



Step 6: Involve the Community

Let the whole school and wider community know what the Eco-Action Team is doing and how they can help make a difference

Information, Media & Technology Skills | Public Speaking | Design | Leadership | Teamwork | Facilitation | Information, Communications and Technology Literacy

What is it?

Involving the community is about two things – one, the diversity of members who take part in the Eco-Action Team and two, the diversity of school, family and community members the Eco-Action Team works to engage as a part of their sustainability work. Work together to find out the interests and needs of your community and then work together to make where you live, work and play a happier, healthier place to be.

How Does it Work?

To spread the impact of the Eco-Schools USA work, the Eco-Action Team will need to get as many people involved as possible. They might also want to get involved with sustainability projects that are happening nearby. The Eco-Action Team can let people know about their Eco-Schools USA work by having a prominent and eye-catching display, giving assemblies and class presentations, school announcements, social media and by organizing some fun events. They could exercise their fellow students' artistic side by designing posters too. By involving the wider community in diverse sustainability initiatives the Eco-Action Team will be engaging even more people in the learning and practices of sustainability.



Step 6: Involve the Community (continued)

Award Criteria



The school uses a prominent, designated way such as a newsletter, bulletin board or website, to communicate Eco-Schools USA activities with staff and students along with the greater community



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How can you help?

Help students to develop their public speaking skills as well as their professional media and communication skills. Practice negotiation scenarios, through role play, acting as the “critical friend.” Give advice on writing press releases and contacting the media. Show your support by promoting events and activities through your own channels, online, in print and in person.