



1st - 31st OCTOBER 2023

Dear all,

Thank you for expressing interest in [The Great Global Nurdle Hunt](#) this year!

The following document outlines all the information you need to take part this year. You can take part this year by:

1. [Organising a nurdle hunt](#)
2. [Spreading the word](#)
3. [Using the data](#)

Or you can do all three! See below for more details. If you have any questions or if anything is unclear, please don't hesitate to get in touch (info@fidra.org.uk)

WHY WE NEED YOU

By taking part, you will be joining hundreds of others across the world in raising awareness and collecting important data which strengthens our asks for worldwide solutions to nurdle pollution. Taking part also helps to:

Show the petrochemical and plastics industry that further action is needed. Nurdle pollution is something that is clearly linked to industry. Nurdle hunting shows that this pollution is all over the world and industry must step up to implement solutions that ensure zero loss to the environment.

Show local and national governments that you care. It's important to show governments evidence of nurdle pollution, so they can implement legislation and policies that make industry change. Logging data on a worldwide dataset that others can access helps create more scientifically sound literature to support solutions.

Share information about solutions. Nurdle pollution is a preventable source of plastic pollution. Over the last year we have created a [nurdle hub filled with information on solutions](#) to support your work and the [global network of organisations](#) working on these solutions. Don't forget to [add your organisation to the directory](#) too.

Help raise awareness of the plastic crisis. Nurdle hunting is a great way to engage and raise awareness of plastic pollution in your community. This helps keep pressure on governments and industry to act.

Document the impacts on your community and the environment. This can help you map the source of the pollution, take a targeted approach, get local government interested and see action in a local context.

Helps us identify hotspots of pollution and where leakages are occurring. This can help us identify the worst offenders in industry to deliver targeted campaigns to industry who need to step up.

Building a global database of pellet pollution will force legislators and corporates to take action. We are campaigning for national and regional legislation which requires best practice along the plastic supply chain, with monitoring and enforcement to ensure effective measures are in place to prevent pellet loss.

Everyone can get involved in the Great Global Nurdle Hunt to collect evidence and raise awareness of the problem and **you play a crucial role, so thank you!!**

1. ORGANISING A NURDLE HUNT

Nurdle hunting is easy, follow these simple steps:

1. Choose a date for your event (any day between 1st – 31st October).
2. Promote your event and encourage others to take part using [our social media toolkit](#).
3. Head out to your chosen location on your chosen day.
4. Count and record the number of nurdles you see using our [handy ID sheet](#).
5. Record the number of people hunting.
6. Record how long you were hunting for (minimum 10 minutes).
7. **[Submit data online](#) before Midnight on Friday 3th November.**
8. Share your story! By tagging us on social media and submitting footage of your nurdle hunt along with your data.

For more details please see our [‘Tips to help you hunt’ document](#).

Please note you don’t have to collect the nurdles you find. You just have to tell us the number you find. We don’t think it should be the responsibility of our volunteers to clean up nurdles. But we understand many of you will want to remove the nurdles. So, if you do choose to collect and remove them, please make sure you use appropriate equipment. You can also [contribute to art and science by sending them off to Artists and Researchers](#).

2. SPREADING THE WORD

Even if you’re not organising a nurdle hunt this year, help spread the word to encourage others to take part and raise awareness of this issue by using our [promotional toolkit](#).

If you are planning a hunt **submit photos and videos of nurdles and your hunts** along with your data. Please also tag us on social media, use our [promotional toolkit](#) for more advice.

If you have several photos or videos you would like to share, please send by e-mail (info@fidra.org.uk). Fidra will only share and publish your photo/video to raise awareness of the pellet pollution problem and will give you credit for use.

3. USING THE DATA

You can use the data from our great global nurdle hunt to show your local government and industry that this pollution source needs further action now. We will summarise the data from this year’s event in a report which you can use and share with policymakers, your community and other organisations to raise awareness. This report will be available after the event in November 2023. Check out our [Great Global Nurdle Hunt 2022 report here](#).

You can also access data from our global map anytime you wish for advocacy work or raising awareness. Please get in touch if you would like access to more in-depth data: info@fidra.org.uk.

If you know of any other organisations who might be interested in taking part, please spread the word, [send on these resources](#) and help us add more nurdle hunts to the map!

If you have any questions, please don't hesitate to get in touch! Thank you!

