

# GUILDHE CLIMATE CRISIS REPORT

## CASE STUDY: COMMUNITY ENGAGEMENT

### University of Worcester community recycling scheme with schools and national housing association

University students created and market tested recycling information posters and a video aimed at their fellow students on campus. This proved so successful that this concept moved off campus and saw students working with primary school children to create their own 'at home' posters. They held a workshop with the school's Eco Club, who drew typical items that belonged in rubbish or recycling. Creative Media students turned their artwork into posters that the pupils took home to give their family greater guidance, becoming 'pupils as teachers'.

This approach attracted sponsorship from a national housing association, Platform Housing, one of the largest housing associations in the Midlands. They distributed free re-usable recycling bags to all school households in Worcester. Pupils measured their recycling rates on class tally charts and competed over a four-week period to see which school community (two schools and between classes) made the 'most difference'. The council agreed to collate data from recycling street collections to measure actual impacts, although COVID did impact on this, and school data collation.

Platform Housing Group, which owns over 47,000 homes mostly in areas of the highest need, have used this project in Worcester as a catalyst for trialling in other areas, where they know there are fly-tipping issues and low recycling rates. As a first stage they have distributed 1,000 white recycling bags to customers and are planning to survey these customers in six months' time to measure the impact and success, prior to deciding whether to upscale the project.

**[Read the full GuildHE Report: Tackling the Climate Crisis: A View From Smaller and Specialist Universities and Colleges](#)**