



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Buckinghamshire Waste Partnership
Country/Region: Buckinghamshire
Name of nominated project developer: Chestnut Lane Infant School
Name of nominated action: War on Waste: WOW
Place: Chestnut Lane Infant School
Town: Amersham
Region: Bucks
Country: UK
Nominee category: Educational Establishment
Dates of action: 22nd-26th November
Year: 2010

2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the nominated action:



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For the European Week for Waste Reduction children at Chestnut Lane School have been busy thinking about their own waste and what they can do to reduce it. Activities have been led by “Waste Warriors” from Environment Club. Our slogan has been WOW! –War on Waste. In the club we thought about the sort of waste we see in school. The children then led an assembly showing some of our waste and acting out what happens to our waste. They used puppets to show the animals and children being sad about the land being dug up for landfill. They ended the assembly by putting the last pieces in a word puzzle showing that “working together we can win the war on waste”. They then invited the other children to design a poster to promote the message.

Children across key stage 1 had the half term to make their poster and short listed entries from each class were judged by Environment Club in a secret ballot. The standard of entry was very high and the children had tough decisions choosing the winner from each class. The runners up and winners were presented with certificates in Well Done Assembly, with the winners receiving a craft kit made from materials that would otherwise have been wasted. Environment Club children also had a chance to enter but their posters were judged by members of staff to make it fair.

The posters were displayed in the entrance corridor to raise awareness of waste and actions that could be taken to reduce it. This was followed in EWWR by each child in the school making a pledge to reduce one aspect of their own waste. To act as a further reminder pledges were mounted on waste packaging and displayed along a Waste Wall in the entrance corridor. By its prominent position near the Eco School Green Flag, the wall acts as a highly visible reminder to children, staff, parents and visitors.

During the New Year children will review their pledge and add a star if they feel they have achieved it or add a coloured spot if they are not quite there yet, with further evaluation later in the year.

5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:

The target audience was school children (age 6-7) x 180, children who have shown an interest in the environment took the lead making decisions but every child in the school was involved in doing their bit. Actions were simple and achievable (put the lid on pens, eat the whole fruit, eat my crusts). Prizes of craft kits were made from things that would have been wasted.

Evaluation of the activities has shown that we have raised awareness of, and their responsibility for, waste amongst the children. We have started to change some of their behaviours with some children actively commenting on waste if they see it or telling adults when they reduce waste (eg “I have eaten all my fruit so I don’t waste”) but we are still somehow off getting children to remember to put lids back on pens and glue sticks every time!

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact



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This project has been nominated for an award because the whole school took part in thinking about waste reduction, by both raising awareness and taking action to change behaviour. Waste reduction is integral to the policy of the school and pupils are encouraged to take the lead by giving assemblies and designing posters, this enforces learning and results in a longer lasting impact. The fact that the project is being carried on into the new year through the children evaluating their own actions through their pledges shows the commitment of both staff and pupils to waste reduction.

A variety of communication tools were used from developing art work, designing posters, puppet shows all designed to engage the children in the messages of the project, all of which are reproducible in any other educational establishment.

7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.





