



National  
Wildlife  
Federation



JOHNSON  
OUTDOORS

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# Spring 2023 Education Toolkit for K-12 Schools



# TABLE OF CONTENTS

About NWF, Johnson Outdoors, and Litterati.....	3
About the Clean Earth Challenge.....	5
Clean Earth Challenge Campaign At-A-Glance.....	6
Details to Help Plan.....	7
Before Your Start the Campaign.....	9
Data Collection Worksheet.....	10

# About Us

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## **National Wildlife Federation**

The National Wildlife Federation, America's largest and most trusted conservation organization, works across the country to unite Americans from all walks of life in giving wildlife a voice. We've been advocating for wildlife since 1936, fighting for the conservation values that are woven into the fabric of our nation's collective heritage.

The National Wildlife Federation believes that to protect wildlife and ourselves, we need to ensure that all people have access to clean air, and water, safe communities, easy and equitable access to nature, and protections from the ravages of climate change. These basic needs, equally necessary and urgent for all people, are foundational to bringing the conservation movement and ethos into the 21st century.

The National Wildlife Federation has been a leader in developing high-quality education programs focused on the observation and study of the natural world to nurture a conservation ethic and a lifelong connection to nature for over 50 years. Combined, our PK-12 programs reach over 10,000 schools, approximately five million students, and thousands of educators every year.

# About Johnson Outdoors & Litterati

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## Johnson Outdoors

We want people to get out and experience the great outdoors. We see it as our job to ensure that, from planning to unpacking, it's the best experience possible. And, because we're outdoor adventurers too, we draw on our spirited heritage and personal expertise to authentically and passionately make that happen. That's why we've been Trusted for Adventure since 1970.

"Our commitment to leaving the planet better than we found it has always been at the core of Johnson Outdoors and our family of brands. Now more than ever, it is imperative that we work together with partners like the National Wildlife Federation as well as our consumers to ensure that our natural spaces are healthy and thriving for us and generations to come," said Helen Johnson-Leipold, chairman and CEO of Johnson Outdoors.

## Litterati

Litterati is on a mission to create a litter-free world by empowering people to create a cleaner planet by turning information into actionable insight.

When millions of people come together for a common goal, the impossible becomes reality, and lasting change happens. Capturing litter through geo-tagged photos makes the problem measurable. The more clear the data on the problem becomes, the more we're able to create effective solutions.

# 2023 Spring Campaign At-A-Glance

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2/27/23

**Campaign Kick-Off**

3/1-3/14

**Week 1 & 2  
Litter Pickup + My Watershed**

3/15-3/28

**Week 3 & 4  
Litter Pickup + For Wildlife**

3/29-4/11

**Week 5 & 6  
Litter Pickup + Food Waste**

4/12-4/25

**Week 7 & 8  
Litter Pickup + At Home**

4/28/23

**All Litter Data Submitted**

5/3/23

**Campaign Project  
Winners Announced**



# Details to Help Plan

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Use the details below to help plan for the level of engagement that best meets the needs of your students and aligns with the time you have in your schedule to participate.

## #CleanEarthChallenge Kick-Off

- Every two weeks we will release a call to action and educational activity for grades K-2, 3-5, and 6-12, via the Clean Earth Challenge website and social media, @EcoSchoolsUSA.
- Follow us on Instagram @NWFEducation and Facebook @EcoSchoolsUSA.
- Content release dates: 3/1 | 3/15 | 3/29 | 4/12

## 3/1-3/14

### Week 1 & 2 | Action>Litter Pickup | Activity>My Watershed

- Students will have opportunities to:
  - Pickup, count, categorize, tag, and upload trash and debris data
  - Define a watershed and identify the parts of a watershed system
  - Identify their watershed
  - Follow a river within their watershed to the ocean

# Details to Help Plan

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**3/15-3/28**

## **Week 3 & 4 | Action>Litter Pickup | Activity>For Wildlife**

- Students will have opportunities to:
  - Pickup, count, categorize, tag, and upload trash and debris data
  - Identify and discuss ways litter impacts wildlife
  - Design a campaign to increase awareness about the benefits a clean community has for local wildlife

**3/29-4/11**

## **Week 5 & 6 | Action>Litter Pickup | Activity>Food Waste**

- Students will have opportunities to:
  - Pickup, count, categorize, tag, and upload trash and debris data
  - Define food waste and visualize the problem.
  - Conduct interviews and make observations about food waste at school
  - Draw conclusions and outline solutions to school food waste

**4/12-4/25**

## **Week 7 & 8 | Action>Litter Pickup | Activity>At Home**

- Students will have opportunities to:
  - Pickup, count, categorize, tag, and upload trash and debris data
  - Share and do activities designed to be completed with a caregiver or family member using learning from the previous weeks
  - For older students, based on past weeks, take action in your community



# Before the Campaign Begins



Determine if students will use the:

- Mobile Litterati app (phone or tablet), or
- The Clean Earth Challenge Data Collection Forms that can be uploaded to [cleanearthchallenge@nwf.org](mailto:cleanearthchallenge@nwf.org).

For those using Litterati, let's learn how to use the Litterati mobile app to collect data about litter students are finding.

## LITTERATI &



### Quick Start Guide



1

Download the app and claim your account

2

Check that your phone's GPS location settings are ON.

3

Clean up & take photos!

Be safe, wear a mask, be aware of your surroundings

4

Upload your photos via wi-fi when you're done.

After doing a long clean up session, this would be a good time to charge your phone as well.

5

Tag your photos in the gallery after uploading.

Go into gallery and add object, material or brand tags to your photos. It's important to tag your photos to help add good data to your photos and our database.

QR Code  
App Download



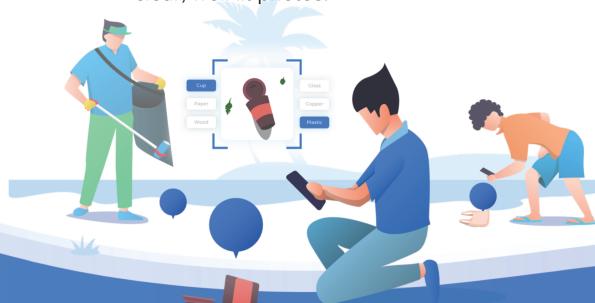
Sign up for the challenge with join code: **CLEANEARTH**

Check that your GPS location settings are ON

Protip - Make sure to take clear, well lit photos!

### Bonus!

Share on social media!  
Use:  
**#CleanEarthChallenge**



For more information, visit our [FAQ page](#)

A detailed Litterati guide with step-by-step images can be found under [Measure Your Impact](#) on the Clean Earth Challenge home page

