



*Compiled by Wastebuster CIC*

## Introducing the Sport into Schools London 2012 Inspire Project

This year, it is anticipated that over 940,000 tonnes of textile waste will be sent to landfill in the UK.

The Wastebuster *Sport into Schools* London 2012 Inspire project exchanges unwanted textiles for new sports equipment and coaching for schools and sports clubs in England.

The project enables children, young people and families to care for the environment by diverting textile waste from landfill to increase local access and participation in sport; helping them become healthy, environmentally aware, active members of the community.

The project also supports the work of Sports Traider, providing sports equipment, coaching, transport to training for disadvantaged, aspiring athletes in areas of relative deprivation: **[www.sportstraider.org](http://www.sportstraider.org)**

Participating schools receive access to Wastebuster's educational programme - a teaching resource with online cross-curricular films, practical activities and resources designed to engage children, young people and families in waste reduction and link the project work with formal accreditation opportunities through the Keep Britain Tidy Eco-Schools programme.

Schools may also use their involvement to demonstrate a commitment to the Olympic and Paralympic values for an opportunity to join the Get Set network and receive recognition and exclusive London 2012 rewards.

The project was successfully piloted in 7 schools in the London Borough of Richmond. Following engagement in the education resources and campaign materials, the average collection size was 500 kg per school. The project offers 3+ collections per term, increasing a schools potential capture rate from the current average of 250kg p.a. to 1500kg – an increase of 1250kg per school p.a.

William Jerman, head teacher of Hampton Hill Primary School, Richmond said: *"We have been delighted to pilot this exciting and innovative project. It has really engaged the children and successfully links together sport, recycling and sustainability with the 2012 London Olympics...a truly winning combination"*

Working with schools and sports clubs, the project aims to divert 4500+ tonnes of waste from landfill and exchange an equivalent of £1.5m in sports provision (equipment and coaching) by the end of 2012. If successful, the project will be scaled and replicated to the rest of the UK as a London 2012 legacy project.

Seb Coe, Chair of the London Organising Committee of the Olympic Games and Paralympic Games said: *"Sport into Schools is encouraging children to fulfil their potential. I am proud that with the help of partners such as Wastebuster, LMB Education and Sports Traider we are delivering our vision to use the power of the Olympic Games and Paralympic Games to boost participation in schools"*.

Further information can be found here: **[www.wastebuster.co.uk](http://www.wastebuster.co.uk)**

## Wastebuster Background

Wastebuster is a Community Interest Company (CIC) and delivers a national schools waste education programme in England.

The programme offers schools a video rich, multimedia teaching resource with online cross-curricular films, practical activities and resources designed to engage children and young people in waste reduction.

Developed over the course of 6 years, the programme promotes the waste hierarchy and targets specific waste streams to increase municipal recycling rates, tonnage diversion from landfill and carbon reduction. Performance indicators and detailed school profiling tools link to formal accreditation opportunities for schools through the FEE International Eco-Schools programme.

The programme resources feature in WRAP's Recycle Now Schools campaign and front WRAP's online resources for primary schools, used in schools nationwide.

Wastebuster deliver local authority waste education contracts nationwide, have developed 2 LOTC award winning waste education centres at recycling and waste facilities in the UK and deliver their current education programme to over 1200 schools.

## SCHOOLS BULLETIN # 1

### THE SPORT INTO SCHOOLS LONDON 2012 INSPIRE ECO-PROJECT LAUNCHES



Registration to the London 2012 *Sport into Schools* recycling project is now open.

Sport into Schools collects unwanted textiles from schools, community groups and sports clubs and exchanges them for new sports equipment and coaching.

The project is designed to increase access and participation in grassroots sports activities and to encourage children and young people to live sustainably; helping them become healthy, environmentally aware, active members of the community.

Participation in the Sport into Schools project is FREE and offers FREE membership to the Wastebuster Key Stage 1 and 2 programme to creatively explore waste and recycling in the curriculum and work towards all levels of Eco-Schools accreditation.

Through the scheme you can introduce new sports into your school and demonstrate a commitment to the Olympic and Paralympic values for an opportunity to join the London 2012 Get Set network and gain access to exclusive rewards.

The Sport into Schools project is part of the London 2012 Inspire Programme.

*The Inspire mark is a mark of excellence for non-commercial organisations and projects that have the potential to inspire change in sport, culture, education, sustainability, volunteering and enterprise*

For more information: **[www.wastebuster.co.uk](http://www.wastebuster.co.uk)**

Ends

## SCHOOLS WEB BULLETIN # 1

Suitable for web-use (contains web-hyperlinks)

### SPORT INTO SCHOOLS

#### What is Sport into Schools?

Sport into Schools collects unwanted textiles and exchanges them for new sports equipment in the lead up to the Olympics and beyond. It is an official part of the London 2012 Inspire Programme.

As well as earning sports equipment for their school, children are also caring for the environment and their community by helping to divert textile waste from landfill.

How can my school participate?

- Register your school online
- Receive your free recycling bags
- Start collecting textiles donated by pupils, families and friends
- Receive new sports equipment for your school
- Free membership to the Wastebuster key stage 1 & 2 education programme supporting all levels of Eco-Schools accreditation

- Benefit talented, aspiring athletes by donating unwanted sportswear and equipment through Sports Traider
- Demonstrate a commitment to the Olympic and Paralympic values for an opportunity to join the Get Set network
- Celebrate your success!

For more information

Email [info@wastebuster.co.uk](mailto:info@wastebuster.co.uk), visit [www.wastebuster.co.uk](http://www.wastebuster.co.uk) or call 01483 893 550.

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*See example of this press release used on the London Borough of Richmond website here:*

[http://www.richmond.gov.uk/home/environment/rubbish\\_and\\_recycling/community\\_reuse\\_and\\_recycling/sport\\_into\\_schools.htm](http://www.richmond.gov.uk/home/environment/rubbish_and_recycling/community_reuse_and_recycling/sport_into_schools.htm)