



Quick Guide 7: Hosting Reuse and Recycling Events

This guide is suitable for Headteachers, Senior Leadership Team, PTA members, Sustainability Leads and Teachers in all state-funded primary schools in Cheshire West.

Purpose

This guide is designed to provide an overview of how schools can organise events to promote resource reuse and recycling, engage communities in sustainable practices, and support school fundraising efforts.

Key Benefits

- **Community Involvement** - Strengthen relationships by hosting engaging events.
- **Resource Efficiency** - Reduce waste and related costs by promoting reuse and recycling.
- **Opportunity for Income or Rewards** - via recycling and reuse collections and events.
- **Eco-Awareness** - Educate students and families about sustainability through hands-on activities.
- **Support and Deliver Aspects of Your Climate Action Plan** - Recycling and reuse events can demonstrate your commitment to reducing scope 2 and 3 CO₂e emissions

Quick Start Steps

- **Plan your event using Wastebuster's event guide.**
- **Promote the event through school newsletters, social media, and assemblies –** [Wastebuster Campaigns](#) include a range of promotional materials, including poster designs and template parentmails.
- **Ensure health and safety measures are in place for all activities.**
- **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 overall Cheshire West schools' collective impact for each year.

Core Features and Tools

- **Event Planning Templates** - Included in the campaign resource packs, for campaigns involving events, to simplify event organisation and promotion.
- **Reuse Ideas** - Activities and workshops that promote circular economy practices.
- **Earn Recognition and Rewards Through [Wastebuster Campaigns](#)** - The Recycle to Read programme features a number of sub-campaigns promoting recycling and reuse, including: hard plastic toy recycling and toy reuse, waste batteries recycling, textiles reuse and recycling (with more to come), which reward schools and school communities for participation, which can include school based collections and events (i.e. batteries and textiles)
- **Bonus Wastebuster Campaign Reward Points Opportunities** - Wastebuster campaigns may offer schools bonus reward points and access to specific rewards for holding and reporting school events, such as toy reuse events in support of the [Recycle to Read 'Toys' campaign](#).



Schools can consider charging for event admission or selling toys rather than giving them away or swapping them to generate income to support school activities.

Best Practices and Tips

- Use events like assemblies and parent evenings to promote campaign activities.
- Incorporate fun, educational activities to attract high participation.
- Partner with local businesses to sponsor or support your events.
- Promote a fundraising goal if charging for admission or selling reusable items.

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.
- **Gather feedback** - from your school community to improve future events.
- **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 Wastebuster Homepage](#) – your school community can take pride in helping create large-scale change/impact with other local schools.

FAQs

- **How can we find out more and sign up for recycling collections with Wastebuster?**
You can find out more about our recycling rewards campaigns on our campaign platform, The Pod. You will need to [register for a free Pod account](#) to sign up for the [campaigns](#).
- **Are there resources available to help us deliver our reuse or recycling events?**
Yes, Wastebuster provide campaign packs for all recycling campaigns, with everything you need to hold a successful event. You can also access event guides and a wide range of other resources in our [resource library](#).
- **How can we promote the event to maximise attendance?**
You can use the campaign assemblies, posters, flyers and template parent mails to engage your school community in the events.

Additional Support and Contact Information

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