





Help inspire the next generation...

...And be seen as  
a sustainability  
champion!



Click to add text

By informing, inspiring and empowering  
children to activate change



- **Wastebuster** is not-for-profit organisation formed in 2006 to encourage children to care for the environment
- Manages a multi-award-winning global environmental education programme and campaign platform – **The Pod**
- Specialises in media-rich resources and entertainment for social change
- Captain Busta and his intergalactic crew engage children and families in responsible consumerism through videos, songs and special eco-missions in the **Wastebusters.Club** web app
- Undertakes research into waste, energy and climate change to develop new systems and infrastructures, to support the transition to Net Zero
- Delivers annual campaigns that educate and empower children and their families to adopt responsible consumer behaviours and unlock social, economic and environmental benefits for the societies in which they operate



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

*Primary teacher*



**Welcome to the Wastebuster Pod - Education for the Next Generation**



## The Pod is Wastebuster's **award-winning** education platform

Teaching students about energy, waste, biodiversity and climate science through curriculum-linked resources and nationwide campaigns:

- Switch Off Fortnight
- Waste Week
- What's Under your Feet
- Recycle to Read

More than 24,000 schools are members of The Pod, and its campaigns reach more than four million young people and their families each year.





# Support Delivery of the Goals



# SUSTAINABLE DEVELOPMENT GOALS

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



In alignment with the UN Sustainable Development Goals, Wastebuster adopt a collective impact approach (SDG 17) to deliver quality free education that empowers people to lead more sustainable, healthier lifestyles, thus benefiting society (SDG 4). Wastebuster have worked with UN Environment to improve education on responsible production and consumption of plastics globally.

### **Wastebuster's education strategy supports delivery of the following goals;**

**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

### The lifecycle of a plastic bottle

Take a look around your kitchen and you'll see lots of plastic bottles. But do you know how many are made every day? In the UK, we use 15 million plastic bottles EVERY day. That's a lot of plastic bottles!

#### How are plastic bottles made?

50% of the plastic used to make bottles is made from recycled plastic. This means that every time you recycle a plastic bottle, you are helping to make a new one.

Do you recycle your plastic?

## Busta's Recycling Adventure

jointhepod.org

## What is food waste?

Any food that we throw away is 'food waste' – the good news is that you can do something about it!

### What am I made from?

Did you know that many of the everyday things we use in and around the home are made from recycled material? Look at the picture below and see if you can guess what each of the items are made from!

## What a Waste! lesson plan

This ready-to-use activity is all about how we throw away our rubbish and the impact it has on the environment.

Age range: 11-16

Introduction

Food packaging waste is a huge problem in the UK. Over 10 million tonnes of food packaging are thrown away in England and Wales every year. This is an enormous amount of waste and it's made up of all kinds of materials like plastic, paper, metal, cardboard and glass. It's important that we think about how we use and dispose of our food packaging.

## What a Waste! Homework audit

Your homework task is to keep a record of how much food packaging your family throws away on recycle-free days using the audit on the following pages.

Examples of food packaging

TOP TIP! Stick the What a Waste homework audit somewhere near the bin, so you remember to log each item of food packaging.

## Recycling plastic waste

Find out why recycling plastic is so important and how you can help to reduce, reuse and recycle.

How have plastics changed over time?

What are the benefits of recycling plastic?

What are the challenges of recycling plastic?

## Upcycling Competition

Win a £300 Amazon gift voucher for your school

Deadline: 10 March 2017

Find out more by contacting: [education@jointhepod.org](mailto:education@jointhepod.org)

For inspiration, visit [jointhepod.org/upcycling](http://jointhepod.org/upcycling)

## The history of food packaging

Packaging was invented to make food and drink last longer, but it's become a BIG cause of waste. Could new packaging innovations and a clampdown on waste herald a brighter future?

MANY CENTURIES AGO... THE INDUSTRIAL ERA... 20th CENTURY... 21st CENTURY

Learn more about waste at [www.jointhepod.org](http://www.jointhepod.org)

## What's this?!

Can you identify the items on the selection below? If you can't, find out what they are and how they are made.

BATTERIES

WRAPPING PAPER

JUICE CARTON

TRAY OF PAINT

TOY BEAR

EDUCATION Inspiring the next generation

We're recognised for our high-quality teaching resources and recycling campaigns



# Extensive Online Resource Libraries

ABOUT US WHAT WE DO RESOURCES WORK WITH US CONTACT US

LOGIN REGISTER

One of the largest free environmental education resource libraries in the world



## Wastebuster Waste Information Pack

AGES 5 - 7 (KEY STAGE 1), AGES 7 - 11 (KEY STAGE 2), AGES 11 - 14 (KEY STAGE 3) | INFORMATION, ECO TEAM ACTIVITIES

DOWNLOAD ALL



## Home Compost Process Map

AGES 5 - 7 (KEY STAGE 1), AGES 7 - 11 (KEY STAGE 2) | INFORMATION

DOWNLOAD ALL



## Plastic Process Map

AGES 5 - 7 (KEY STAGE 1), AGES 7 - 11 (KEY STAGE 2) | INFORMATION

DOWNLOAD ALL



## Recycle Now With Busta Fact Sheet

AGES 5 - 7 (KEY STAGE 1), AGES 7 - 11 (KEY STAGE 2) | INFORMATION

DOWNLOAD



## Plastics Information Pack for Educators





## Campaigns

**Recycling  
RECOwards**

**Recycle**  
  
**Read**

**Switch  
Off  
Fortnight**

**Waste  
Week  
2021**

**What's  
Under  
Your  
Feet?**

# Campaign: Recycle to Read

Inspiring action through recycling rewards

A **ground breaking** new national **recycling campaign** and research programme

Exchanges unwanted **toys, tech and textiles** for books for schools

**Multi-stakeholder collaboration** between industry, government and consumers

Collects from schools, retailers and household waste and recycling centres

[jointhepod.org](http://jointhepod.org)

**Recycling**  
**Rewards**

**Recycle**



**Read**

# 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

[jointhepod.org](http://jointhepod.org)



# 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*

[jointhepod.org](https://www.jointhepod.org)

**Waste  
Week  
2021**

# 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

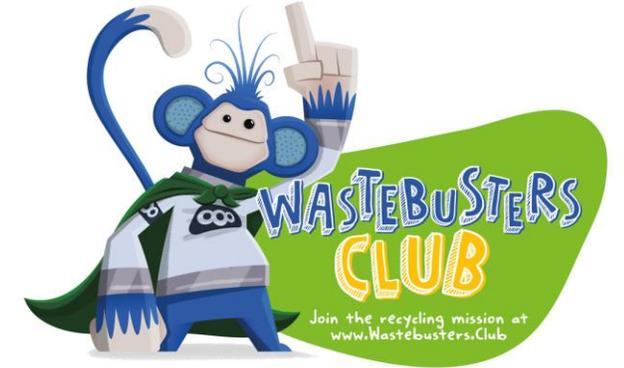
"It is great to know that corporate companies back such projects as part of their corporate responsibilities"  
*Primary teacher*

[jointhepod.org](http://jointhepod.org)

**What's  
Under  
Your  
Feet?** 



# The Wastebusters Club



## For the first time Wastebusters are building a consumer facing platform

- A highly engaging web app designed to inform, engage, empower kids to care for the environment
- Contains 'eco-missions' for children to learn about topics and complete real-life challenges to collect digital badges
- Provides videos, crafts, quiz games, competitions, waste, energy and participation totalisers plus dynamic tools such as the 'Recycling locator', to demystify sustainability icons and messaging, and make it easy for consumers to make responsible consumer choices

The [Wastebusters Club](#) is funded by the Wastebuster corporate membership consisting of companies that would like to deliver consumer engagement campaigns and promote responsible consumption.

Members can use the Wastebuster Style Guide in communications and on packaging and products to direct consumers to find out how they can responsibly manage them end of life to care for the environment.

## Members can support specific campaigns and request additional content such as;

- Branded pages on the Wastebusters Club to promote their environmental programmes, campaigns and initiatives and showcase their own content on the platform
- Character branded eco-mission badges (and decide on the challenge)
- Wastebuster films (telling environmental stories or case studying products, packaging or services), activities, games, challenges or competitions



Click link to view Wastebusters Club video – <https://youtu.be/oa8N4mpQnTI>

**JOIN THE WASTEBUSTERS CLUB!**

WWW.WASTEBUSTERS.CLUB

01:00



Coming Soon



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





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.





# Whole Community Engagement



## Reach Households through the Pod

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 School 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, that’s got to go in that bin!’ Children translate messages into home languages so parents pick up messages.”  
**Primary School Eco Club Coordinator**



# We change attitudes and behaviours to encourage responsible citizenship

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



## Benefits of Pod for Communities

Wastebuster aims to unlock considerable social, economic and environmental benefits for the societies in which it operates, by providing;

- **Education:** High quality resources on energy, waste, biodiversity and climate science in alignment with the UNSDGs
- **Empowerment:** An annual cycle of environmental action campaigns on waste and recycling, energy, climate science and biodiversity
- **Community:** A platform to grow a community of young change makers, coming together to work towards achieving net zero





# Education Development & Campaigns Calendar 2021-22





## Benefits of Joining Wastebuster

- ✓ Cuts through the noise to facilitate better consumer engagement in sustainability messaging
- ✓ Wraps up all environmental activations, builds a sustainability story and centralises environmental messaging
- ✓ Unlocks the power of collective impact through large scale cross-sector supported campaigns
- ✓ Provides access to environmental education consultants, campaign specialists and academic research teams
- ✓ Opportunity to invest in research and bespoke resource development and white label activations
- ✓ Child-friendly, relatable content on complex subject matter, that can be engaging and motivational for both consumers and staff
- ✓ Promotional opportunities for environmental character content
- ✓ Access to award winning, high quality education resources to avoid duplication of effort
- ✓ Association with a cycle of successful annual environmental campaigns designed to deliver on the UN SDGs
- ✓ Greater reach into schools, communities and households
- ✓ Enables your company to carry a global mark, demonstrating you are an investor in environmental education
- ✓ Builds trust in your company/ brand as a responsible business
- ✓ Reporting on social, economic and environmental impact

# Be an Eco-Superhero...Join the Mission!



## Contact Us

[info@wastebuster.co.uk](mailto:info@wastebuster.co.uk)

[www.wastebuster.co.uk](http://www.wastebuster.co.uk)

[www.jointhepod.org](http://www.jointhepod.org)

[www.recycletoread.org](http://www.recycletoread.org)





## About Us

**Wastebuster** is a not-for-profit Community Interest Company, formed in 2006 to promote care for the environment to children and young people. Working closely with industry, retail, governments, and organisations including UN +200 local authorities, Wastebuster delivers innovative education and campaigns for schools that promote responsible consumption in alignment with the Sustainable Development Goals.

**The Pod** is Wastebuster's award-winning education platform that helps educators teach students about energy, waste, biodiversity and climate science through curriculum-linked resources and nationwide campaigns, Switch Off Fortnight, Waste Week, What's Under your Feet and Recycle to Read. More than 19,000 educators and 24,000 schools are members of The Pod, and its campaigns reach more than four million young people and their families each year.

**Wastebusters.Club** is a member supported children's entertainment and environmental education platform for children and families supported by the UK children's publishers. The content is available both online and in print in all children's magazines.



**Don't be a lazy litter bug...**



**Litter things matter.**