

Recycler education programme

Who is Recycler?

Recycler is an interactive rapping robot who visits primary schools across the UK teaching pupils to reduce, reuse and recycle. And brand new for Summer 2009, he has a funkier, catchier rap!

Recycler has reached more than 1.5 million pupils over the last 15 years and continues to delight children with his rap about the 3Rs.

The robot, made from recycled materials, is accompanied by a Waste Watch education officer – or Recyclerteer – who controls the robot's voice and movements remotely so he interacts with his young audience.



"The use of song, theatre and games is a fun and exciting way to communicate an important message to reduce, reuse and recycle our waste."

- Helen Witherington, Local Authority Partner, Cambridge City Council.

Why is Recycler important?

Like the Green Cross Code Man in the late 1970s, Recycler has become a British institution; with thousands of school children having sung along to his catchy 'reduce, reuse, recycle' message.

As well as encouraging the next generation to change their behaviour and be more environmentally-conscious, Recycler's message reaches many of their parents as pupils are encouraged to take the message home.

How you can support Recycler:

You can book Recycler for as many sessions as you need, whether you are a school, a Local Authority or a business.

Local Authority package: £1,750 per week

Book Recycler to visit schools in your area and get up to 10 school visits in a week; adapted performances for KS1 or KS2; promotion of your local recycling schemes; and established links with schools.

School package: £450 per day

Recycler performs his show in the morning and then a Recyclerteer spends the rest of the day in your school to run hands-on recycling workshops and activities.

Business package: price on request

Contact us if you would like to fund Recycler visits for local schools or use him for your own events.

What are the benefits?

Booking Recycler for your local schools can help you:

- inspire thousands of local children (and their parents) to recycle more and live more sustainably;
- explain why sustainable living is important
- promote local recycling services, and meet your waste targets;
- develop a closer relationship with your local community

Recycler and educational value:

The Recycler programme is:

- designed to help pupils and staff quantifiably reduce their environmental impact at school and at home.
- linked to the Curriculum and National Framework for Sustainable Schools
- focussed on taking action now and always to cut waste and recycle more
- fun, exciting, inspiring, and grounded in relevant, real-life learning;

How Recycler works with Local Authorities:

Waste Watch will provide guidance on organising your visits - this includes a plan of action and notes on how to timetable the week of school visits. We also supply press release templates to help generate coverage about your Recycler visit and will liaise with you to ensure that we communicate specific message about your local waste and recycling service.

On the day, the 45-minute show involves story-telling with theatrical props and quizzes, and follow-up activities for the school are provided.



What the programme delivers:

We record the number of performances, school visits, pupils reached and feedback received from pupils and staff for our clients.

The Recycler programme promotes your local waste and recycling services and initiatives and service changes, so each session is relevant to its audience.

We can also conduct pre-, during and post-performance monitoring of the pupils' awareness, attitudes and behaviour.

About Waste Watch

Waste Watch is a UK environmental charity working to change the way people use the world's natural resources.

Set up in 1987, we advise, educate and support people to make changes to their lives that will reduce their environmental impact and improve their quality of life.

We show how making better use of all our resources, including waste, energy and water, is good for the environment, business and wider society. We do this through:

- **education and training;**
- **marketing communications;** and
- **research and evaluation.**

By changing the world around us – at home, at work, in school and in our communities – we can all make a difference. Waste Watch exists to show everyone how they can make that difference.

I would like to say thank you for coming to our school, because you gave me the idea of recycling and now my school recycles paper and has its own compost bin.

- Samuel, pupil and Recycling Coordinator, Year 5