



# The 2014 YRE-Wrigley Litter Less Campaign

## Articles

### Necessary criteria:-

Each article should:

- have an interesting title of not more than 140 characters.
- not exceed a maximum of 1000 words.
- focus on a local environmental issue **and** provide a solution to the issue presented.
- be structured in a way that:
  - o has a beginning, a body and a conclusion; and
  - o covers the various dimensions of the issue explored.
- be uploaded digitally in Microsoft Word or .pdf format (including any accompanying pictures).
- be accompanied by a brief description of how it was disseminated (for example at school, in the community and in the media).



### Special consideration will be given to:-

- Articles that are supplemented with relevant illustrations and photographs. The source of any non-original illustrations and photographs must be acknowledged.
- Articles that focus on specific local environmental issues especially those connected with global problems.
- Entries that include quotes from stakeholders, e.g. environmental experts, local inhabitants, city officials, etc.
- Articles that objectively present different sides of a debate allowing readers to form their own opinion about the issue.
- Entries that make reference to scientific or statistical reports that are supported by sources/footnotes.

**WRIGLEY**  
Company Foundation

[www.yremalta.org](http://www.yremalta.org) [www.yre-litterless.org](http://www.yre-litterless.org)