





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

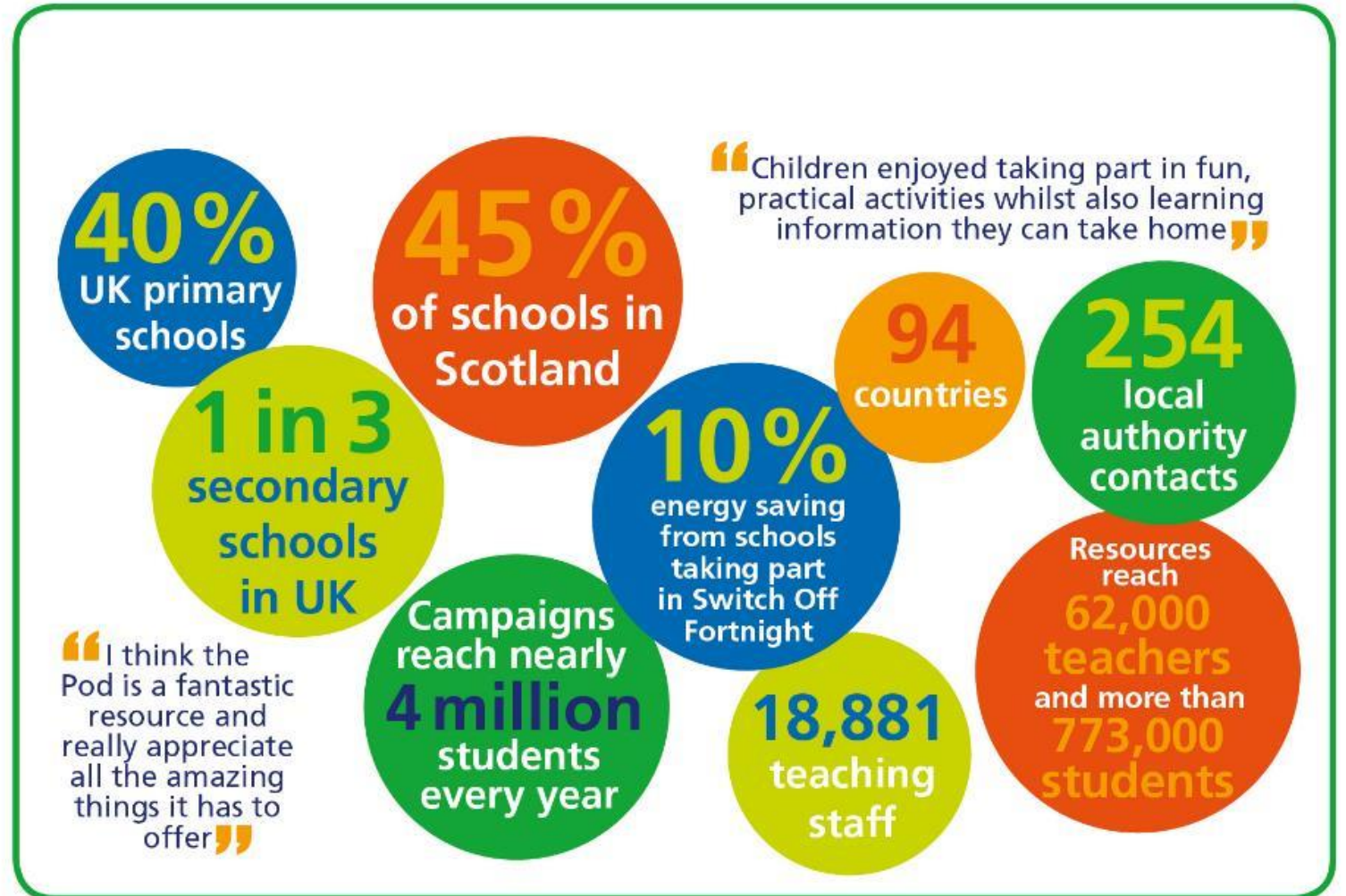


The Pod is Wastebuster's **award-winning** education platform

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

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



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

In the UK, we use 15 million plastic bottles EVERY day. Take a look around your kitchen to see how many plastic bottles you use every day. How many do you think you could do without?

50% How are plastic bottles made?

How are plastic bottles made? It takes a lot of energy to make plastic bottles. The energy used to make plastic bottles is mostly from fossil fuels. This means that plastic bottles are made from non-renewable resources. It also means that plastic bottles are made from fossil fuels, which are a finite resource. This means that plastic bottles are made from fossil fuels, which are a finite resource.

Do you recycle your plastic bottles?

Do you recycle your plastic bottles? If you do, you are helping to reduce the amount of plastic waste that ends up in landfill. Recycling plastic bottles can save a lot of energy and reduce the amount of greenhouse gases that are emitted. So, please recycle your plastic bottles!

Busta's Recycling Adventure

What is food waste?

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

1/3 of the food we throw away in the UK is 'avoidable'

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 materials? Look at the pictures below and see if you can guess what each of the items are made from!

What a Waste! lesson plan

This month's 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. One third of household waste is recycled in England and Scotland. But in an average household, only 10% of household waste is recycled. It's a huge amount of waste that ends up in landfill or incinerated. It's a huge amount of waste that ends up in landfill or incinerated.

What a Waste! Homework audit

Your homework task is to keep a record of how much food packaging your family throws away or recycles over four days using the audit on the following pages.

There is space in the audit for tracking four types of food packaging: plastic, metal, cardboard and glass. You can track how much waste you have in each one type in particular (e.g. plastic).

As well as tracking the quantity for each material your family throws away or recycles, you will also be recording the total weight and average weight for each over the four days.

IMPORTANT: You will need some weighing scales to complete this audit.

If you're not sure what material an item is, look at the properties of the material. If you're not sure whether it's recyclable or not, see how a bank at recycling.gov.uk to find out.

Note: It doesn't matter if you miss the amount on consecutive days or for separate days over the week.

Examples of food packaging

Recycling plastic waste

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

Why have plastics?

Plastic is an amazing material. It's strong, lightweight and can be made into many different shapes. It's used in everything from toys to cars. It's used in everything from toys to cars.

How do you dispose of plastic?

Most plastic waste comes from household packaging. As a nation, we only recycle 10% of household plastic waste. This means that 90% of household plastic waste ends up in landfill or incinerated. This means that 90% of household plastic waste ends up in landfill or incinerated.

What's made from recycled plastic?

- Plastic bottles
- Plastic bottles
- Plastic bottles
- Plastic bottles
- Plastic bottles

Upcycling Competition

Win a £300 Amazon gift voucher for your school

Deadline: 10 March 2017

Find out more by contacting: education@jointhepod.org

For inspiration, visit 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

What's this?!

Find out the selection before you throw away.

BATTERIES Batteries are made from toxic chemicals. They should be recycled at a battery recycling centre.

WRAPPING PAPER Wrapping paper is made from wood. It should be recycled at a recycling centre.

JUICE CARTON Juice cartons are made from cardboard, plastic and metal. They should be recycled at a recycling centre.

TIN OF PAINT Paint tins are made from metal. They should be recycled at a recycling centre.

TOY BEAR Toy bears are made from plastic and wood. They should be recycled at a recycling centre.

Find out more about waste at jointhepod.org

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

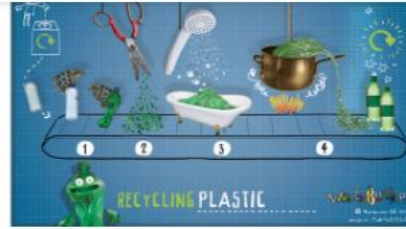
DOWNLOAD ALL



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

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



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

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**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

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**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.

Coming Soon



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

www.wastebuster.co.uk

www.jointhepod.org

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.