

Eco-Schools Scotland Green Flag Award

Communications support pack – 2017

Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for.

We provide education initiatives for children, young people and educators which focus on environmental issues to improve understanding and encourage positive action.

It's part of our work to make Scotland clean, green and sustainable.

Introduction

This document is for all those nurseries and schools which have successfully completed their Eco-Schools Scotland journey and achieved a Green Flag Award.

It outlines some key messages, some interesting facts and some suggested supporting text for your newsletters, website and social media channels to help you promote your Green Flag Award status.

We have also provided some guidance on some of the best ways of reaching out to your community, local press and elected members to ensure that everyone is informed of your success.

We'd love to share the celebration of your Green Flag Award so please keep us informed and do ask for our support.

Key messages

Here are some messages you might wish to use when explaining what Eco-Schools is, what your Green Flag Award means and what a big achievement your success really is.

- Eco-Schools is the largest sustainable schools programme in the world and is operated internationally by the Foundation for Environmental Education.
- Eco-Schools Scotland is managed by Keep Scotland Beautiful. It is designed to encourage whole-school action on sustainable development education issues.
- The Green Flag Award is presented to nurseries and schools which have demonstrated a commitment to Eco-Schools Scotland programme and over two years have engaged their whole school community in local environmental action.

Interesting facts

We thought you might like to know a little more about the Eco-Schools programme across the world, and just how big a family you are joining now you have achieved a Green Flag Award. Some of the facts here might be useful to you when explaining your achievement to those that haven't been directly involved in the journey.

- 15million children, young people and educators across the world are connected through Eco-Schools Scotland.
- Eco-Schools is active in all five continents, with 64 countries managing the programme.

- More than 900,000 children, young people and educators are engaged with Eco-Schools in Scotland.
- The first school in Scotland to achieve a Green Flag Award was in 1995 to Lunnasting Primary School on Shetland; a year after the programme was introduced here.
- The 2000th Green Flag Award presented in Scotland was St John's Academy in Perth in 2017.
- Scotland was the first country to integrate the 17 United Nations Sustainable Development Goals or Global Goals into Eco-Schools.

Brand use

We are happy to provide you with support on how our logos should be used. You can find guidance on logo size, placement, appropriate and inappropriate use, as well as details about how to use our logos in relation to your logos on our website at: www.keepsotlandbeautiful.org/about-us/brandbook/

If you want to use the Eco-Schools Scotland logo, please do get in touch with us at marketing@keepsotlandbeautiful.org

Key contacts

If you have any questions, or would like further information about how you can support us in a more in-depth way, please do contact us and we will be happy to help.

You'll find all the appropriate contact details for our teams, whether that is our sustainable development education team or a communications team, on our website at www.keepsotlandbeautiful.org/people