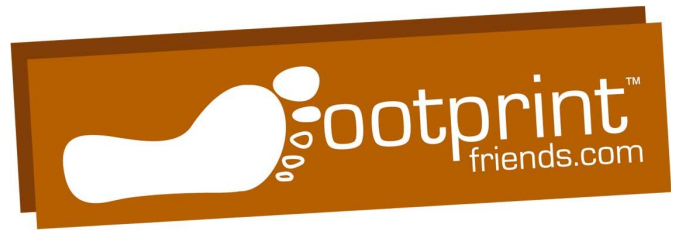


wipe out waste

SCHOOLS INVITATION





Party in the Peaks

Footprint Friends is hosting a festival for Children 'Party in the Peaks' to celebrate the passion and innovation young people have on the subject of Waste elimination and environmental conservation.

23rd/24th September 2011

Make a diary date to join us and be part of this celebration. For further information please contact:

Karen Ford on 07793 630314

Your school could also enter our 2012 competition – see details in this document or apply via:

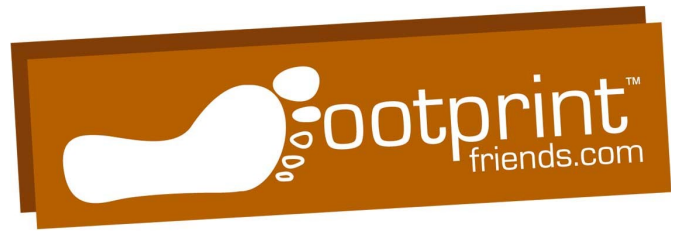
www.footprintfriends.com

The WOW 2011 final will be held on 24th September 2011. Our Welly Boot Camp finalists can be seen via:

<http://www.footprintfriends.com/Campaigns/wow-welly-boot-camp.htm>

WOW – Take Part!





WOW - WHAT IS IT ALL ABOUT!

We are inviting school-age students from year 5 and above to team up and present ONE BIG WOW (Wipe Out Waste) IDEA for their school to Footprint Friends, for an opportunity to be selected for the WOW finals to be held in the summer of 2012.

WOW STUDENTS BRIEF:

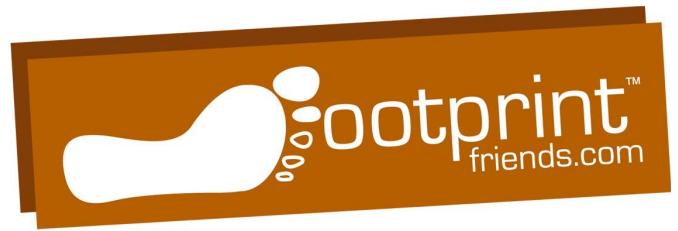
Their brief is to: group up into teams of up to 4; assess the potential impact of waste wiped out via the adoption of their ONE BIG WOW IDEA; complete the WOW questionnaire; and submit it to Footprint Friends.

Waste* in this context would be in the broadest sense; it could be referenced by energy, water, food, materials, carbon, time and money and so on. They will also need to speculate how much waste would be saved in schools if their idea was adopted nationally.

*Our definition of waste is anything that is being used carelessly, being wasted, thrown away unnecessarily, misused, is surplus to requirement and so on. - The WOW aim is to encourage schools to get closer and closer to being zero waste. Put simply, zero waste extends current approaches to recycling by introducing the concept of circular systems in which as much waste as possible is reused, similar to the way that resources are reused in nature.

The application process is intentionally simple – all your students have to do is come up with ONE idea. Schools can submit more than one entry if they wish.



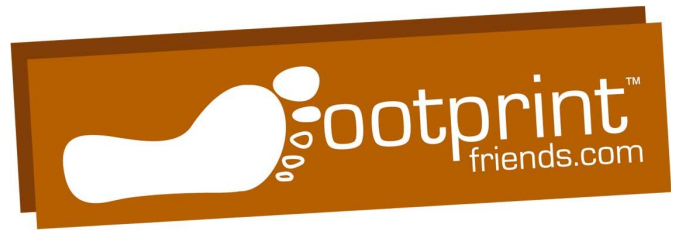


DESIRED IMPACT

To reach out and build on our existing WOW profile in creating a national award that will stimulate school age children to think and innovate with the opportunity for their idea will be rolled out to all schools for **action**.

The WOW 09 winning school received a visit from HRH Duchess of Cornwall and their idea has been taken forward.





AWARD OUTLINE

Teams of 4 are challenged to think about process and behaviour re-engineering to deliver the removal of waste. This would appeal to the inventive minds of children and their desire to make their mark. Ideas generated are encouraged to be simple and not just about capital investment i.e. the change is delivered by an altered behaviour or different way of doing something. Winners will be identified at an award ceremony – where the top 10 schools present their ideas to industry experts.

TIMETABLE

Applications are welcome from today for WOW 2012

This is a simple process and the form is on line at:

<http://www.footprintfriends.com/wow-application-form.htm>

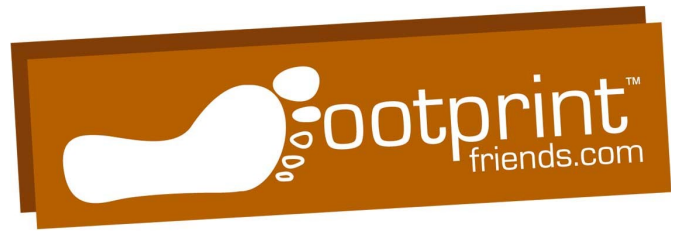
Deadline for entries is: Tuesday 1st March 2012

First round judging will take place from 2nd March and schools selected for our special 'welly' boot camp will be advised on Friday 4th March

See the Welly Boot camp films from 2011 for an idea of what your school can experience:

<http://www.footprintfriends.com/Campaigns/wow-welly-boot-camp.htm>





INTRODUCTION TO THE BOOT CAMP

Building on the successful 2009 and 2010 Footprint Friends WOW – Wipe out Waste initiative for school children our proposal is to build on the experience for children. In 2011 we incorporated a ‘welly’ boot camp mid way through the programme at the Yeo Valley farm during Climate Week 2011.

BACKGROUND TO WORKING WITH YEO VALLEY

The 2010 WOW winning idea by Ringwood school Hampshire was for yoghurt pots to be made from board or a standard recyclable plastics – the school children have already been to Yeo Valley and are active in raising the profile of plastic waste in schools generated at lunch times. The comment below is from the Ringwood school lead teacher Gill Hickman.

‘I really think WOW and Yeo together have been utterly amazing as rewards for some wonderful kids. We learnt lots about yogurt and their ethical and environmental policies. We had a farm visit and talks in their sustainable building, and MEGA tasting sessions.’

WELLY BOOT CAMP OPPORTUNITY

10 SCHOOLS will be SELECTED FOR THE CAMP

In an X Factor style, the ‘welly’ boot camp is an extension of our existing boot camp where 10 shortlisted schools come for media training, coaching from eco mentors to ultimately make a pitch to become one of the 10 finalist schools.

Running this event is an exciting opportunity for all and will raise the profile of:

- Children’s participation in driving sustainable solutions as part of a national campaign
- Participating sponsors and supporters as active business in working with (leading) the environmental movement and the positive impacts
- WOW – Wipe out Waste as a serious initiative where opportunities for children to express their views with leaders from industry are enabled

THE WOW FINAL EVENT

The 2010 award finals were run in association with the HRH Price of Wales initiative 'Start'. A film that captured the event can be found from the home page of www.footprintfriends.com or from YouTube at:

<http://www.youtube.com/watch?v=xNI27jCm-FM>

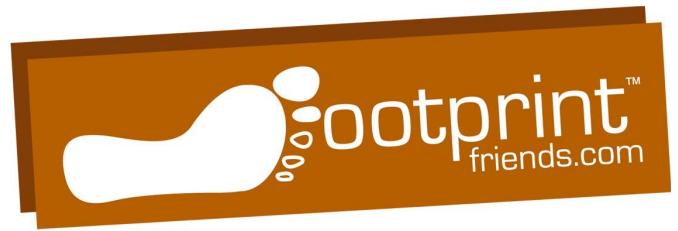
Taking part in WOW is easy – our on-line form is an easy application

If shortlisted to the Welly Boot camp our team of experts will be on hand to help your students expand upon their idea and give them training on how to present it.

How will your big WOW idea affect your school?



- WATER - Using water more efficiently and using less
- ENERGY - Generating your own energy...solar panels...windmills...like water using energy more efficiently and using less
- TRAVEL - Bicycling to school not flying!
- FOOD - : Composting food waste from the kitchen...keeping pigs...not using plastic to wrap school lunches...eating more locally grown food, yum
- BUILDING - Weatherproofing and insulation...making the school buildings efficient, warm welcoming and happy!
- SUPPLIES - Reducing the amount of paper...packaging...and pencils...buying eco-products...
- TIME and MONEY - Will your big WOW idea reduce costs and save the school time and money...
- CLOTHING - Where do your school clothes come from...
- CARBON - Ask your teacher this one...chances are that if you've affected any of the above criteria with your idea, you will have reduced your carbon emissions...
- RECYCLING - Will your idea help to reduce school waste to zero...



FINALLY

Things need to change - quickly. We need to make huge leaps in technology adoption and re-think the fabric of the built environment and how we are sustained within it. Children have the capacity to think with imagination and embrace innovation - we need this energy from them as much as they need commitment for action from us. Green decisions = intelligent ones and children need direction from us in exercising that intelligence.

My plan is to grow the WOW programme year on year so that it becomes a notable forum for children celebrating great environmental ideas from the inventive minds of the young – ideas that can be enabled with the help of older generations and in particular those with an ability to take a lead and deliver a positive environmental impact nationally.

I look forward to receiving your entries and wish all participating schools the very best of luck.



Very Best Wishes

Karen Ford

Founder Footprint Friends

PS We created a song for schools – written by friends, performed by friends to 'Wipe Out Waste today'

<http://itunes.apple.com/gb/album/start-take-part-the-wow-song/id393725611>

See the making of the song:

http://www.youtube.com/watch?v=DrbpXg_VQPM

