Bincentives

Bincentives is a student-led, anti-littering campaign for secondary schools, ideal for a student council, eco group or class to lead. The campaign focuses around a series of posters displaying anti-littering messages conveyed as emojis and is incentive based, with tokens being awarded to students who do the right thing with their rubbish. The aim of the campaign is to reduce littering by encouraging pupils to recycle or bin their rubbish. Prizes or rewards are allocated to classes or individuals who collect the most tokens - these should be decided by your school before the campaign begins. An editable assembly presentation is included to introduce the campaign to the wider student body. This enables the campaign to be tailored to your school. There is also the opportunity for students to share their own anti-littering, emoji messages via #bincentives on Twitter and Facebook. A selection of these messages will be used to create additional campaign posters.

Bincentives is based on a campaign idea from the students of Hampton High School, London, winners of our Cool Seas Investigators: Litter Challenge project.

What's the problem?

Litter is a global issue, impacting rural and urban areas alike and which we can all play a part in reducing. Sadly, as an island nation, rubbish doesn't only pollute our roadsides, towns and countryside, but also ends up in the ocean. On land or at sea, litter causes harm to animals and the environment and costs local authorities a significant amount to tackle...and it looks pretty ugly too! The only way that litter stops is if people stop littering.

For over 30 years the Marine Conservation Society (MCS) has been engaging with coastal communities to clear up and analyse the rubbish that ends up on our beaches and we consistently find that much of it can be traced back to the general public. That means everyone, no matter where we live.

The Bincentives Campaign is an opportunity for your students to take action to reduce litter in your school community whilst engaging with their local environment.

Why take part?

As well as linking to the science and geography curricula, PSHCE, and the Eco-Schools programme, involvement in this campaign supports the development of global citizenship, environmental awareness, leadership skills and encourages students to take personal responsibility and action on social issues.

Who is running Bincentives?

Bincentives is a campaign from the Marine Conservation Society (MCS). As the UK’s leading marine charity, our work is all about the protection of our seas, shores and wildlife. We’ve been the voice for UK seas for almost 30 years, fighting for better protection for marine wildlife, more sustainable fisheries and clean seas and beaches. Our work has resulted in the creation of marine protected areas around the UK, carrier bag charges to reduce litter and supermarkets more aware of the need to stock sustainable seafood. But more needs to be done – and our focus is on educating individuals, communities, industry and Government to work towards solutions that will achieve our vision of seas fit for life. If our seas don’t support wildlife and habitats they’ll never support communities and jobs.
**Suggested Approach**

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<td><strong>Step 1</strong></td>
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**Project Resources**

With the exception of any rewards or prizes you choose as a school, all resources required (posters and reward tokens) are included on the following pages. You will also need to download a copy of the assembly from the same page you accessed this resource.

MCS thanks PlasticsEurope and The British Plastics Federation for their support of the original pilot version of this resource.
Here’s a 😐 or a 🧵... be a 😊 not a 🤡 and for FREE from 🏫.

Good stuff happens when you bin your litter

tweet #bincentives @mcsuk    visit www.mcsuk.org

Answer: Here’s a thought or a bombshell... be a dude not a clown and bin your litter for free gifts from school.

Marine Conservation Society is a registered charity no: 1004005 (England & Wales); SC037480 (Scotland).
Make the world all rainbows and unicorns, recycle your litter or use a bin.

Good stuff happens when you bin your litter

tweet #bincentives @mcsuk visit www.mcsuk.org

Answer: Make the world all rainbows and unicorns, recycle your litter or use a bin.

Marine Conservation Society is a registered charity no: 1004005 (England & Wales); SC037480 (Scotland).
Our 🌍 is 🌎 in 🌎. Your 🌐 will 💖 you with 😊 & 🎁 if you 🚫. Always 🌱 or 🌱.

Good stuff happens when you bin your litter

tweet #bincentives @mcsuk visit www.mcsuk.org

Answer: Our planet is swimming in litter. Your school will shower you with love and gifts if you don’t litter. Always put it in a bin or recycle.

Marine Conservation Society is a registered charity no: 1004005 (England & Wales), SC037480 (Scotland).
Our 🌴 are in the 🍑!

- being 🤮, put ur 🌿 in a 🕶 & get a 🎁 2 win a 🎁.

Good stuff happens when you bin your litter

(tweet #bincentives @mcsuk visit www.mcsuk.org)

Answer: Our beaches are in the doo-doo. Stop being stupid, put your litter in a bin and get a ticket to win a prize.

Marine Conservation Society is a registered charity no: 1004005 (England & Wales); SC037480 (Scotland).
Over time litter from your school and town/city reaches the seaside and kills sea life. Please don’t litter.

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Good stuff happens when you bin your litter

tweet #bincentives @mcsuk    visit www.mcsuk.org
isn’t 😊, our 🌎 by 🔄 or using a 🚫.

U could win a 🏆!

Good stuff happens when you bin your litter

tweet #bincentives @mcsuk visit www.mcsuk.org

Answer: Litter isn’t cool, save our planet by recycling or using a bin. You could win a prize!
Marine Conservation Society is a registered charity no: 1004005 (England & Wales); SC037480 (Scotland).
Tweet #bincentives @mcsuk
Visit www.mcsuk.org