broken glass.
- A dog with its tongue caught in a discarded can.
- A hedgehog with its head wedged in an empty tin.

Tax payers have to pay £1 million per month to clean up litter.



Ethics and Call to action

Call to action:

- Whilst people are out collecting litter they can take a selfie of themselves and post it online using the hashtag TIC (Trash It Challenge).
- Growing use of social media

1.3 million pieces of litter is thrown out the window from cars every weekend in Great Britain.

- Car share or could even cycle to the forest or woodland areas.

Social Media

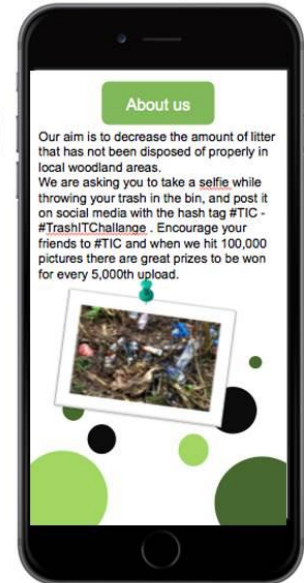
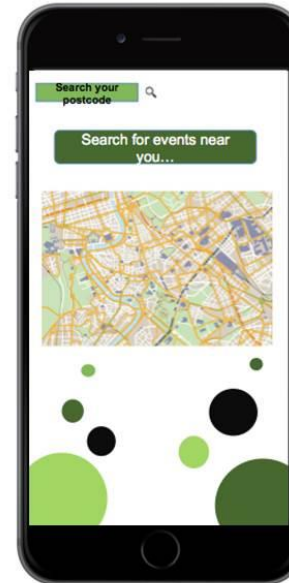
You get the chance to win a prize if you get a certain amount of people reached on the page.

- FB - 50,000
- Twitter – 20,000
- Instagram – 10,000
- Google + - 10,000
- Ask – 5,000
- Pintrest – 5,000

Launch Event

- Picnic event/BBQ
- Bands – The Sparks
- Celebrities – David Attenborough
- Cost of tickets - £8
- 1000 guests





App

Mascot



Poster

