

One of the essential components of the Ekoskola process is the dissemination of the activities throughout the school, the children's homes and the community at large. The idea is to inform as many individuals as possible about Ekoskola **and** to actively involve them in the process hence promoting local Agenda 21 principles.

Involving the wider community does not only serve to give publicity to the school's initiatives, but it also brings a range of benefits. Parents, local businesses and local councils can be sources of advice, information, practical help and even money ... all of which are essential for the success of the programme.

The following are some ideas how the Ekoskola committee can plan for dissemination:

Involving the whole school

- ✓ hold a school-wide election campaign for pupil representatives on the Ekoskola committee
- ✓ dedicate school assemblies during which prospective pupil representatives can explain to the rest of the school why they are contesting the elections
- ✓ publishing information gathered during the environmental review on the Ekoskola notice board. The whole school can be kept updated regularly about the progress being made in addressing the targets set.
- ✓ hold school-wide surveys to gather information about the state of the school's environment
- ✓ regularly utilise assemblies to launch Ekoskola activities and to communicate any progress made. Children can be encouraged to utilise diverse presentation methods (e.g. drama, music, presentation software) to make their communication more effective
- ✓ publish information about the Ekoskola activities on the school's website (or in its absence ... produce an Ekoskola website for the school)
- ✓ hold a school-wide competition for the wording and design of the school's Eco-Code
- ✓ organise a yearly Ekoskola celebration event during which the whole school can celebrate the success achieved during the year

Involving the community

- ✓ produce a newsletter that regularly keeps parents updated about the *Ekoskola* process. Copies of the newsletter can also be sent to other members of the community (e.g. local council, parish office, local businesses)
- ✓ send letters to local businesses seeking support for initiatives
- ✓ ask resource persons from the community to come to the school to give talks or offer help in particular tasks
- ✓ hold press releases publicising *Ekoskola* activities, research results and achievements
- ✓ hold community-wide surveys to gather information about the environmental issues that are mostly relevant
- ✓ disseminate the school's Eco-Code within the community
- ✓ invite people from the community to attend the *Ekoskola* celebration event

Requests for more information and queries can be referred to the *Ekoskola* national co-ordinator:

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