

## The Wastebuster Programme 2021-22 - Information Sheet

- ✓ **Communicate accurate and clear sustainability messaging to your consumers**
- ✓ **Promote an environmental end of life solution for your products**
- ✓ **Unlock the market advantage for being a responsible business**



### Making a Difference

Established in 2006, [Wastebuster](#) is a leading not-for-profit environmental education company. Our award-winning education platform, the [Pod](#), has a network of over 17,800 schools in the UK and 24,000 worldwide, in 94 countries. Funded by industry, governments, charities, NGOs, and philanthropists, through our Affiliate Programme.

In alignment with the UN Sustainable Development Goals, we develop content, campaigns, and new recycling infrastructure to unlock considerable social, economic, and environmental benefits for the societies in which we operate.

### We Provide

- A tailorable platform to inform, inspire and empower children and families to make more responsible consumer choices
- Consultancy to help 'cut through the noise' with clear and effective environmental consumer messaging
- Child-friendly environmental content and recycling iconography for products and packaging
- Collective impact campaigns that engage local government, schools, and consumers (*Waste Week, Switch Off Fortnight, What's Under Your Feet, Recycle to Read*)
- Recycling Reward programmes for community reuse and recycling of toys, tech, batteries, textiles and other hard to recycle items
- Specialist research into circular economy solutions for industry challenges - such as toy design for recyclability (see [recycleto.read.org](#))
- New collections and recycling infrastructure for hard to recycle items - such as plastic toys (see [recycleto.read.org](#))
- Bespoke education resources, consumer platforms and campaigns
- Opportunities for supporters to tell their sustainability story to over 5 million children in our global school network

### Come and Talk to Us

Please contact our Accounts Manager Emily Bell to book a meeting. E. [Emily@wastebuster.co.uk](mailto:Emily@wastebuster.co.uk)  
T. +44 (0) 7715 902681. Or visit us at the BLE at the Products of Change Sustainability Stand A131.