

Conservation Education & Outreach Programs

Unwrap the Waves



Description:

For many Americans, Halloween is a day for fun – perhaps mixed with a little fear – including creative cosplay, make-up artistry, pranks and, of course, eating a LOT of candy. Research shows that, of the 172 million Americans who celebrate Halloween, 95% of people will purchase candy and participate in the highly anticipated “Trick-or-Treating” in neighborhoods and at community events. The result? A whole lot of happy kids... and a LOT of single-use plastic waste. In fact and according to Vox, 300,000 tons of candy are sold during the Halloween season, which is equal to “six Titanics” worth of individually wrapped sweets.



Loggerhead Marinelife Center (LMC) is on a mission to ensure these remnant candy wrappers find a second life, and that kids (and their parents) have the chance to be part of the solution. LMC’s Unwrap the Waves Conservation Education & Outreach Program provides that opportunity through two primary efforts: a student-driven candy wrapper recycling competition and through community-based partnerships.

Empowering Kids to Take Conservation Action



Unwrap the Waves reaches directly into schools by providing classrooms and common areas such as cafeterias with special receptacles designed to collect candy and snack wrapper waste generated at home or during in-school holiday events. Utilizing our Next Generation Sunshine State Standard-aligned Unwrap the Waves lesson plan, teachers discuss the many impacts of human activity on the environment while encouraging students to collect their candy wrappers at home, recycle them at school and calculate their individual and collective impact during the Halloween season through fun, hands-on activities. In November, LMC hosts a live, virtual awards ceremony announcing the 3rd, 2nd, and 1st place schools to collect and recycle the most candy wrappers that year.

We Can't Do it Alone!

In 2018, LMC brought Unwrap the Waves into the community by partnering with NGOs, City Councils and businesses holding holiday-themed events where Trick-or-Treating is a main-event. Candy wrapper recycling receptacles are provided at no cost to the event hosts and table-top receptacles are provided to all participating vendors at the event with educational signage to inform families. We also partnered with organizations across the state to become collection sites for families to recycle their wrappers. In one short year, our community partners grew by 6x. The limiting factor on additional partnerships? **We ran out of receptacles.**

In their 6th year of the Unwrap the Waves Conservation Education & Outreach program, LMC is seeking partners and sponsors who share their passion for reducing linear waste in the community and empowering children and their families to become conscious consumers – with a little friendly competition to get in the “spirit!” Last year, LMC had schools across the country join in to Unwrap the Waves, from Texas to Illinois.

What's Next for Unwrap the Waves?

Local prospects: Our goal is to provide every student in Palm Beach County with a means to give their candy wrappers a second life and join in on the Unwrap the Waves movement by supplying every school and large community event with a wrapper receptacle. **(Fundraising goal: \$50,000)**

National prospects: Our 2022 goal is to provide schools and communities nation-wide with a means to give their candy wrappers a second life and join in on the Unwrap the Waves movement by supplying a wrapper receptacle and associated educational material to a minimum of one community event and one school in every state. **(Fundraising goal: \$100,000)**

Media (2019 - Present)

- CBS12 News Coverage (2021): [View story here](#)
- 2021 Frost Science Blog: [Read blog here](#)
- 2020 LMC Blog with 2019 stats: [Read blog here](#)
- 2020 Unwrap the Waves Video: [View video here](#)
- 2020 Unwrap the Waves Winner Announcement Video: [View video here](#)
- CW34 News Coverage (2020): [View story here](#)
- 2019 Unwrap the Waves Winner Announcement Video: [View video here](#)



Metrics

- **2021:** 114 schools, 730k+ wrappers recycled
- **2020:** 40 schools, 100k+ wrappers recycled (decrease due to COVID-19 Impacts)
- **2019:** 34 schools, 272k+ wrappers recycled
- **2018:** 18 schools, 19k+ wrappers recycled
- **2017:** 15 schools, 11k+ wrappers recycled
- **2016:** 11 schools, 7k+ wrapper recycles

