

# Local Authority Membership 2022-23









## **Introducing Wastebuster**

Wastebuster informs, educates and empowers young people and their families to care for the environment by adopting more sustainable lifestyle choices.

- Not-for-profit organisation and leader in environmental education
- Multi-award-winning education and campaign platform, the Pod
- 17,800 UK schools registered
- Measures waste, energy, carbon, water savings and public participation to report progress towards the UN Sustainable Development Goals
- Specialise in **behaviour change campaigns**
- A rich content hub for teachers, young people and their families
- 254 UK local authority contacts registered
- Popular annualised campaigns Waste Week, Switch Off Fortnight, What's Under Your Feet, Recycle to Read and coming soon, Water Week
- Unlocks considerable social, economic and environmental benefits for communities
- Local authority waste education programme for schools that measures progress towards local targets



# SUSTAINABLE G ALS





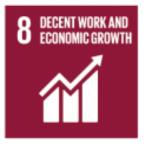


































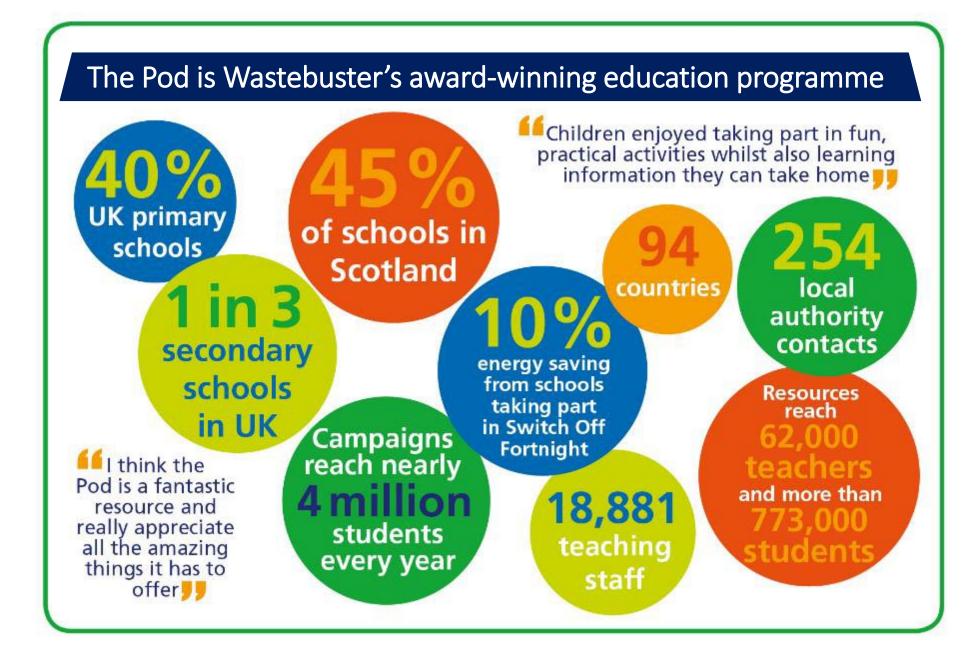


### 4 – Quality Education:

Education empowers people to lead more sustainable, healthier lifestyles, thus benefiting society as a whole. Therefore, guaranteeing inclusive, equitable and quality education is SDG 4 of the 17 UN Sustainable Development Goals, approved in September 2015 as part of the 2030 Agenda.

- 12 Responsible Consumption and Production: How we can ensure more sustainable production processes and adopt more sustainable lifestyle choices
- **13 Climate Action:** How we can take urgent action to combat climate change and its impacts
- 14 Life Below Water: How we can sustainably use the oceans, seas and marine resources and conserve and protect marine and coastal ecosystems from pollution
- 15 Life On Land: How we can sustainably use terrestrial ecosystems and sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- **17 Partnerships for the Goals:** A collective impact approach





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Our packs help teachers engage the whole school community



# Wastebuster Pod Campaigns











# Campaign: Waste Week - Inspiring action through waste prevention

A leading nationwide waste reduction campaign

It engages more than 3,500 primary and secondary schools

That's equivalent to more than one million young people and their families

"It raises children's and parents' awareness about waste and being more eco-friendly."

Primary teacher

# Waste Week 2021



# Campaign: Switch Off Fortnight Inspiring action through energy conservation

A hugely popular, nationwide **energy- saving campaign** 

Switch Off Fortnight engages up to 4,500 primary and secondary schools

Schools save 10% on average from taking part in Switch Off Fortnight

84% of teachers said Switch Off Fortnight raised students'awareness about the issues





# Campaign: What's Under Your Feet? - Inspiring action through citizen science

Our most popular campaign to reach into homes

What's Under Your Feet? engages nearly 3,000 primary and secondary schools

Celebrity-endorsed campaign with links to Chris Packham and BBC's Countryfile

"It is great to know that corporate companies back such projects as part of their corporate responsibilities"

Primary teacher





# Campaign: Recycle to Read Inspiring action through recycling rewards

New Pod campaign launching in 2021

Recycle to Read will collect plastic toys, textiles and tech from schools, in exchange for books

Multi-stakeholder collaboration between industry, government schools, retailers and consumers

All schools in the UK







## Extending the Pod to families and home

More than one-third of schools say that the Pod has helped the school work more closely with parents and the wider school community.

#### Changing behaviour:

After taking part in Pod activities, **85% of Primary students changed their behaviour** at home **to save energy**.

**57% of Secondary students changed their behaviour** to do more things at home **to protect the environment**.

76% of Primary students and 51% of Secondary students told people at home to save energy.

"Students
enjoyed learning more
about how to save waste at
home and at school. They
enjoyed feeding back
information to their parents
at home."

Primary teacher

"A mother told
me, 'your eco group is
driving us crazy at home, because
we've got to turn this off, we've got to
turn that off, try and put that in that
bin, that's got to go in that bin.'
Children translate messages into
home languages so parents pick up
messages."
Primary School Eco
Club Coordinator



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The **Wastebuster Missions** app will be a free app, available to download from both the Apple App Store and the Google Play Store. It will work on iOS and Android phones and tablets. The app will be designed to be child focussed, but also engaging for parents and carers.



A series of interactive & real world Missions to teach kids about recycling and earn 'Eco-Coins' to exchange for rewards.



Search products to check if they are able to be recycled locally to the user.



Throughout the App the user will be able to earn 'Eco-Coins' that can exchanged for a range of Rewards.



Localised and searchable map showing users where to recycle anything.



A range of collectible digital trading cards as rewards for completing Missions.



The whole app will be underpinned by a GDPR friendly sign-up system for parents and carers.



A range of Wastebuster educational videos to watch and learn about recycling.



Play a fun and engaging recycling game with Busta and the crew.



Throughout the app will use location and AR technology to mix the real and digital worlds together.



Local Authority Membership

Supporting young people, schools and communities to work together towards a more sustainable future

# Local Authority Membership Benefits

Wastebuster and the Pod can be used to support:

Climate change mitigation strategies – to help meet local challenges and objectives

- Awareness and use of waste and recycling services in school and in homes

- Waste reduction in school and in homes

 Bringing communities on board to work together towards achieving net zero with local campaigns and empowering youth leadership

- Measuring local impact (community participation, waste, water, energy and carbon reduction, increased recycling)

#### Providing;

✓ A school waste education service that can be standalone or build on existing programmes of activity

✓ An annual cycle of national campaigns on waste, recycling, energy and climate science/ biodiversity that can be part of your local strategies

✓ Social, economic and environmental benefits for local communities

✓ Efficiencies by reducing duplication of effort and supporting crossdepartmental working

 Provides access to an extensive range of high quality environmental education resources





## Includes:

- ✓ Access to the Pod Resource Library for all schools in your area
- ✓ Member e-newsletters promoting Pod campaigns







Local Authority Membership (£135 per school pa)

#### **Inclusions**

- ✓ Dedicated programme management team
- ✓ School Liaison Officer support for all local primary and secondary schools
- ✓ Localised communications plan
- ✓ Teacher training, interactive assemblies and workshops
- ✓ Dual branded school engagement communications and Waste Week/ Switch Off Fortnight/ What's Under Your Feet and Recycle to Read campaign packs
- ✓ Local authority area homepage to promote local activity/ services and interactive Schools Year Planner linked to national and international days and weeks
- ✓ Home learning platform to support family engagement
- ✓ Local competition to award high performing schools with the greatest environmental savings
- ✓ Climate Enterprise Summit & Challenge event to support delivery of youth-led projects that tackle local waste challenges
- ✓ Access to all Wastebuster Pod education and campaign resources
- ✓ Dual-branded press and media packs for all Wastebuster Pod campaigns







# Management & Reporting

- Monthly contract management team meetings
- ✓ Monthly performance reporting including school and community participation and environmental impact (waste reduction, recycling, energy, carbon and water savings)
- ✓ Your local authority's profile in the member's section of the Pod
- Consultation report (opportunity to gather qualitative and quantitative data from schools and householders and other key stakeholders)
- ✓ Annual impact report measuring progress towards UN SDGs 4/ 11/12/13/14/15





# Associate Your Local Authority with Pod Campaigns







Your local authority name on stickers, badges and certificates that go into homes



## **Local Authority Branded Campaigns**

Your logo on all campaign materials and communications

New campaign resources to tell your sustainability story

Your brand association with the campaign across the website

Joint communications to promote the campaign in emails, news stories and on social media









## **Contact Us**

To find out how your local authority can benefit from joining Wastebuster: info@wastebuster.co.uk



# Help inspire the next generation...

