



LIVING

STREETS

LET'S
WALK TO
SCHOOL



WOW badges

and sustainability



WE WANT HAPPY, HEALTHY CHILDREN TO BE WALKING ON A HAPPY, HEALTHY PLANET.

Here at Living Streets, we want to make sure we not only encourage healthy and sustainable journeys to school, but that our resources are ethically sourced and sustainable, too.

Did you know?

- All of our WOW badges are made from repurposed plastic material, including old fridge trays, plastic plates and even yoghurt pot off-cuts that were otherwise destined for landfill.
- WOW badges are produced in the UK, reducing our carbon footprint.
- WOW badge material is recyclable, minimising waste.
- All badges arrive in environmentally-friendly, biodegradable packaging. Simply add to your recycling or compost.



WE HAVEN'T STOPPED THERE!

- In 2020, we introduced a new recycled WOW badge trophy, each one made from 93 badges.
- Since then, we've recycled almost 200,000 badges to supply trophies to WOW schools across the UK. You can order yours from: livingstreets.shop



What can you do?



Each badge has been thoughtfully designed by a pupil from across the UK as part of our annual WOW Badge Design Competition. They are manufactured to provide a collectable reward for walking to school, which can be cherished for years to come.



However, where surpluses do occur, we ask that you:



1 Recycle

If your local facilities accept type 6 plastic, simply pop off the safety pin and leave them with the rest of your recyclable household waste – either in council bins or at a recycling point. We recommend all pins are removed by an adult.

2 Spread the word

Let others know what WOW badges are made from and how they can be recycled.



WHAT DOES THE FUTURE HOLD?

We are committed to making sure our resources continue to be sustainable. In the next year, we will be working with our suppliers to repurpose more badges, reduce waste, and explore alternative materials.



[livingstreets.org.uk/wow](https://www.livingstreets.org.uk/wow)

Get involved on social media: **#WALKTOSCHOOL**

 **@LIVINGSTREETS**  **LIVINGSTREETSUK**  **LIVINGSTREETS**