



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 recycled 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.
- All badges arrive in environmentally-friendly, biodegradable packaging. Simply add to your recycling bin!
- Since 2019, we have recycled and repurposed over 1.2 million WOW badges. Every WOW trophy is made of 93 WOW badges that were at the end of their usable life.



Lighter, greener badges!

In 2023, we developed a lighter WOW badge, further reducing our carbon footprint. Our new badges are made with almost 20% less recycled plastic material, whilst remaining as colourful and durable as ever.



What can you do?

1

Value your badges, you've earned them!
Each WOW badge has been thoughtfully designed by a pupil from across the UK as part of our annual badge design competition. They are a collectable reward for walking to school to be cherished for years to come.

2

Recycle
When surpluses do occur or badges are no longer wanted, we encourage you to recycle them wherever possible. You can do so if your local facilities accept High Impact Polystyrene (HIPS), removing any pins first. We recommend that all pins are removed by an adult.

WHAT DOES THE FUTURE HOLD?

We are committed to continuously reviewing our practices to ensure our resources are ethical and sustainable. In the coming years, we will be working with our suppliers to develop even better ways to repurpose and recycle our WOW badges, as well as exploring alternative materials.

livingstreets.org.uk/wow

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

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