



# Environment and Conservation

Report: evaluating a school recycling campaign

## 1. Lead-in discussion

Talk with a partner before you write.

1. What makes students take recycling seriously at school?
2. What problems can stop a recycling campaign from working well?
3. How can a school encourage better everyday environmental habits?

### Exercise 6 at a glance

Write a formal or semi-formal report. Use a clear title and subheadings. Cover the task fully. Develop ideas with details and examples. Make practical recommendations.

## 2. Exam-style task

Your school council has asked for a report about a recycling campaign at your school. Write a report for the school council about the campaign.

**In your report, you should describe how students responded to the campaign, mention any problems with the campaign, and suggest what the school should do next.**

Here are some comments from students to help you:

*'The class competition made us recycle more.'*    *'The posters near the canteen were useful.'*    *'Some bins were not labelled clearly.'*

**Write about 120 to 160 words.**

## 3. Model report

### Report on the School Recycling Campaign

#### Introduction

This report evaluates the recycling campaign introduced at school this term. It summarises student action, identifies problems with the campaign and suggests practical next steps.

#### Student response

Overall, the campaign was taken seriously by many students. The posters near the canteen were noticed quickly, and several tutor groups began collecting plastic bottles and paper more regularly. The competition between classes also increased participation, as students wanted their tutor group to achieve the highest total.

#### Problems with the campaign

The main problem was that the recycling bins were not always labelled clearly. As a result, food waste was sometimes placed with paper and cardboard, which made some bags unsuitable for collection. A further issue was that the bins near the sports hall were often full by lunchtime.

#### Recommendations

It is recommended that clearer labels be attached to each bin and that the bins be emptied twice a day. The campaign should also include a short assembly explaining what can and cannot be recycled.

## 4. Explore the model: structure, content and register

Work with the model report. Underline, label or make short notes.

Focus	What to find	Done?
Report structure	Find the title, introduction, main sections and recommendations.	
Content point 1	Where does the writer show that the campaign changed student behaviour?	
Content point 2	Where does the writer develop this with a specific detail or example?	
Content point 3	Where does the writer explain a practical problem and its effect?	
Audience and register	Where does the writer suggest actions that match the earlier problems?	
Development	Find one extra detail, example or effect that improves the answer.	

## 5. Language from the task prompts

The task prompts can guide your grammar and content choices. Notice which language each prompt naturally needs.

Prompt	Useful grammar	Why it fits	Example from the model
student action	passive voice + quantifiers	You are describing general behaviour without naming individuals.	was taken seriously by many students...
campaign problems	cause/effect linkers + passive voice	You need to explain what went wrong and why it mattered.	As a result... / was sometimes placed...
next steps	passive recommendations + modal verbs	You are suggesting actions the school can take.	It is recommended that... / should also include...

## 6. Make it formal and organised

Notice how report phrases organise the response. Underline one useful report move for each purpose.

Job	Useful report phrases
state the purpose	This report evaluates... / summarises... / identifies problems...
describe what people enjoyed	Overall, the campaign was... / several tutor groups began...
show cause and effect	The main problem was... / As a result... / A further issue was...
recommend practical action	It is recommended that... / should also include...

## 7. Vocabulary and useful report phrases

Use chunks that sound natural for this task. You can also upgrade your writing with precise words and phrases.

Purpose	Useful chunks / language	Add your own
describe the campaign	recycling campaign / posters near the canteen collecting plastic bottles / paper	
describe what people enjoyed	taken seriously / increased participation achieve the highest total	
describe problems	not labelled clearly / food waste unsuitable for collection / often full	
make recommendations	clearer labels / emptied twice a day short assembly / recycled	
use precise report wording	student action / practical next steps collection / participation / introduced	

## 8. Plan your own report

Use the same task, or change the details to another school environmental campaign or conservation project.

Prompt	My idea	Useful language
opening		
student action		
problems with the campaign		
next steps		

