

MODERN MILKMAN LAUNCHES NATIONWIDE SEARCH FOR MINI WASTE WARRIORS WITH £3,000 PRIZE FUND UP FOR GRABS

The Modern Milkman announces the launch of its 'Community Compost' competition, calling for primary schools to get involved to win a prize of £3,000!

MANCHESTER, UNITED KINGDOM,
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Community Compost competition
launches today for schools across the
UK to win much needed green funding



62% of Brits don't compost, but 70%
want to do their bit to help the planet

Younger generations are 10% more likely to commit to composting than older age groups

New research reveals 70% of brits say they want to do their bit to help the planet, yet 62% still aren't doing the easiest thing they could at home to reduce waste - composting.

Taking a hands-on approach when it comes to teaching the next generation greener ways to live, the Modern Milkman today announces the launch of its 'Community Compost' competition, calling for primary schools to get involved to educate children across the UK on why it's time to toss our banana skins on the heap, rather than in the bin.

Having already saved over 30 million plastic bottles (and counting!) from landfill, the sustainable brand is now working alongside the Circular Economy Network at Manchester Metropolitan University (recently crowned the number one sustainable university in the UK) to encourage people to commit to composting in a bid to reduce household waste. According to the latest figures from WRAP, UK households produce over 6 million tonnes of food waste per year. Currently, less than 10% of this waste is composted at home, providing ample opportunity to further embrace composting in our daily routine.

When asked how they think composting is beneficial for the environment, one in 10 Brits thought it wasn't and a further one in 10 openly admitted to having no idea what impact it had, if any. However, younger generations demonstrated more appetite for composting than older age groups – those aged 16-34 were 10% more likely to compost than those 35 and above. The new community compost campaign aims to show people the benefits of composting and just how easy it is to turn bins to blooms, starting with those that really rule the house – kids.

All schools need to do to is [sign up here](#) to fill out a short entry form that says why they'd like to take part, and how they'd use the £3k funding to help make adjustments that will make their school a greener place.

Once entries have been counted, those shortlisted to take part will be provided with everything they need to start turning their waste into wonder, including their very own compost heap and expert guidance from the Modern Milkman and Manchester Metropolitan University teams on how to use it.

The class that produces the most waste will be crowned 'Waste Warriors of 2022' and rewarded with a whole host of Modern Milkman goodies, as well as £3,000 in green funding to put towards a sustainable initiative that will have an eco-impact on their school. Whether it's an allotment to grow DIY herbs and veg, better recycling facilities or sustainability training. Teachers will have three weeks to nominate their class, with entries closing on 13th March 2022.

Speaking on the new campaign, Simon Mellin, Founder & CEO of The Modern Milkman, said:

"Although many people are keen to up their eco-credentials, we know it can sometimes be difficult when they don't know where to start.

"Through our composting campaign, we want to show kids, teachers, and parents just how easy it is to start composting, and the benefits of doing so. We founded Modern Milkman on the basis that being sustainable should be convenient – our main aim is to make it simple for people to help the environment.

"Plenty of young people have been inspired by Greta Thunberg's efforts when it comes to saving the planet – which is exactly why we want to get them involved in composting. By educating the next generation, we're helping to protect the future of their planet – after all, it is the only one we've got!

"We want to show support to the brilliant schools across the country and work with them to teach children from a young age about composting, so they hopefully take it home and inspire the rest of the family to do the same! We can't wait to see the entries come in and look forward to supporting the winning school with our green funding to make changes for the better."

The Modern Milkman delivers fresh milk, groceries, and cleaning products directly to consumers'

doors via an easy-to-use app -offering a convenient way for Brits to adopt a more eco-friendly lifestyle to preserve our planet's resources. All of its drinks come in returnable glass bottles, which are collected, washed, and reused. Any packaging that isn't reusable is plastic free, recyclable or home-compostable!

-Ends-

For further information, please contact Sophie Charlesworth on modernmilkman@thephagroup.com or call 07877621460.

Sophie Charlesworth
The Modern Milkman
modernmilkman@thephagroup.com

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