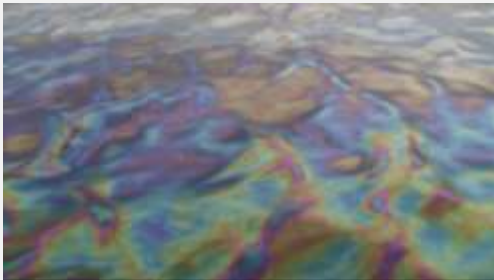


Meet the

POLLUTANTS

.com

Spreading the word about water pollution



About the Campaign

Meet the pollutants: Spreading the word about waterway pollution.

In recent years there has been a lot of momentum around litter prevention and minimisation of single use plastic. This is evidenced around the plastic bag ban, the container deposit scheme and the disuse of plastic straws. Whilst this is extremely useful there are many other small actions that everyday citizens can do to limit the potential damage to our waterways.

Water by Design (WbD) is a technical institution that has typically focused on controlling pollution through large scale civil projects (i.e. sediment control through sediment basins and nutrient control through constructed wetlands and bioretention basins). We recognise however that despite these interventions we are still seeing significant waterway degradation. We also question the merit of an end-of-line solution when we have not fully explored Pollutant Source Control on a lot by lot basis.

The difficulty we face is how to instigate widespread behaviour change action in relation to pollution control. In an effort to reach a new audience we are now pursuing an education campaign aimed at primary school children. The campaign borrows from the 'Pokemon universe' for inspiration and provides a colourful illustration for each type of pollutant. The personification of the pollutants helps break down the scientific knowledge barrier and provides a fun gateway for children to learn more about different types of pollutants.

For example, people may not realize that washing a synthetic fleece jumper can release thousands of micro plastic fibres into the waste water stream and ultimately the environment, so the campaign features a character for microfibre. WbD are also linking each pollutant character to a simple behaviour change action that residents can undertake at home (i.e. purchasing natural fibre jumpers as an alternative).

Another goal of this campaign is to broaden the focus of the Stormwater Quality industry away from just sediment and nutrients and encourage re-evaluation of house-scale interventions. For example, another feature character is PFOS (Perfluorooctanesulfonic acid), an important pollutant responsible for fish kills and groundwater contamination that many professionals may not know much about but is found in every day products such as water repellents and non-stick frypans.

A guide for potential partners:

Water by Design is an education and capacity building program that aims to improve the sustainable management of our urban waterways. The *Meet the Pollutants* campaign aims to educate younger audiences about different pollutants that affect our waterways and ways we can stop them.

As part of this campaign we have a number of different products available:

- Colouring in books and activity sheets
- Picture books
- Info pack for schools
- Pollutant identification posters
- Fact sheets with more information for high schools
- Website with links to case studies and news stories and videos
- Downloadable image files
- Hand crafted figurine set for display purposes
- Promo merchandise (Stickers, Mugs, Travel cups, T-shirts, notebooks)

Through your sponsorship there is also the potential for:

- Plush toys
- Playable trading card series
- Mascot costumes for specific events
- Online games

Another purpose of the campaign is to raise money for direct action on pollution control. Proceeds from book and merchandise sales will go towards funding our clean-up program.

Should you be interested in participating in this campaign we are looking to partner with industry and educators to spread the word.

Please get in touch via info@hlw.org.au or 3177 9100.

Services for Schools:

Water by Design are able to visit primary or high schools and explain the Meet the Pollutants campaign. We also have a number of other educational programs including 'Up the Creek and Down the Drain'.

We appreciate your feedback simply answer the following 2 questions below, send us your feedback via email to info@hlw.org.au

- a) Do you already have a water pollution module as part of your teaching program ? if yes can you please provide some brief details?
- b) How can this resource be improved to help you?

Activities for students:

- a) **Colour in** your favourite character.
- b) **Research** about each type of pollutant and write down where they come from and what happens when they get in our creeks and rivers.
- c) **Identify the culprit** – match the picture with each source pollutant
- d) List **one thing you can do** at home or at school to stop this pollutant from harming our waterways.
- e) Play the **Capture the Pollutant** game

Step 1 scour the local area for each type of pollutant

Step 2 take a picture on your phone

Step 3 post your picture on social media **#meetthepollutants**

Step 4 put the pollutant in its right place – in the bin or otherwise!

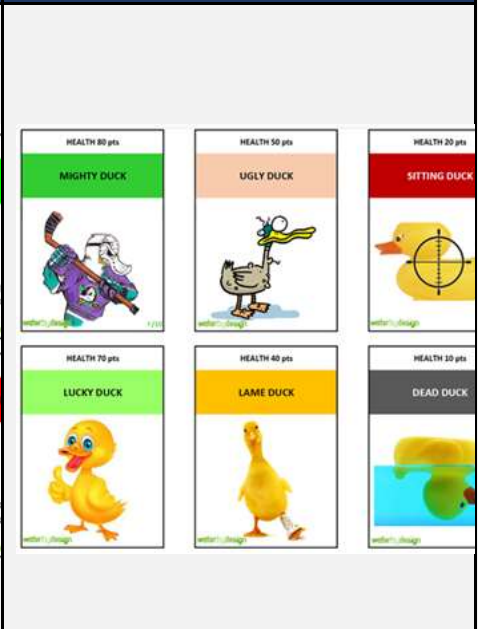
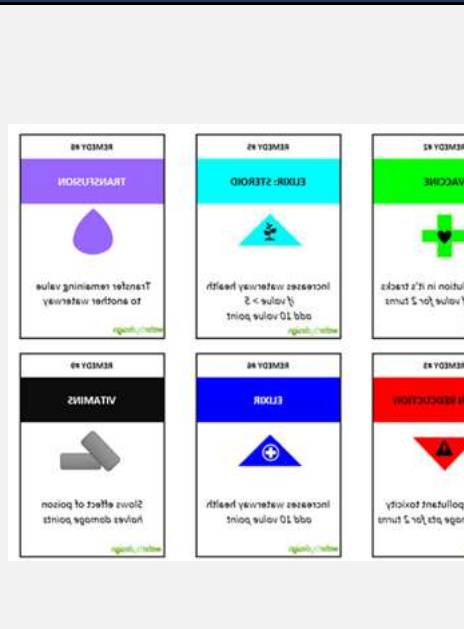
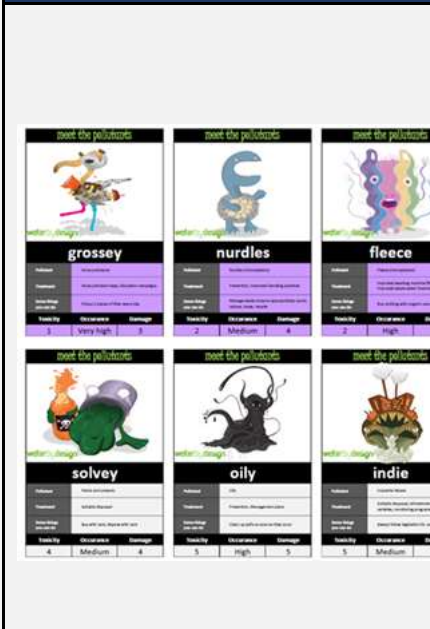
Step 5 Keep a tally of your total points (1 point for each piece of little you dispose of)



Character Profile

Character Profile

Character Profile



Trading Card Game: Poisons

Trading Card Game: Remedies

Trading Card Game: Health

Meet the POLLUTANTS

waterbydesign



Colouring in Book



Colouring in Book



Promo Materials



Tote Bags



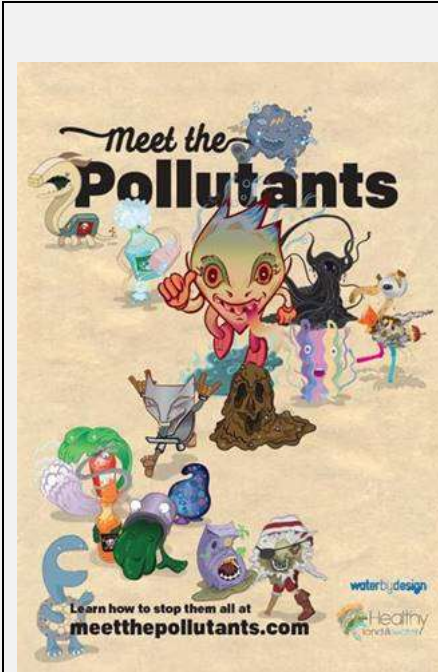
Cushions



Tees

Meet the POLLUTANTS

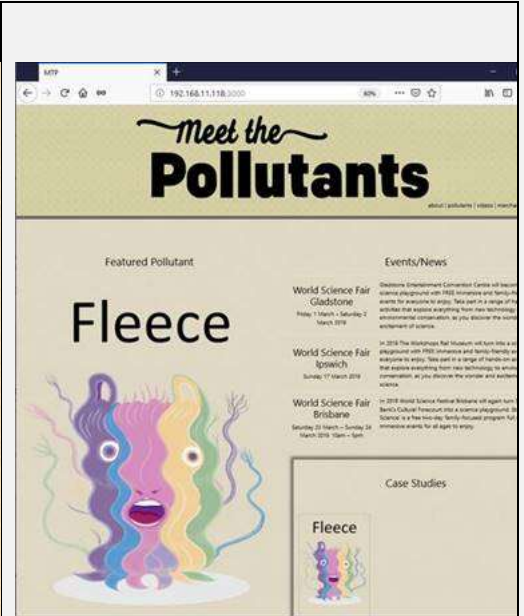
waterbydesign



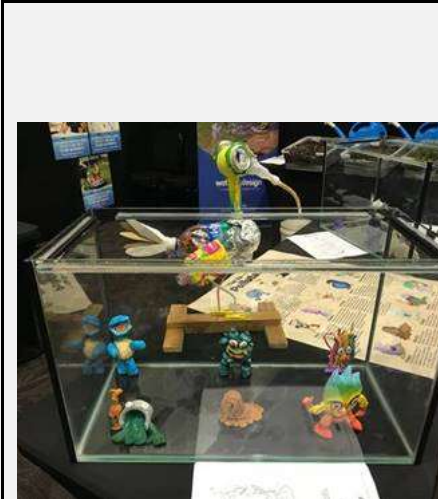
Poster



ID Poster



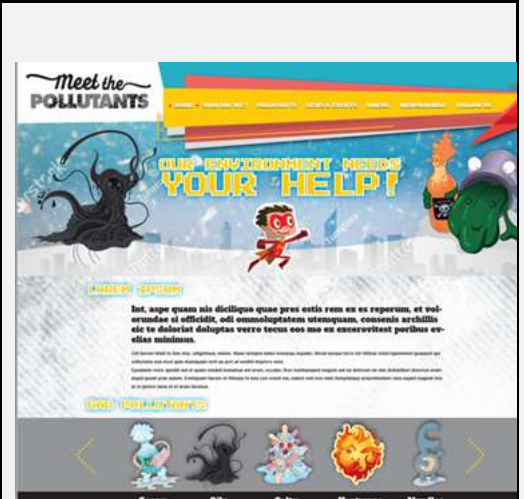
Website



Display Models



Display Models



Website