



Training materials

STEP 6: INFORM AND
INVOLVE

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Why inform and involve?

- **The Eco Schools Programme starts at school but aims at reaching out the wider community. This is important because:**
 - it creates a collective sense of responsibility
 - it ensures all perspectives and ideas are taken into account
 - it promotes the notion of belonging to a community
 - it amplifies the overall impact of sustainable practices
 - it promotes a more environmentally conscious and proactive school culture.

<https://www.ecoschools.global/seven-steps-methodology>



Inform and involve through a variety of media

- school assemblies
- school notice boards
- school newsletters and websites
- school plays
- dramas and fashion shows based on environmental and social issues
- letters to businesses and corporations
- local and national press, radio and television, etc
- Global Action Days
- Awards and Contests and Celebrations (FEE Teacher Award, Green Flag Award)



Let's put the theory into practice-

School assemblies & Notice Boards

- Students can organize a special assembly or a fair dedicated to the process of their project and the results. In the specific case of waste management, depending on the age and level, students can present their projects on bio-based products, the benefits and challenges of Bioeconomy, and the idea of circular economy. They could also invite guest speakers from local bio-based industries or farm to talk about their work or how compost is used, policy makers and the city's Mayor who can also suggest ways the city council can contribute to the school's efforts for zero waste.
- **The Eco Committee can** create a Bioeconomy-themed notice board with a brief presentation of the Action Plan, the students' projects related to Bioeconomy, infographics on bio-based materials, the steps they took that led to waste reduction, and updates on the school's sustainability initiatives as well as upcoming events and opportunities for community involvement.



Let's put the theory into practice- School Newsletters and websites



- **Students can inform the general public through** articles in the school newsletter and on the website. The articles can involve student achievements, interviews with experts, and tips for other schools to follow a zero waste project. They can be published in an e-form and they could include links to educational resources related to Bioeconomy as a possible solution to waste management and upcoming events. The articles can also be shared through the Young Reporters for the Environment network (YRE) as they may inspire more people to take action.



Let's put the theory into practice- School Plays, fair shows

- **Younger students can** host a school play and give voice to the biobased products. They can create characters who will be narrating how they came to life and the changes they went through till they reached their present form. For example the banana skin or apple peels can narrate how they turned into compost. The students can write their skits throughout the school year and they can be shown on the graduation day.
- Students can also organize a fair show where students design and make products or art recyclable materials or waste. This way they can highlight the importance of circular economy and sell the products to make money for the school needs.



Ideas: Letters to Businesses and Corporations

- Students can write letters to local businesses and corporations explaining the school's action plan related to the waste management through Bioeconomy (compost methods and recycling). This opening to the wider community can help the school find partnerships for projects, internships, or sponsorships for eco-friendly initiatives.
- Students can also inform the general public about their initiatives through National Press, Radio, and Television. They can share their projects as good practices with a positive impact and they can even organise interviews with students, teachers, parents, the Eco Committee members to discuss the importance of sustainability and bio-based innovations and what they learned from their involvement to the projects.



Ideas: Global Action Days

- One of the most popular ways a school has to inform the whole world about their actions is the participation in Global Action Days such as Earth Day, World Environment Day or Global Action Days by FEE. These give the students opportunities to organize events and educational workshops focused on Bioeconomy.
- The greatest advantage of participating in these events is that they are highly promoted through social media and they help you join your voice with million other voices and they create a feeling of fighting for a common cause despite the diversity in races, ethnicities, countries, socioeconomic status, sexes, ages etc. These days highlight the notion of agency and the responsibility we all share as citizens of the world to protect nature.



Ideas: Awards and Celebrations

- The Green Flag Award that students receive every two years is an opportunity for the school to celebrate their achievements. This gives an incredible boost to all people involved in the projects and inspires even more to participate.
- The FEE Teacher Award is another occasion that motivates teachers around the world to become actively involved in environmental education with winners presented at a community event. The fact that their effort and dedication is recognised can encourage more educators to create Bioeconomy-themed projects.



Educational Resources

- <https://www.ecoschools.global/seven-steps-methodology>





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