



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Kellands Primary School  
Country/Region: Scotland, UK, Aberdeenshire  
Name of nominated project developer: Amanda Ingram  
Name of nominated action: Reduce, Re-Uniform, Recycle at Kellands Primary School  
Place: Kellands Primary School  
Town: Inverurie  
Region: Aberdeenshire  
Country: Scotland, UK  
Website: [www.aberdeenshire.gov.uk](http://www.aberdeenshire.gov.uk)  
Nominee category: Educational establishment  
Dates of action:

### 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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## Kellands Reduce. Re-use. Recycle.

### Overview of event held and feedback:

Waste Service worked alongside pupils, parents and staff from Kellands Primary School in Inverurie, Aberdeenshire during the EWWR to assist the collection of schools uniforms that could be reused to promote the idea of waste reduction and reuse and raise funds for the school.

Data on the weights, number of items and potential value (through suggested donations) was collated by the School's Eco Committee and the council's waste services helped to develop and produce publicity materials, a press release and photographs (see attached). Further to this, two key parents from school who helped to initiate the project and ran the stall at the school fair also promoted a wider message of reduce and reuse by making some example items for display at the event using fabric from school uniform which was not suitable for reuse, this included bunting and draught excluders.

The event was successful in collecting a total of 140 items weighing a total of 25 kg and raised £75 through donations at the Reduce Re-uniform Recycle event which was held at the school fair on November 17<sup>th</sup>. It is estimated that with wider publicity and awareness rising, on average, primary schools could collect around 75kg of uniform each year and raise £225 each year. By comparison, if the same uniform was donated to the recycling collections that exist in some schools, the same amount of materials would raise approx. £37.50 (50 p per kg).

The event attracted a very positive response from parents wishing to take part in future events and raised some really useful ideas and feedback which will be used to produce a guidance document for use by other schools wishing to replicate this scheme. There are already other schools and organisations interested to know more and the school who held the launch event have been asked by parents to hold another event in March next year to coincide with parents evening.

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

Waste Services worked alongside pupils, parents and staff from Kellands Primary School in Inverurie, Aberdeenshire. The objective was to assist the collection of school uniforms that could be reused to practically promote the idea of waste reduction and reuse and raise funds for the school. Giving the pupils of the eco-committee an active role in delivering the project reinforced the eco schools message in a meaningful manner that apart from raising the profile of waste reduction, actually reduced waste and encouraged longer life for products through recycling of the uniforms.



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**6. Please explain why you think this action is suitable for a EWWR Award, following the main criteria listed here below:**

- 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

The event collected 140 items weighing 25 kg, raising £75. Going forward they estimate, perhaps conservatively an average school collection of three times the volume 75 kg with potential earnings of £225 per annum. When you consider the financial returns of this project, do consider that this is a rural school. A small school with combined nursery and primary numbers of 378. These two factors combined makes the initiative even more ambitious than it at first appears.

The school encourages all pupils to wear school uniform to help instil a sense of pride and team spirit their school. They freely offer, through the Parent Council 'nearly new/recycled' sweatshirts. However formalising the provision of second-hand uniforms makes sense on a number of levels.

From a fund raising point of view, the returns are better. For parents/guardians finding the affordability of uniforms challenging, it is an avenue for affordable clothing for which a donation can be paid, avoids the potential embarrassment of rummaging through a 'charity bin'. The smart merchandising of the uniforms and the creation of a 'shop' environment is a more pleasant and dignified shopping experience for parents/guardians.

The initial trial approach was excellent, testing the waters to see what take-up/ interest. The groundswell of interest from parents with feedback and ideas, encouraging future events is very positive.

They had always intended to share success more widely in Scottish education, ensuring that this was not a one-off event. Post the event, after the council circulated information to other schools in the area, there were immediately several enquiries from other schools wishing to follow suit.

The production of a guidance document to share learnings with other schools takes the project to a new level, making it sustainable and increasing its profile and lasting impact.



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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.





# Reduce Re-uniform Recycle

- Bring along your grown out but not worn out school uniforms for reuse
- Update your child's uniform in exchange for a donation
- Place worn out uniforms and other textiles into the school's Rag Bag collection for recycling



Take part and help the environment!

- Keep school uniforms out of landfill by reusing or recycling them
- Save energy, water, carbon emissions, resources and money

recycle for Scotland

Aberdeenshire COUNCIL

## Reduce • Re-uniform • Recycle



An alternative source of school uniforms and the planet benefits too!

### Taking part is easy!

- Find school uniform that you would like to take home
- Make a donation of your choice to support Kellands Primary

#### Suggested Donations

Fleeces .....	£2
Jumpers .....	£2
Dresses .....	£1
Gym t-shirts .....	£1
Pinafores .....	£1
Polo shirts .....	£1
Shirts .....	£1
Skirts .....	£1
Trousers .....	£1
Ties .....	50p

