

Jessica (like many of us) watched Blue Planet 2 and was shocked by what she saw. She was so shocked that she began her own campaign to stop our waste hurting marine life: Bertie Bottle was born. Her aim is to encourage businesses to stop using single-use plastics. To do this, she sends businesses her Bertie Bottle posters (which were expertly designed by Jessica). On each poster is a space for a business to write a pledge they can make to cut down on plastic... Read on to discover how you can help Jessica make businesses more eco-friendly.

Step 2: Bertie's Bottle Check

Jessica decided that Bertie Bottle could make a difference in the business world so she began by sending her posters to local businesses. When you are sending your posters to local businesses you could also design and include a short survey to identify whether they have a single-use plastic problem. You might want to include questions like: Do you use disposable coffee cups? (Business people love hot drinks).

Step 3: Bertie's Business Plan

Time to start planning, the first thing you need is an eye-catching poster; this can be designed by the Friends of Bertie or through a whole-school competition. Remember your poster must include a blank space for businesses to write their pledge. Often, adults aren't as imaginative as children, so you might also want to give them some ideas to get them started for example: 'I pledge to stop using plastic stirrers and use teaspoons instead' or 'I will drink tap water instead of bottled water'. The next job is to find out where to send the posters. You could send them to local restaurants or cafes or with your parents to their workplaces. Remember to include a letter politely explaining what you are asking them to do and the reasons why they should take part. Finally, stay in touch with the business, support them and find out if their pledge has made a difference.



Step 4: Working with Bertie

Teachers do enough work; don't make them write letters to each business! Why not let Bertie overtake your English lessons and practice formal letter-writing? You can then send these letters out to the businesses you are targeting. For some reasons businesses are more likely to respond to children than adults – especially if this letter is handwritten.

Step 5: Spreading Bertie's Message

Jessica thinks there are lots of ways to get your whole school involved. Tell everyone about Bertie's message in assemblies, a poster competition involves everyone and sending surveys home means even parents and their workplaces are working with Bertie.

Step 6: Has Bertie Changed Businesses?

The Friends of Bertie will need to stay in contact with businesses to check whether their pledge and your campaign has been a success. Ask the business what their pledge was and ask for regular updates. Remember, if a business isn't doing well try to support them: educate not hate!

Step 7: Bertie's the Word

**Jessica says:
Please recycle
your plastics,
keep our
oceans
fantastic, what
do you say?**

DAVID
LUKE

16
UNDER
16

Step 1: Friends of Bertie

First, you need to decide who is going to be responsible for your campaign. You could appoint Friends of Bertie to design and deliver the posters to businesses. The Friends of Bertie could be members of your school's Eco-Committee or anyone in your school interested in making a lasting difference.



Eco-Schools