

22/ 23



Partnership Prospectus

Eco-Schools is a proven schools-based sustainability education framework operating in 72 countries globally. Eco-Schools Australia is managed by Keep Australia Beautiful.



Keep Australia
Beautiful
National
Association

(02) 8594 4055
hailey@kab.org.au
eco-schools.org.au

Partnership Opportunities with the Eco-Schools Program



Sponsor an Eco-Schools Theme



Sponsor Eco-Schools Teacher Training



Sponsor the Eco-Schools Accreditation Process



Sponsor the Young Reporters for the Environment Competition



Overall Eco-Schools Program Sponsorship



Eco-Schools Australia

The Eco-Schools program engages with schools across the country, providing an Environmental education framework, resources, support and accreditation. The program aligns with the UN SDG's, and accreditation is internationally recognised.

We are one of seventy-two countries in the global Eco-Schools community.

What We Do

Keep Australia Beautiful

Keep Australia Beautiful (KAB) has been a leader in environmental responsibility and change since 1975. KAB runs the Eco-Schools Program, Sustainable Communities Tidy Towns Awards Program and the Keep Australia Beautiful Week and our iconic "Do The Right Thing" Campaigns.



Schools are the heart of our communities. A litter-free, healthy, eco-friendly school is a real asset to a community – as part of the physical environment of a local area and as a site where young people gain knowledge, skills and positive attitudes towards the environment. The introduction of this program gives a real boost to Keep Australia Beautiful's mission for a litter free and sustainable Australia.



Overall Eco-Schools Program Sponsorship

Eco-Schools is a proven schools-based sustainability education framework operating in 74 countries globally and developed by the Foundation for Environmental Education (FEE).

It is a curriculum-linked, democratic and participatory program that provides an excellent opportunity for students to experience active citizenship in their schools. Both schools and the wider community benefit from this program.

Eco-Schools follow 7 Steps to investigate and take action on one or more of the Eco-Schools 7 Themes.

When a school has worked through each of the 7 Steps, for at least 3 Themes, they can then apply for Eco-Schools Green Flag accreditation. The Eco-Schools Green Flag is international and recognised by organisations such as UNESCO. It is a symbol of a school's commitment to environmental education.

Eco-Schools makes working on sustainability practical and fun and is motivational for students and teachers. Environmental issues and the thought of tackling them can sometimes be overwhelming. Many of those interested in promoting education-based eco-action will wonder:

- How and where do I begin?
- How can I involve and engage young people?
- How can I retain focus and momentum?
- How can we have a positive impact on issues so numerous, overwhelming and global such as the climate crisis or marine plastic pollution???

The Eco-Schools program provides a solution to all these questions. Our Seven Step Framework has been designed as a very simple environmental management system that empowers young people to introduce and lead environmental actions and education in their school and beyond!



Overall Eco-Schools Program Sponsorship

The Seven Eco-Schools steps are designed to make environmental actions pupil-led. Working through each of the seven steps and achieving Eco-Schools Green Flag accreditation can be done in a single academic year. Several of the steps, for example Step 5: Informing and Involving, naturally overlap and this is encouraged – our process is designed to be holistic.

Below is a brief summary of each step. More detailed information can be found on our website <https://www.eco-schools.org.au/7-steps/>

- 1. Form an Eco-Committee, a group of students and adults responsible for all things Eco-Schools.**
- 2. Complete an Environmental Review, a free-to-download resource which has been designed to review learning environments and provide inspiration to Eco-Committees.**
- 3. Create an Action Plan, a plan for environmental actions in the school.**
- 4. Link the program to the Curriculum, including environmental issues in the school.**
- 5. Informing and Involving the wider community, including all pupils, staff members and the local community in Eco-Schools work.**
- 6. Monitoring and Evaluation of eco-projects, measuring the impact of the projects in the Action Plan.**
- 7. Creating an Eco-Code, a rallying call that everyone can get behind!**



Sponsor an Eco-Schools Theme

Australian Eco-Schools can choose from seven themes to tackle with the seven step process. The Themes are designed to align with the United Nations Sustainable Development Goals (UN SDGs).



Theme 1: Biodiversity- Habitats and Homes

Maintaining and improving the incredible variety of life on a local and global level. This theme aligns with the UN SDG's 14 and 15.



Theme 2: Climate & Energy- Super Smart Power

Reducing energy use and investing in greener energy sources. This Theme aligns with UN SDG 7.



Theme 3: Fair Go- Global Citizen for Social Justice

Taking an active role in your community and making our planet more peaceful, sustainable and fair. This Theme aligns with UN SDG 10.



Theme 4: Lifestyles- Healthy & Active

Addressing your, and our planet's health. These two issues are intrinsically linked! This Theme aligns with UN SDG 3.





Sponsor an Eco-Schools Theme



Theme 5: Waste- The Cycle of Stuff:

Refusing, reducing, reusing, repairing, recycling. This Theme aligns with UN SDG 12.



Theme 6: Litter & Waterways- Catchment Keepers

Reducing litter, which harms wildlife and costs millions to clear every year and protecting and conserving aquatic ecosystems. This Theme aligns with UN SDG 14.



Theme 7: Water- Drink, Think, Save the Sink

Valuing and preserving our most important natural resource. This Theme aligns with UN SDG 6.



Schools can work on one, two or three Themes across a school year, and pick up additional Themes as they progress on their Eco-Schools Journey. For more information about each Theme, please visit eco-schools.org.au/themes/



Sponsor an Eco-Schools Theme

Benefits of Sponsoring an Eco-Schools Theme

- Acknowledgement of our partnership, including your logo, on the Eco-Schools website on the Theme page, and wherever the Theme is featured.
- Acknowledgment of our partnership, including your logo, in our school resources, wherever the Theme is featured.
- Promotion of our partnership on our social media pages:
 - An initial announcement, and annual celebration post as the sponsorship is continued.
 - Three posts featuring our partnership and the projects made possible in schools.
- Use of an annually updated Eco-Schools supporter logo on your website, emails and social media
- Use of the Keep Australia Beautiful and "Do The Right Thing" logos on your website, email signature and social media
- Celebration of our partnership in the next Eco-Schools newsletter
- Opportunity to provide copy for our Keep Australia Beautiful Newsletter
 - If appropriate, opportunity to provide copy for the Eco-Schools quarterly newsletter
- Enabling us to place young people at the heart of environmental action.



Sponsor Eco-Schools Teacher Training

The Eco-Schools program is designed to be picked up easily by schools, but we do offer teacher training webinars across the year for newcomers, and as a platform for Eco-Schools Teachers to meet. The Training Schedule includes:

- **October to November:** Information about the program to get schools started in the new school year.
- **January to March:** Starting on the Eco-Schools Journey - Getting an Eco-Committee together and suggested timings of projects.
- **February to March:** Steps 2 and 3 - Conducting the Environmental Review and creating an Action Plan to ensure Green Flag criteria are met.
- **February to June:** Step 4 - Going over effective Monitoring & Evaluation techniques to ensure Green Flag criteria are met.
- **March to July:** Steps 5 and 6 - How to Link to the Curriculum and Inform and Involve the wider community to ensure Green Flag criteria are met.
- **June to October:** Tips on evaluating projects
- **October to November:** Advice on submitting accreditation applications (Bronze Award, Silver Award or Green Flag).
- **At the start and end of every school term:** Information about the program to get schools motivated to join the program

Workshops are approximately 1.5 hours, depending on discussion and questions, and are offered ad hoc to schools picking up the program at different times in the year, or when teachers cannot attend any scheduled workshop.



Sponsor Eco-Schools Teacher Training

Benefits of Sponsoring Eco-Schools Teacher Training

- Acknowledgement of our partnership, including your logo, on the Eco-Schools website on the Training sign up page, and wherever the Training is featured.
- Acknowledgment of our partnership, including your logo, in our resources to school, wherever Teacher Training is featured.
- Promotion of our partnership on our social media pages:
 - An initial announcement, and annual celebration post as the sponsorship is continued.
 - Three posts featuring our partnership and the projects made possible in schools.
- Use of an annually updated Eco-Schools supporter logo on your website, emails and social media.
- Use of the Keep Australia Beautiful and "Do The Right Thing" logos on your website, email signature and social media.
- Celebration of our partnership in the next Eco-Schools newsletter.
- Opportunity to provide copy for our Keep Australia Beautiful Newsletter.
 - If appropriate, opportunity to provide copy for the Eco-Schools quarterly newsletter.
- Enabling us to place young people at the heart of environmental action.



Sponsor the Eco-Schools Accreditation Process

Eco-Schools who have completed the 7 Step process for 3 Themes can apply for a Green Flag. This is an international accreditation that has recognised and rewarded young people's environmental actions for over 25 years.

If Eco-Schools can only cover one or two Themes in a school year, they can apply for a Bronze or Silver Eco-Schools Award respectively, and work their way up to a Green Flag over two or three years.

An Eco-Schools Green Flag is the perfect way to acknowledge, reward and celebrate the ecological achievements of young people. It clearly demonstrates that their hard work is appreciated and it provides them with the confidence and motivation to continue actively engaging with environmental issues now and throughout their lifetimes. It creates the next generation of innovative, inspirational environmentalists and tells local communities that a school is forward-thinking and actively engaged in protecting our planet.

Submissions may be judged in an online format, or in person for a Green Flag application if this is financially feasible.



Sponsor the Eco-Schools Accreditation Process

Benefits of Sponsoring the Accreditation Process

- Acknowledgement of our partnership, including your logo, on the Eco-Schools website on the Accreditation page, and wherever the Accreditation is featured.
- Acknowledgment of our partnership, including your logo, in our resources to school, wherever the Accreditation process is featured.
- Promotion of our partnership on our social media pages:
 - An initial announcement, and annual celebration post as the sponsorship is continued.
 - Three posts featuring our partnership and the projects made possible in schools.
- Use of an annual Eco-Schools supporter logo on your website, emails and social media
- Use of the Keep Australia Beautiful and "Do The Right Thing" logos on your website, email signature and social media
- Celebration of our partnership in the next Eco-Schools newsletter
- Opportunity to provide copy for our Keep Australia Beautiful Newsletter
 - If appropriate, opportunity to provide copy for the Eco-Schools quarterly newsletter

You may also choose to cover individual or a region of schools accreditation fees.

- Enabling us to place young people at the heart of environmental action.



Sponsor the Young Reporters for the Environment Competition

The Young Reporters for the Environment (YRE) is a program designed to empower young people to take a stand on environmental issues they feel strongly about and give them a platform to express these issues through the media of writing, photography or video.

The program offers enthusiastic young people a chance to have their voices heard through high-quality journalistic work. The ultimate goal of these Young Reporters is to identify environmental injustices, highlight solutions and involve the appropriate authorities to address the environmental issues.

YRE is designed for students aged 11 – 25 years.

Students are asked to pick an environmental topic relating to litter, waste or environmental pollution, investigate it, and then report on it using one of three categories: writing, photography or film.

They are also required to plan an environmental campaign or community action day where students will share their ideas and projects to raise awareness of an environmental issue within the wider school and community.

YRE is a FEE program, and is open to all. We encourage Eco-Schools to participate but the program is also open to students from schools that are not Eco-Schools members.



Sponsor the Young Reporters for the Environment Competition

Benefits of Sponsoring the YRE Competition

- Acknowledgement of our partnership, including your logo, on the Eco-Schools website on the YRE page, and wherever the YRE competition is featured.
- Acknowledgment of our partnership, including your logo, in our school resources, wherever the YRE Competition process is featured.
- Promotion of our partnership on our social media pages:
 - An initial announcement, and annual celebration post as the sponsorship is continued.
 - YRE projects published on social media where cleared by student safety protocol featuring acknowledgement of our partnership including your logo
- Use of an annually updated Eco-Schools supporter logo on your website, emails and social media
- Use of the Keep Australia Beautiful and "Do The Right Thing" logos on your website, email signature and social media
- Celebration of our partnership in the next running Eco-Schools newsletter
- Opportunity to provide copy for our Keep Australia Beautiful Newsletter
 - If appropriate, opportunity to provide copy for the Eco-Schools quarterly newsletter

You may also choose to donate prizes for students entering the annual competition.

- Enabling us to place young people at the heart of environmental action.

Get In Touch



Hailey is the National Operator for the Eco-Schools Program, and more than happy to chat with you about how you can support the Eco-Schools Program.

hailey@kab.org.au

(02) 8594 4055

@ecoschoolsaustralia



Level 1/ 268 King Street
Newtown
NSW 2204

eco-schools@kab.org.au
eco-schools.org.au
@ecoschoolsaustralia