

Eco-Schools Scotland Green Flag Award

Communications support pack – Talking about your Green Flag in the media

How to reach out to your community through the media

Sharing your story with local media outlets, such as local newspapers and radio stations, allows you to reach new audiences and generate support. Many local newspapers will have a contact form or address where you can send details of your activities.

Local media will usually be delighted to help you share your news by publishing a story about your Green Flag Award success. They may even send a photographer to take a picture of the children and their flag if you arrange a photo opportunity.

We have drafted a template media release which you can edit and share with your local media.

Your local authority may also be keen to share your news, so do remember to let the communications team know of your success too.

The media template, associated notes to editors and guidance on using our brand materials can be found below.

Media release template

For immediate use - <date>

<<insert school name>> achieves green accolade

Keep Scotland Beautiful awards Green Flag Award for environmental action

<<insert school name>> has been awarded the prestigious Eco-Schools Green Flag Award, by environmental charity Keep Scotland Beautiful.

Eco-Schools Scotland aims to make environmental awareness and action an intrinsic part of the life and ethos of all schools, for both pupils and for staff. It also provides a framework to engage the wider school community in action and support aligned with the purposes of Curriculum for Excellence and Learning for Sustainability.

Eco-Schools Scotland offers schools a choice of ten topics to engage with, from food and the environment, to litter, to energy. <<insert school name>> chose to focus on <<insert topics and examples>> and <<insert chosen Global Goal>> on its Green Flag Award journey.

Derek Robertson, Chief Executive of Keep Scotland Beautiful, said: "Congratulations to the Eco-Committee, and all other pupils and staff at <<insert school name>> who worked so hard to achieve the <<insert number [first / third etc] >> Green Flag Award."

"Keep Scotland Beautiful is committed to supporting all our children and young people to develop the capacities, skills and attributes required for learning, living and working in a changing environment and world.

<<insert quote from school>>

The Scottish Eco-Schools programme is regarded as world-leading; with almost every young person in Scotland playing a part in driving environmental excellence forward. Now the pupils and educators of <<insert school name>> can proudly say they are engaged in a real movement, across over 60 countries in five continents, striving to improve our environment through learning for sustainability.

ENDS

Notes to editors

1. **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 are committed to making Scotland clean, green and sustainable.
Further information can be found at www.keepsotlandbeautiful.org
2. **Eco-Schools** is the largest sustainable schools programme in the world and is operated internationally by the Foundation for Environmental Education. In Scotland it is managed by Keep Scotland Beautiful.
Further information can be found at <http://www.keepsotlandbeautiful.org/ecoschools>

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