



Quick Guide 5: Engaging Your School Community in Environmental Campaigns

This guide is suitable for Headteachers, Senior Leadership Team, Governors, Sustainability Leads, PTA members, and anyone on school staff with an interest in the environment, in all state-funded primary schools in Cheshire West.

Purpose

This guide explains how the Cheshire West Recycling Wastebuster Programme can provide schools with ideas and strategies to successfully launch environmental campaigns that engage both students and the wider community.

Key Benefits

- **Increased Engagement:** Motivate campaign participation across the school and local community.
- **Savings and Rewards:** Mobilise your school community to decrease spending on energy, water, and waste disposal and benefit from campaign and service rewards (e.g. free books and book vouchers)
- **Community Partnerships:** Strengthen relationships with local groups, businesses and individuals through school engagement in collaborative campaigns.
- **Educational Impact:** Raise awareness about sustainability and promote behaviour change, with opportunities to support and enrich curriculum teaching using over 1,000 curriculum-aligned resources.
- **Environmental Impact:** Empower pupils to lead meaningful action in school and at home, with accountable carbon footprint reduction and other environmental impact reductions linked to consumption, resource management, and protecting biodiversity.
- **School and Pupil Recognition:** [Wastebuster Campaigns](#) are designed to support schools in recognising pupil engagement and efforts, as well as providing opportunities to celebrate the actions and impact of individual schools.

Quick Start Steps

- **Use Wastebuster's planning templates and guides provided for each campaign** – these can help you outline, plan and deliver campaign and wider school goals.
- **Engage both staff and parents early to secure support.**
- **Launch the campaign with a school event and ongoing activities.**
- **Consider using the supporting campaign education resources to both increase your campaign's success and support/enrich curriculum teaching.**
- **Engage your PTA and other school supporters/partners.**
- **Consider if/how your schools can engage it's wider local community** – This can help schools achieve and receive more rewards in return for participating in some of Wastebuster campaigns (see [Recycle to Read – Toy Recycling Campaign](#)).



Core Features and Tools

- **Build a Team for Success** - Wastebuster provides a range of guides and resources for schools to develop support structures for environmental learning and action. From guidance for teachers/sustainability leads, engaging your PTA, the formation of a school eco-team/council, up to embedding sustainability as a core principle within your school as an organisation.
- **Make a Plan** – Wastebuster's **year planner** can help schools identify and plan engagement in Wastebuster and other national campaigns and initiatives across the year. Schools can use the [Climate Action Planning framework](#) to plan and record the impact of their campaigns and support compliance with DfE policy on climate action.
- **Use Campaign Templates** - Ready-made planners to simplify campaign planning, delivery and celebration.
- **Case Studies and Success Stories:** Wastebuster provides examples of impactful campaign activities undertaken by other schools to serve as inspiration and celebrate outstanding effort.
- **Community Outreach Support:** Campaigns come with a package of resources to help schools connect with their immediate school community and local businesses and groups.
- **Tracking and Reporting Tools:** Monitor energy, water, and waste savings to measure environmental and financial performance via your [school account](#).

Best Practices and Tips

- **Encourage and support students to take leadership roles** - to increase ownership and enthusiasm.
- **Use events like assemblies and parent evenings to promote campaign activities.**
- **Check the [Cheshire West Homepage](#)** and Wastebuster email updates for announcements for external support for schools – e.g. to hold campaign assemblies
- **Use [Wastebuster Campaigns](#) and accompanying campaign packs** to simplify campaign participation and improve outcomes for your school.

Measuring Success

- **Track** - participation rates, campaign activities, and environmental impact through feedback and Wastebuster's tracking tools in your [School Account](#).
- **Share** - campaign achievements with your school community and stakeholders.
- **Celebrate** – As well as celebrating your individual school achievements, your school data also contributes to the collective Cheshire West schools' Achievement' tracker on the [Cheshire West Homepage](#) – your school community can take pride in helping create large-scale change/impact with other local schools.



FAQs

- **How can we increase participation in our campaigns?**
 - **Engage the whole school community**, where appropriate—staff (SLT, teachers, office and facilities staff, etc.), PTA/PTFA, service providers (e.g., catering contractor if looking at food waste), school club, and other partners.
 - **Engage your local/extended community**, where appropriate – for example, the [Recycle to Read – Toy Recycling Campaign](#) is designed to support participating schools; however, as the recycling service is located in local supermarkets, the whole community can participate and support them in earning rewards or prizes.
 - **Use Wastebuster campaign promotional and educational resources – these are provided to help schools maximise engagement in and the impact of their campaign activity.**
- **What resources are available to help plan a campaign?**
 - This varies from campaign to campaign; however, most Wastebuster campaigns provide a digital campaign pack that includes a range of promotional materials, such as printable posters and stickers (sometimes also available in hard copy), parent mail templates, campaign logos, and web banners.
 - Campaigns also come with accompanying awareness and education materials that can be used in classrooms, by eco-teams, school clubs and/or set as home learning activities. These can both support/enrich curriculum teaching and help carry campaign messaging and calls to action into pupils' homes, helping increase campaign awareness and participation.

Additional Support and Contact Information

- Contact us: info@wastebuster.co.uk
- Website: wastebuster.co.uk/cheshirewestrecycling