

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



“It raises children’s and parents’ awareness about waste and being more eco-friendly.”

Primary teacher



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS



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

The Pod is Wastebuster's award-winning education programme

40%
UK primary
schools

45%
of schools in
Scotland

“Children enjoyed taking part in fun, practical activities whilst also learning information they can take home”

1 in 3
secondary
schools
in UK

94
countries

254
local
authority
contacts

10%
energy saving
from schools
taking part
in Switch Off
Fortnight

“I think the Pod is a fantastic resource and really appreciate all the amazing things it has to offer”

Campaigns
reach nearly
4 million
students
every year

18,881
teaching
staff

Resources
reach
62,000
teachers
and more than
773,000
students



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



What's
nder
our
feet?



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

Recycle



Read



A sustainability programme that changes behaviours

After taking part in Pod activities, **85%** of Primary school children did things at home to save energy

88% of secondary students said the Pod helped them understand how to use energy responsibly

98% of Primary students said the Pod made them want to protect the environment

After taking part in Pod activities, **77%** of Primary children told people at home to recycle

78% of secondary students said the Pod made me want to tell people about how to protect the environment

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





DOWNLOAD THE WASTEBUSTER APP

- TRACK YOUR RECYCLING AT HOME
- EARN REWARDS AND BADGES
- BE THE TOP RECYCLER!

Download on the App Store

GET IT ON Google Play

STAY UP TO DATE

Sign up to the Wastebuster newsletter for the latest recycling tips, news, competitions!

SIGN UP

YouTube, Twitter, Instagram, Facebook icons



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.



Localised and searchable map showing users where to recycle anything.



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



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



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



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



The

POD

Because there is no planet B

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 cross-departmental working
- ✓ Provides access to an extensive range of high quality environmental education resources





Free Membership

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 our campaign pack resources and communications



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...

...And be seen as
a sustainability
champion!



Click to add text

**JOIN THE LOCAL AUTHORITY
MEMBERSHIP PROGRAMME**