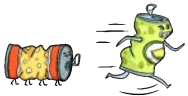


PICKET PALS

An easy to deploy
Social Value Solution with
strong, measurable results.



PROBLEM SIGNS

TRENDS WE NEED TO TURN AROUND



WE ARE DISCONNECTING FROM NATURE leading to deterioration of the lived environment for communities, families and the next generation.



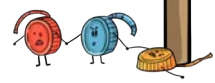
THE PRESENCE OF LITTER IS NORMALISED across our neighbourhoods, towns and places of civic and natural interest.



WE FEEL POWERLESS AND DISINTERESTED at a time when engagement and change are needed to develop a competitive, healthy and sustainable economy in years ahead.



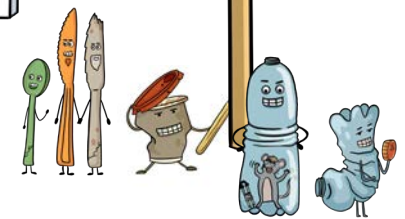
PLASTIC DEBRIS ENDANGERS BIODIVERSITY while microplastics contaminate the food chain, affecting wildlife and human health.



CHILDREN RETREAT TO SCREENS which amplify the disconnect while increasing stress, and physical and mental health issues.



COMMUNITY FABRIC DETERIORATES as work-life, time, and travel pressures mean we increasingly live in a bubble.





HOW PICKER PALS WORKS

Picker Pals is a programme for 6-9 year olds focused on environmental stewardship, learning and fun!

1 Classrooms receive the Picker Pack



2 Each week a different child brings home the Picker Pack



3 Children share their story with classmates



Supported by year-round fun and activations



Activity & Storybooks



Picker Pals TV



Creative Projects



Competitions



Quizzes



Events



Live Meet-ups

PICKER PALS - BENEFITS TO CHILDREN



The Picker Pals programme:

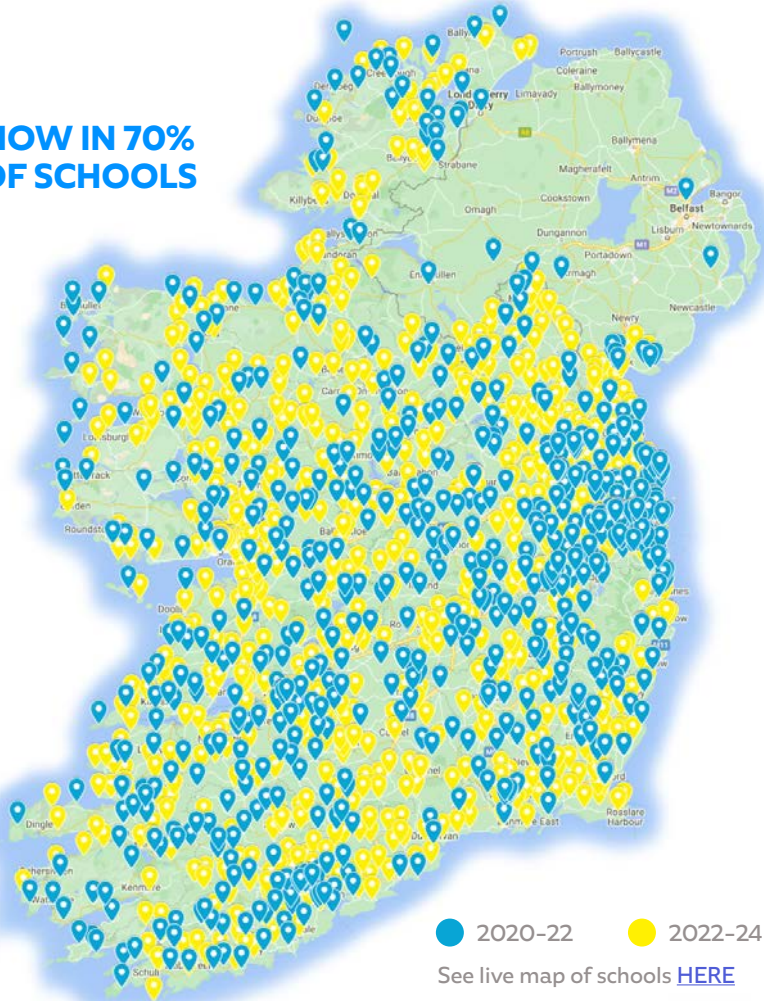
- Builds confidence, self-reliance and resilience through leading activity and positive feedback loop
- Enhances social and teamwork development
- Develops a lasting connection with the environment and local community
- Leads to better classroom cohesion and inclusion through shared experiences and fun
- Alleviates stress and anxiety with endorphin releasing outdoor activity, providing multiple health benefits as well as a break from screens
- Develops literacy and storytelling confidence
- Creates positive shared moments with parents and/or siblings on litter picking adventures



PICKER PALS IMPACT IN IRELAND NOW ROLLING OUT ACROSS THE UK



**NOW IN 70%
OF SCHOOLS**



330,000+
Litter
Picking
Adventures



132,000+
Children
Directly
Involved



5,500+
Classrooms
Activated



3.1m
Hours of
Environmental
Learning

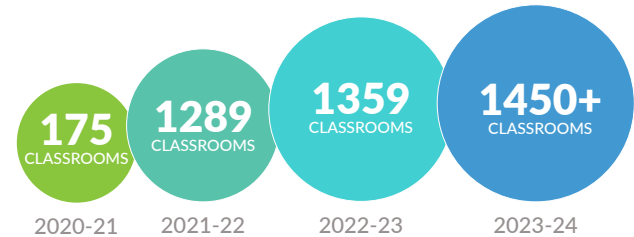


825+
Tonnes of
Litter
Removed



495,000+
Active
Outdoor
Hours

**Ireland's fastest growing
primary schools programme
EVER**



PICKER PALS: A VEHICLE FOR SOCIETAL CHANGE



This is far bigger than the 330,000+ litter picking adventures changing behaviour and communities all over Ireland, UK and Portugal. This is a powerful behavioural change programme with deep engagement and popularity, focussed on learning outcomes, environmental stewardship and fun!



THE PICKER POD

UN-BOXING = OFF THE CHARTS EXCITEMENT



The Picker Pals programme is delivered directly to the classroom in a unique, colourful package. In a highly anticipated un-boxing, the class discovers:

- Picker Pals Adventure storybooks for everyone
- Funbooks with quizzes, games, puzzles and art activities
- Safety leaflet to ensure safe picking
- Teacher's Guide and resources
- The box it all comes in becomes a huge wall poster

And of course, the Picker Pack containing child and adult picker-uppers, hi-vis vests, gloves and rolls of bags for filling with litter.



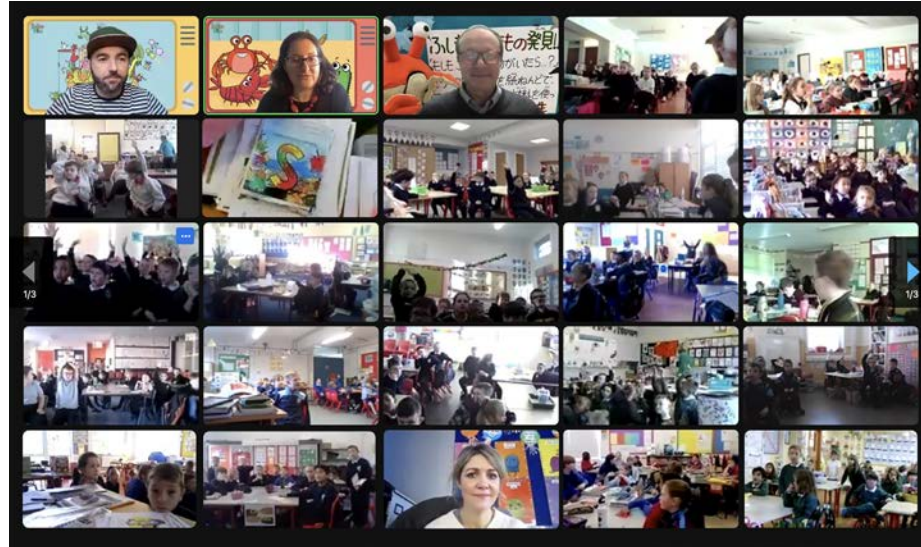
PICKER PALS LIVE MEET-UPS

6 MEET-UPS A YEAR WITH QUIZZES, SONGS, STORIES AND MORE



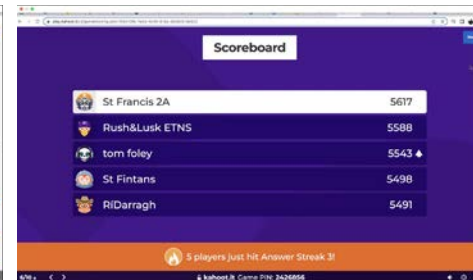
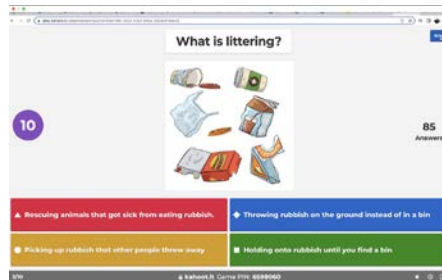
These events are full of fun and energy. It's great to feel connected to classrooms all over the country and it motivates my class with quizzes, art competitions, songs and other activities.

2nd Class Teacher



Six times a year we run the live meet-ups and they're growing in popularity every time. We currently reach c.5,000 children in English and 3-500 in Irish. Every time we do it.

Estimated involved: 30,000 per year



PICKER PALS TV

6 EPISODES X 20 MINUTES OF FUN FOR THE CLASSROOM OR HOME

Current reach: 60,000 py
(just out of pilot year so strong growth expected here)

‘The children have enjoyed Picker Pals TV and seeing other children taking part. They find that the communication keeps them motivated.’

1st Class Teacher, Jones Memorial Primary School



Targeted Campaigns



Craft Corner



Out and About Features



Interview with Litter



Craig's Crustacean Contemplations



Hosted by Pals



Olympicker Games



Picker Pals TV News



Pictures from our Community

See all the episodes [HERE](#)

HEALTH AND WELL-BEING BENEFITS

FOCUS ON THE OLYMPICKER GAMES

‘Ms. O’Rourke’s 1st class had an action packed afternoon. They got a sneak peek of some new characters from the next book, got to model the ‘Cloak of Howth’ and took part in ‘Olympicker Games’. Great fun!’ Dromiskin National School, Co. Louth



Involving cooperation, communication, extreme amounts of vocal support and a lot of laughs, The Olympicker Games are great at burning off all the excitement created by a school visit, a live meet-up or Picker Pals Quiz.

Olympicker Games were held in every county in Ireland last year and a busy series is planned for 2024.

The Olympicker Games activate the other aspects of the Picker Pals programme, building on the many health benefits of the family litter-picking adventures while also contributing to greater confidence and resilience through shared experience and recognition.



THE CLOAK OF HOWTH



A POP-UP TEACHING TOOL

OR

A WEARABLE COLLECTION OF STORIES

OR

THE ULTIMATE PHOTOSHOOT PROP

All we know for sure is that as soon as the cloak appears, children of all ages are enthralled by the impact of the collection, the myriad objects to explore and the curious stories to imagine.

Even the most serious of public servants and captains of industry have given in to the fun and ceremony created by this entity-in-making.



AN EPIC CONTENT CALENDAR AND A USER-GENERATED-CONTENT MACHINE



With over 1000 litter-picking adventures every weekend, school visits, mayoral & supporter launches, PPTV, Live Meet-Ups and creative competitions – there is a constant stream of great fun stories to share.

One of our favourites, is ‘unboxing season’

‘Such excitement opening the beautifully presented @pickerpalsworld package yesterday! Jonah was the lucky first recipient of the picker and collected items from a beautiful playground -where there were bins’! Jonah was horrified! Lots of picking adventures ahead!

Castletown National School,
Co. Wexford



Patrician Primary School @PPSNewbridge · Oct 4

Ms. O'Sullivan's 3rd class were so excited this morning to open up this amazing package from Picker Pals! We can't wait to take on the Picker Pals challenge 🗑️🌿 @pickerpalsworld

Castletown N.S. @Castletown_NS · Oct 4

Such excitement opening the beautifully presented @pickerpalsworld package yesterday! Jonah was the lucky first recipient of the picker and collected items from a 'beautiful playground -where there were bins'! Jonah was horrified! Lots of picking adventures ahead!

New Inn NS @newinn_sgml · Sep 29

Rang 2 received our Picker Pack today! We were so excited unboxing everything and we cannot wait to start picking up the litter around our local area. Thank you @pickerpalsworld for the delivery and for teaching us how to care for our environment 🗑️🌿

kevinssallynoggin @kevinssallynoggin · Nov 16

Very proud of our fantastic First Class, as they engaged in some wonderful @pickerpalsworld activity this afternoon, sprucing up the school, some local paths and church grounds. Super job guys!! 🗑️🌿

Just go to our Twitter/X feed [HERE](#) and look at the sheer excitement during October.



PICKER PALS AND THE CIRCULAR ECONOMY



Picker Pals support circular economy solutions, directly and through our many partnerships. The programme is delivered in a 100% reusable packaging that doubles as a classroom display, motivating enthusiasm for the programme.



Watch our visit to the Rediscovery Centre [HERE](#)



Many of our Picker Pack bags are manufactured from upcycled sailcloth collected from dinghy clubs around the country, preventing this fabric from going to landfill.

All Picker Pals printed materials are sourced locally, reducing emissions in transport.

Our Picker Pals TV episodes promote learning around the circular economy.



We are currently working with Cairde, a social enterprise project in Limerick to create a 100% biodegradable picker-upper.

We believe it will be the first of its kind.



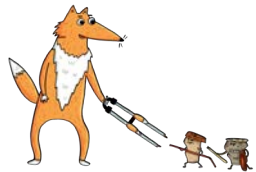
PICKER PALS AND SOCIAL VALUE IMPACT



SCORING HIGHLY ON SOCIAL VALUE IN KEY AREAS OF THE LOCAL AUTHORITY BIDDING AND PROCUREMENT PROCESS

Social Value has become a crucial factor in the Local Authority procurement process.

When preparing a tender, including a strong Social Value element can help to differentiate a bid and increase the likelihood of success.



Environmental Impact (Score: High):
Picker Pals directly contributes to cleaner public spaces, reduced waste, and enhanced local environments. This scores high under environmental impact criteria.

Education and Skills (Score: High):
Picker Pals contributes to both formal and informal education outcomes. This scores well with commissioning bodies that value sustainable educational initiatives.

Health and Wellbeing (Score: Moderate to High):
Picker Pals is an active, real-world programme which contributes positively to children's health and wellbeing. This is derived from participation in community and environmental activities while taking a break from screen time.

Community Cohesion and Engagement (Score: High):
The community dimension is a key factor in many social value assessments. Picker Pals' ability to foster community pride, encourage collaborative action, and involve schools and families will score highly.

Sustainability and Long-Term Impact (Score: High):
Picker Pals not only cleans the environment but also teaches children and communities the importance of maintaining it. The long-term value is clear and measurable. Programs that deliver lasting social and environmental benefits are rated highly by Local Authorities.

Economic Impact (Score: Moderate):
Cleaner communities often attract investment and tourism. While Picker Pals is primarily focused on social and environmental outcomes, it would still score



SUPPORTER ACTIVATION

MAKING IT REAL FOR COLLEAGUES, CUSTOMERS AND COMMUNITIES



As well as optimising Social Value outcomes for tenders, Picker Pals organise various activities for supporters to engage their colleagues and inform communities and customers about the positive local impact of their support.



Sky in Ireland has embraced Picker Packs for internal use, actively participating in local litter-picking to make a positive impact, while their Sky Cares programme and parents' group enable Sky families to take part.



Sky in London is also supporting the Picker Pals launch in UK with an event in Meanwhile Gardens and local picking adventures.



Thanks to ESW, we've been able to send Picker Packs to schools across Ireland, while their employees have taken the lead in local litter-picking initiatives, and their graduate programme has seamlessly integrated Picker Pals, making it a staple for employees and their families.



BMW has facilitated Picker Pals for 2,400 children in over 100 classrooms, provided a new iX3 fully electric car for our Nationwide Roadshow, supported the Olympicker Games featured on national TV, and has seen their 13 Irish retail locations adopt the programme, further establishing Picker Pals across Ireland and connecting BMW retailers with local schools and communities.



Helen Westby, Managing Director of BMW Group Ireland, at the KPMG Irish Women's Open where Picker Pals had a very popular stand. Video [HERE](#)



PICKER PALS - AN ORIGIN STORY



Patrick Jackson's journey, marked by diverse experiences, a deep curiosity and a desire to leave our world better for everyone, has led to the creation of Picker Pals. Here's that story.

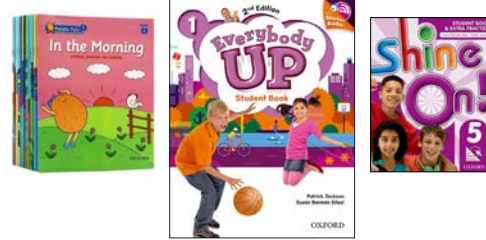
Growing up in Ireland, Patrick spent his childhood immersed in nature and was inspired by TV shows like The Wombles and Sesame Street, that both used animation and puppets to educate children about respect for each other and the world around them.



Educated at boarding schools in Ireland and later at Marlborough College in the UK, he pursued History at Oxford University and later earned a Masters in English Literature at Trinity College, Dublin, where he specialised in the works of Jonathan Swift, whose Gulliver's Travels left a lasting impression on him and inspired elements of the Picker Pals world.



Patrick's extensive travels, including walking the length of Ireland and hitchhiking from Dublin to New Delhi, broadened his worldview. His life took a significant turn when he moved to Japan after marrying Yuko in 1996. Living there for twelve years, as a teacher within the Japanese education system, Patrick was deeply impressed by the emphasis on environmental responsibility and community involvement.



Patrick was commissioned by Oxford University Press (OUP) to author a number of major English language teaching courses. Many of these books and digital materials have gone on to become bestsellers, used in over 100 countries around the world by millions of children.

Potato Pals, 2005
Japan, Taiwan, Korea - 90k circulation
Everybody Up, 2011
Global - 5.2m circulation
Shine On, 2016
Global - 1.3m circulation

Author tours followed, taking Patrick to Brazil, China, Italy, Turkey, South Korea, Taiwan, and Morocco. This opportunity to meet and learn from teachers working in many cultures and systems provided an insight that despite our differences, much stronger threads of similarity bind us as humans and educators.

Upon returning to Ireland in 2008, Patrick continued to write successful English language teaching courses and became Head of Content for an online e-learning platform, an experience which illuminated the potential of remote education, a crucial element for Picker Pals' online activities.

Patrick's environmental stewardship continued to evolve, from leading local campaigns against water pollution, organising community beach clean-ups and creating the Cloak of Howth, a garment made from over 1,000 pieces of beach debris to raise awareness of plastic pollution.

When Patrick encountered a seagull trapped in fishing line on one of his daily walks, it inspired him to spend more time litter-picking and combine his teaching background with his environmental passion. The first iteration of Picker Pals began was piloted at a local primary school and the enthusiastic response from children, teachers, and parents affirmed the concept's potential.

The Picker Pals story had begun.



PICKER PALS TIMELINE

PROGRAMME DEVELOPMENT AND CONTENT

Picker Pals brand and first characters created.

Picker Pack prototype created by Patrick's mother from leg of sailing trousers.

Pilot litter-picking adventures in Ms Johns' Burrow School 1st Class and Report Album created



Picker Pals Song released

Picker Power reader, Funbook 1 and Teacher Information Pack published

Picker Pals Meet-ups begin in response to COVID-19

Rediscovery Centre sail upcycling project begins

Picker Pod delivery system created and tested



First puppet (Craig) created by Dougie Sealy

Picture and Poem Competition



First Nationwide Picker Pals Art and Storytelling Competitions

Olympicker Games on tour



Picker Pals World extended syllabus and Filthy Foes born



First Mural (Waterford) Funbook 2 and Junk in the Jungle reader published

First animated short film "The Picking Party" released and biodegradable picker-upper designed at Cairde.



Picker Pals TV Club in London 2nd Mural (Wicklow)

Picker Pals attend Eco Escolas event, Portugal Change NOW event, Paris Helping Hand factory, UK Reset Connect, London



2018

2019

2020

2021

2022

2023

2024

SUPPORTERS AND ENABLING PARTNERS

Many thanks to all our supporters and partners, big and small.

There are too many to mentioned here, but none of this would have been possible without a wide community of supporters.

30 classroom pilot across north Dublin

Enabling partnership with VOICE Ireland commences

Local Authority Funding (Fingal and Dublin City Council)

VOICE



200 classrooms across Ireland

First Philanthropic donation (Quinn Family Foundation)

Further Local Authority funding and first business partnerships (Gallagher Quigley and Oxford University Press)

THE QUINN FAMILY FOUNDATION



1200 classrooms across Ireland

Collaboration with Technical University of Dublin Game Development

Partnerships with BMW/ESW/Intel/Sky Ireland/AIB/eBay

Irish Department of Environment and further local authority support



Rialtas na hÉireann Government of Ireland

1300 classrooms across Ireland

Irish Department of Education support

BMW Pickermobile all-Ireland Tours

London Pilot at Colville Primary School

Fingal Local Enterprise Business Expansion Funding



1400 classrooms across Ireland

London pilot in 14 schools

Portugal Launch (Brigada do Mar enabling partner)

Picker Pals meet Malcolm Noonan, Minister of State



Lisbet Rausing & Peter Baldwin



1500+ classrooms across Ireland, London, Portugal and France.

London Launch (Meanwhile Gardens enabling partner) Sky UK partnership

Lisbet Rausing and Peter Baldwin support for 20 London schools

France Pilot, Marseilles Fingal Active Travel - Picker Pals cargo bike



PICKER PALS UK TEAM EXPERIENCE

EFFICIENT ACTIVATION, REVIEW AND REPORTING



Patrick Jackson
Founder

Bestselling Oxford author and public speaker on educational and sustainability developments



Sofia Sanina

Head of Operations
With 20+ years of operations, systems and CS leadership, Sofia ensures all processes run smoothly for our team and our partnerships.



Robin Hegarty
Brand Lead

With 25+ years across brand and advertising, Robin can ensure our partnership delivers agreed brand objectives.



Lucy Gilham,
Meanwhile Gardens
Programme Manager

Passionate about the social and therapeutic benefits of horticulture and outdoor work, with a focus on community and education.



Tony Curzon Price
Meanwhile Gardens
Chairman

PhD economist with depth of experience in energy, net zero, tech, regulation, civil service and media. 3rd Sector NED/Chair

Our UK Enabling Partner



Delivery, administration, strategy and fundraising partner in London, UK

We are supported by a specialist professional network. Can work with your agency network if preferred.



Specialist production and activation resource if required



Digital marketing strategy, UX, web and social media implementation



Award winning TV, video and podcasting production and consulting services

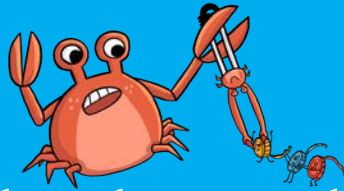


Multiple illustrators, designers, and digital content specialists



Academic and research capability

ESG - We are advised by a panel of legal, fiduciary and sectoral experts to ensure compliant organisational governance. Details available if required.



Make the world better.
Have fun doing it.



CONTACT US AND MAXIMISE
COMPETITIVE ADVANTAGE
WITH SOCIAL VALUE.

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