

WILL YOU MAKE ME EAT MY WORDS?

In a textbook move, this waste management company teaches students about recycling, strengthening itself as an environmental leader.

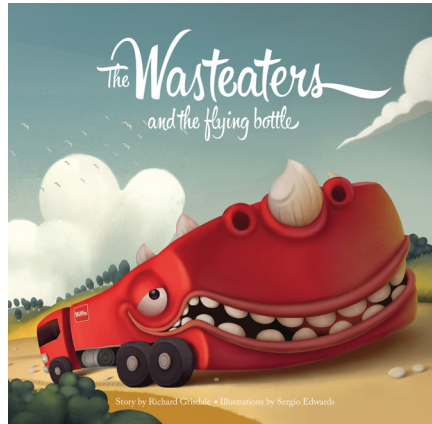
Biffa is one of the leading waste management companies in the U.K. It provides collection, landfill, recycling and special waste services to local authorities and industrial and commercial clients.

There's a proverb that says, "Tell me the facts and I'll learn. Tell me the truth and I'll believe. But tell me a story and it will live in my heart forever." Eager to show leadership and promote recycling to children, Biffa crafted a story that explained what the company does, then packaged it in a storybook and mailed it to schools. The hope was that the book would be introduced into the curriculum and Biffa's eco-friendly message would live in the hearts of kids forever.

Written for children aged seven to nine, *The Wasteaders and the flying bottle* is easy to read, understand and digest. The playful tale tells the story of seven environmentally friendly, personified Biffa recycling trucks called Wasteaders.

Kids are introduced to Woody, Wanda, Willy, Winston, Wendy, Walter and Wilma, scallywags who pursue missions that keep the town of Chuckingham clean and garbage-free. The book comes with supporting material, such as a Waste Fact Generator and a Waste Clock, tactile tools that calculate waste footprints in a way that is fun, exciting and real.

These stories and materials are the kind that students and teachers eat up, encouraging positive action and avid recyclers.



COMPANY: Biffa | PRODUCT: Recycling | COUNTRY: U.K. | AGENCY: Team ITG | TEAM: Creative Director: Vineet Raheja
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