

Mach mit!

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Eine Initiative der dualen Systeme.



Company profile

“Waste separation works”: An initiative for more recycling

“Waste separation works” is an initiative of the dual systems in Germany. Together with their service providers from the waste disposal and recycling industry, they organise the collection, sorting and recycling of used sales packaging. With their initiative, the dual systems educate people about how to separate their waste and recycle packaging correctly; they also want to dispel myths about waste and encourage as many people as possible to get involved. Their common goal is to recycle more packaging material and to keep more recyclable materials in the cycle – to protect the climate and resources.

The educational work of the “Waste separation works” initiative begins in kindergartens and schools, where it aims to raise children’s awareness of the issue and get them excited about it, teaching them how they can make an active contribution to protecting the environment by separating their waste correctly.

To help achieve this, the “Waste separation works” initiative provides playing, learning and teaching materials free of charge:

The TRENN-BÄR concept

The TRENN-BÄR is the hero of educational programmes for kindergartens and primary schools. The TRENN-BÄR box for daycare centres and teaching materials for primary schools impart knowledge in a playful and age-appropriate way.

About recycling and responsibility

The teaching materials for pupils aged between 11 and 14 were developed by Lehrer-Online on behalf of the initiative. They promote environmental awareness and decision-making skills. There are also explanatory films about waste separation and recycling.

Waste separation as a natural part of everyday school life

An action guide helps schools to introduce or optimise waste separation.

The “Waste separation works” initiative informs the general public about how to separate waste and recycle it correctly at www.muelltrennung-wirkt.de with background knowledge and practical tips as well as via social media with everyday and humorous content. The initiative’s activities also include nationwide awareness campaigns.