

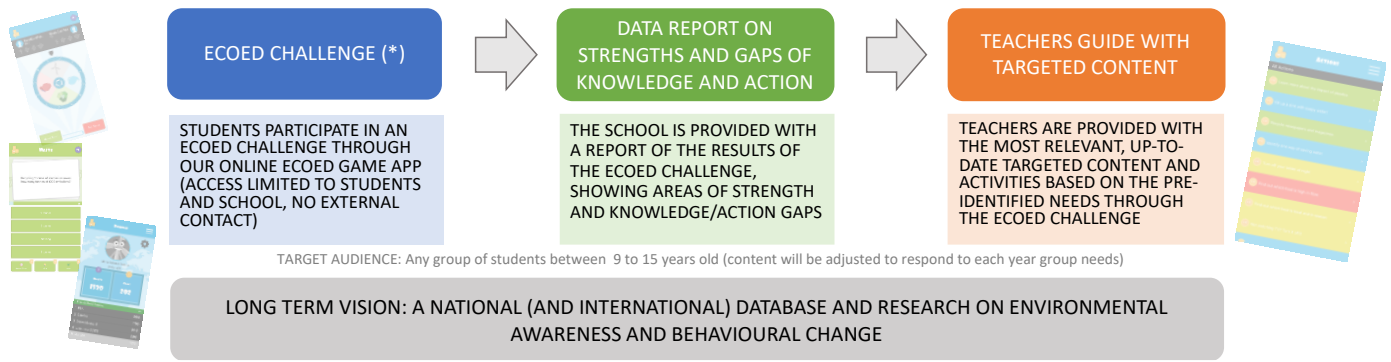
# Ecoed alliance programme for schools – Executive summary

*“Environmental education helps to foster caring, responsible attitudes and inspires young people to take action in order to live more sustainably.”*

## PROGRAMME OBJECTIVES

- Raise awareness, education and action around the biggest sustainability issues of our times within schools – children and teachers
- Better assess and measure current knowledge and likelihood of action from students in a fun, interactive, dynamic way
- Identify concrete gaps/areas to work on based on actual data and measure progress over time
- Offer teachers and schools targeted content based on pre-identified learning and development needs, in a concise, manageable and flexible manner (time and resources wise)

## HIGH LEVEL PROGRAMME DESCRIPTION



## BENEFITS

### FOR SCHOOLS

- Data-based identification of learning needs
- An easy to use, engaging programme that brings behaviour change at student and school level
- Relevant content made available based on students and teachers needs
- A concrete way of measuring progress over time

### FOR FUNDERS

- Direct impact in creating behaviour change (high, visible social value) with minimum investment
- Extending your connections with your local community and market
- Enhancing your CSR brand with practical, communicable action
- Access to data that could expand your community reach

### FOR SOCIETY

- A next generation of leaders more aware, educated and driven to action
- Further connection between schools, environmental initiatives and private organisations collaborating for common good
- Unique information made available to further understand how to create human behaviour change in sustainability

## IMPLEMENTATION

**Start:** January 2019

**Schools interested so far:** 22

**Programme cost:** 2200 GBP per school/cohort

### PARTNERS INVOLVED

Green Schools Project (EDUCATION)  
 Floggerbinder (conservation, connection with nature, outdoors education)  
 Simon Jordan (#5thingsclear) (plastic pollution, environmentalism, social media)  
 Veolia (Dan Lester; educational outreach, waste and recycling)  
 Energy Garden (Agamemnon Otero, green energy, food production and waste)