

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.

Recycler has reached more than 1.5 million pupils over the last 11 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 appears to respond to his young audience.



Why is Recycler important?

The Recycler education programme is an extremely effective way to bring about long-term environmental behaviour change.

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

As well as getting the next generation to be more environmentally-conscious, Recycler's

message reaches many parents as pupils are encouraged to take the message home.

How you can support Recycler

Recycler receives no funding from central government and so relies entirely on the support of local authorities, schools, waste companies and businesses.

You can support Recycler to continue his work and reach even more children through:

- **Sponsorship** – you can sponsor the entire Recycler programme and have your organisation's name associated with an important environmental initiative.
- **Funding group or individual visits** – choose from one of these packages:

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 some Recycler visits for schools in your area or would like to use him for your own events.

What are the benefits?

Supporting this education programme can help you:

- meet your waste targets or corporate social responsibility objectives;
- develop a closer relationship with your local community; and
- inspire thousands of children (and parents) to live more sustainably.

Our education approach

Waste Watch education programmes are:

- inspiring, fun, hands on and grounded in relevant, real-life learning;
- linked to the Curriculum and National Framework for Sustainable Schools
- focussed on taking action and providing long-term, sustainable solutions; and
- designed to help pupils and staff quantifiably reduce their environmental impact at school and at home.

How Recycler works

Waste Watch manages the entire programme liaising with local authorities to organise visits and with schools to arrange logistics. We also manage PR activity and can track and report media coverage of Recycler's visits.

On the day, the 45-minute show involves story-telling with theatrical props and quizzes, and follow-up activities are provided via the recyclezone.org.uk website.



What the programme delivers

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

We estimate Recycler can visit **12,000** pupils in one month or **120,000** pupils over a year.

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

Our experience in schools

Waste Watch has been a leader in waste education for over 15 years. Some of our other schools programmes include:

- **Sustainable Schools** – supports staff implementing the National Framework for Sustainable Schools and encourages staff and pupils to turn their school into a model of sustainability in the community.
- **Take Home Action on Waste** – leads to action at home through a programme of education activities at school.
- **Education Network** – provides ongoing professional development for members, a forum to exchange ideas and access to free teaching resources on our website.

We can also develop a programme of school visits to tie in with your own initiatives.

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.