



Quick Guide 6: Measuring Environmental Impact and Reporting Success

This guide is suitable for Teachers, Sustainability Leads, Eco-Coordinators, and Senior Leadership Team staff in all state-funded primary schools in Cheshire West.

Purpose

This guide explains how schools can track, measure, and report their progress in reducing carbon emissions and improving resource efficiency. Covering support for scope 1, 2 and 3 carbon emissions.

Key Benefits

- **Increase Engagement** - Motivate participation across the school and local community.
- **Making Savings on School Energy and Waste Service Costs** - some campaigns also provide free resources and/or rewards for participating schools, as well as supporting savings.
- **Educational Impact** - Raise awareness about sustainability and promote behaviour change.
- **Empowering Pupils** - Provide pupils with agency to lead change and calibrate the environmental benefits they help create in their school community.
- **Community Partnership** - Strengthen relationships with local groups and businesses through collaborative campaigns.
- **Demonstrate Your School's Commitment to the DfE Schools' Sustainability Strategy.**

Quick Start Steps

- **Use the Wastebuster Climate Action Planner tool** - The tool helps your school identify, plan, and deliver multiple activities via the Wastebuster programme to support your school in addressing climate change in alignment with the [DfE Sustainability and Climate Change Strategy](#).
- **Use the [Wastebuster Campaigns](#) and their planning templates to outline your goals and the activities you want to achieve through our campaigns.**
- **Engage both staff and parents early** to secure support for your campaign activity.
- **Launch the campaign with a school event and ongoing activities** - to increase engagement and impact.
- **Enter your impact data in your Wastebuster School Account** - Automatically calculate your estimated CO²e savings (e.g. for recycling). You can download your account data, which also contributes to Cheshire West Schools' overall collective impact each year.

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 Wastebuster Homepage](#)** and Wastebuster email updates for announcement 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 schools' Achievement' tracker on the [Cheshire West Wastebuster Homepage](#) – your school community can take pride in helping create large scale change/impact with other local schools.

FAQs

- ***What impact reporting can we get from our Wastebuster Account?***
You can download Excel statements from your Wastebuster Account that show your waste, energy, and water savings relative to a baseline day, week, month, or year. You can also see this data in tables in the Waste, Energy and Water tabs of your account. The environmental performance tracking tables automatically calculate your carbon savings for waste, energy, and water, and if you enter the amount you pay per kWh (for energy) or m3 (water), it can also calculate any financial savings. Your account also has a Recycling Rewards tab where you can see the amount of material you have recycled (kg) with us or any other organisation, and how much you have earned as a result. Our current Recycle to Read campaign gives your school a chance to earn £200 per tonne (20p per kilo) in book vouchers for textiles and a chance to get £30 in book vouchers per box of batteries.

For more information or to sign up for our recycling collections, visit our campaign platform [The Pod](#) or contact us at info@wastebuster.co.uk.

- ***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 be promoted by and to support participating schools; however, as the recycling service is located in local supermarkets, the whole community can participate and support participating schools to help them both get 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 contains 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