



SCOTLAND'S NATIONAL
LITTER STRATEGY:
HIGHLIGHTING THE WORK
OF OUR PARTNERS

**SUNNYSIDE
PRIMARY SCHOOL'S
#DRAINCAMPAIGN**



#DRAINCAMPAIGN BY SUNNYSIDE PRIMARY SCHOOL'S OCEAN DEFENDERS

SUNNYSIDE PRIMARY SCHOOL'S PRINCIPAL TEACHER, LISA PERRIE WORKED CLOSELY WITH ZERO WASTE SCOTLAND TO DEVELOP THE GET #LITTERLITERATE SCHOOLS RESOURCE AND HAS CONTINUED TO PROVIDE VALUABLE INPUT INTO ZERO WASTE SCOTLAND'S LITTER PREVENTION PROGRAMME.

In 2018, pupils at Sunnyside Primary School in Glasgow made a discovery that shocked them and decided to try and make a difference. Here's what happened.

Hunting for nurdles along Scotland's scenic coast can feel a world away from inner city life in Glasgow's east end. But after joining several beach clean ups at the village of Arrochar on Loch Long, Sunnyside Primary School pupils and staff realised that we were far more connected than we thought.

Working with Zero Waste Scotland, Marine Scotland and the Marine Conservation Society we learned that we weren't just part of the solution. We were part of the problem.



We discovered that although the iconic shores of Loch Long are around 40 miles from our urban school in Scotland's biggest city, most of the marine litter we found at Arrochar wasn't created by local people, it came from towns and cities.....it came from us.

What has been done to make a difference?

Our Ocean Defenders conservation campaign group decided to take responsibility for our bad habits and to educate others to do the same. So, we launched our #DrainCampaign. The idea was simple. We wanted to create a visual reminder for schools and businesses that the litter dropped in urban playgrounds and streets can go down the drain into the ocean and wash up on a beach. Our pupils created a series of sassy, Scottish characters based on the sea creatures which our litter is harming. To illustrate how annoyed they think these animals must be with how humans behave, pupils gave them names like Outraged Octopus and Scunnered Scarred Seal. They then drew ocean scenes featuring these colourful characters in chalk around the drains in their playground.

What was the campaign about?

To help launch #DrainCampaign our pupils recorded a video at Arrochar after a beach clean and posted it on social media to encourage others to join in. To help gain momentum, they used World Oceans Day 2019 as a platform. Dozens of businesses and schools got involved, with pupils around Scotland drawing ocean scenes around their own drains and playing our video in their assemblies.

Our Ocean Defenders delivered workshops to schools across Scotland where they also linked their sea creature characters to related campaigns including our school's ongoing #NaeStrawAtAw initiative against the throwaway straws which often end up on the shoreline.

The team were invited to the Scottish Parliament in February 2019, where they met politicians, including Patrick Harvie, co-leader of the Scottish Green Party and Paul Wheelhouse, Minister for Energy, Connectivity and the Islands. First Minister Nicola Sturgeon also visited Sunnyside to see the #DrainCampaign in action for World Oceans Day on 8 June.

What were the other benefits?

There have been a number of benefits that have resulted from the project:

- the children certainly seem to be more aware now of what can happen to the litter they see dropped, and were previously dropping themselves, and the harm it has on our environment.
- we started our latest litter audit this term (August 2019) so we can also measure the impact.
- sharing the results on social media through the campaign hashtag is giving the children's drawings a longer lasting life online to help spread the campaign and its message.
- our success proves that schools can help to solve Scotland's litter problem in a way which is fun, educational, cheap and easy to communicate so everyone can get involved. ●

“Clearing it up year after year was not actually solving the problem.”

**Lisa Perrie, Principle Teacher,
Sunnyside Primary School**

SUNNYSIDE PRIMARY SCHOOL'S #DRAINCAMPAIGN

KEY STATS

- MORE THAN TWO DOZEN PRIMARY AND SECONDARY SCHOOLS GOT INVOLVED WITH THE CAMPAIGN, CREATING THEIR OWN DRAWINGS AND SHARING THEIR EFFORTS ON SOCIAL MEDIA.
- ORGANISATIONS INCLUDING SCOTTISH WATER, GLASGOW CITY COUNCIL, SEC, FIDRA AND THE MARINE CONSERVATION SOCIETY SUPPORTED THE CAMPAIGN TOO.



**“Schools can help solve
Scotland’s litter problem.”**

Lisa Perrie, Principal Teacher,
Sunnyside Primary School

Want to know more?

For more information on Sunnyside Primary School’s project to raise awareness around the link between terrestrial and marine litter, please contact:

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