

Eco-Schools Scotland Green Flag Award

Communications support pack

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

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Key contacts

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Communications support pack – Talking about your Green Flag online

Social media

We'd love to share your achievements and celebrations through our social media channels, and would encourage you, if you aren't already, to like us on Facebook and follow us on Twitter.

Our Facebook page is @EcoSchoolsScotland and we are also active on @KSBSScotland

Our Twitter handle is @EcoSchoolsScot and again we are also active on @KSBSScotland

Because Eco-Schools is an international programme you may wish to also tag @EcoSchoolsInt and reach a worldwide audience.

We often use the hashtags #EcoSchools, #GreenFlagAward #GlobalGoals and #ThisIsLforS and would be very grateful if you could share our content and make links where relevant.

Here is a suggested Facebook post to celebrate your achievement:

- Our pupils are pleased to announce that we have achieved our << insert number >> @EcoSchoolsScotland #GreenFlagAward. We've been working hard on << insert topics >> and now have our flag to fly high. *[with picture of pupils and flag celebrating]*

Some suggested Twitter posts include:

- The Eco Committee is delighted to announce that we've achieved our @EcoSchoolsScot #GreenFlagAward!
- Our proud pupils celebrating our @EcoSchoolsScot Green Flag Award. Well done everyone! *[with pic of children and flag]*
- We did it! Here's the proof! Our << insert number >> @EcoSchoolsScot #GreenFlagAward from @KSBS Scot. We'll fly it with pride!

We'd also love it if you would tag us in when posting about your ongoing Eco-Schools Scotland journey so we can share your achievements with others. We'd love to hear what your Eco-Committee has been up to, what topics you are working on, and which Global Goal you have chosen to link to.

Suggested website / newsletter text

If you plan to include information on your Eco-Schools Scotland Green Flag Award achievement in your newsletters / e-zines or websites, you may wish to use some, or all, of the following, text. Just fill in the blanks with your own information.

Eco-Schools Scotland Green Flag award achieved

Our environmental action is recognised by Keep Scotland Beautiful

<< insert nursery or school name >> has been awarded a Green Flag Award by environmental charity Keep Scotland Beautiful in recognition of our Eco-Schools journey. To earn the Green Flag Award we have been following the seven elements of the programme for the past two years to ensure that the whole school and wider community has been involved.

We have focused our work on litter, <<insert names of your two other topics >> of the ten topics of Eco-Schools Scotland.

Pupils have also linked the Eco-Schools Scotland action plan to UN Sustainable Development Goal <<insert number and name of Goal>> which linked to the three topics above.

Scotland recently celebrated the 2000th school to achieve a Green Flag Award, so we are joining a growing number, not just in Scotland but across the world.

We registered as an Eco-School with Keep Scotland Beautiful in << insert year >> and this is the <<insert number of flags / first etc >> achieved.

Derek Robertson, Chief Executive of Keep Scotland Beautiful, said: "I would like to congratulate all the pupils and staff at << insert nursery or school name >> for achieving the Green Flag Award.

"Eco-Schools supports schools in their work with Learning for Sustainability and Curriculum for Excellence and helps ensure our children and young people are equipped with skills that they need for the future. I hope that everyone had fun while learning about our environment and why it is important for our health, our business and our wildlife."

Find out more about Eco-Schools Scotland at www.keepsotlandbeautiful.org/ecoschools

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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.
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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.
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Communications support pack – Contacting your elected representatives

How to engage with your elected members

It is important that elected members are aware of your Green Flag Award success because local councillors, MSPs and MPs can have the influence required to make changes to policies and services that are beneficial to the community.

Local politicians in particular have a responsibility to represent your views and the views of wider community.

You might want to consider inviting an elected member to a photo opportunity to celebrate your success and to hear about your Eco-Schools Scotland journey and Green Flag Award.

Top tips

- If you intend to invite your MP/MSP or Councillor to a photo opportunity or celebration event make sure to give them as much notice as possible as their diaries are often incredibly busy. Keep in touch with their constituency office as the event approaches in case there are any last minute changes. When inviting local councillors to your event, you should include all of those in your ward to maximise support.
- Let them know if there are any media opportunities at the event that will raise their profile. Relationships are often the key to success so remember to thank your local politician for their presence and support at the event.
- Elected members, councillors, MSPs, MPs and MEPs are usually best contacted with personalised letters or emails.

You can find information on how to find your elected members below.

Guide to finding your elected members

The information below will help you find out who your elected members are if you don't know.

UK Parliament

The UK is divided into 650 parliamentary constituencies, each of which is represented by an MP in the House of Commons. There are 59 constituencies in Scotland.

To find your MP, go to: <http://www.parliament.uk/mps-lords-and-offices/mps>

Scottish Parliament

Everyone in Scotland is represented by eight MSPs: one for their constituency and seven for the larger region in which they live.

To find your MSP, go to: <http://scottish.parliament.uk/msps/apex> - if you enter your postcode a list will be generated of all the MSPs including their contact information and biographies.

Councillors

Councils in Scotland operate independently of central government and are accountable to their electorates for the provision of services which covers everything from education and social work to housing and environmental services. There are 32 directly elected Councils in Scotland and 1,223 elected councillors. The council is made up of councillors directly elected by the residents of the area they represent (referred to as a council ward). Each ward has three or four councillors.

To find out which councillors represent your area, go to <http://www.cosla.gov.uk/scottish-local-government> - search by the local authority in which you live.

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