(Your Name)

(Contact Details)

(Date)

Dear (insert name),

I am writing to you in order to request our school registers with Keep Britain Tidy’s   
Eco-Schools programme (<https://www.eco-schools.org.uk/>) and then starts working towards Eco-Schools Green Flag accreditation.

The Eco-Schools programme is a simple and flexible seven step framework, which has been developed to empower young people to lead environmental action and education in their school, local community and beyond. The seven step process has been designed to be completed within one academic year. As the programme is operated by teachers, this takes into account the numerous commitments and pressures commonly associated with busy schools. When a school has worked through each of the seven steps, they can then apply for an Eco-Schools Green Flag. The Eco-Schools Green Flag is an international accreditation (currently operating in 70 countries), that has recognised and rewarded youth-led environmental action since 1994.

I have no doubt that you are aware of the numerous, critical environmental challenges currently facing our planet. These include: climate change; plastic pollution; and biodiversity loss to name a few. Not one of these challenges is a distant, future issue - environmental disasters are already negatively impacting people’s everyday lives and are featured daily in the news. Each of these challenges will need to be tackled collectively in order to be mitigated or overcame. As an educator, working with future generations (some of whom will grow to become educators, leaders and decision-makers themselves), I believe you have an important role to play in tackling these challenges. Alongside the amazing work you do, teaching our young to: read; write; calculate; analyse; and a thousand other skills too numerous to mention, I believe it is also vital for you to teach your students how to actively protect their planet. The Eco-Schools programme is the perfect way to teach this. Working through the Eco-Schools Seven Steps: highlights the challenges our planet faces; educates about the causes of these challenges; empowers young people to tackle these challenges and demonstrates how communities can work together to defeat these challenges.

Not only does the Eco-Schools programme help protect our planet, it also helps schools. It is proven that Eco-Schools consume less water, use less energy and produce less waste, which creates financial savings for schools. Independent research has also found that pupil participation in the Eco-Schools programme leads to: increased confidence, development of leadership skills, improved behaviour and greater motivation at school.

It is free to register with the Eco-Schools programme and all of their resources are free to use. The only cost associated with the programme is a £200 fee, which is only charged should a school choose to apply for an Eco-Schools Green Flag Award having completed the Seven Step Process. As Eco-Schools operators Keep Britain Tidy are an independent charity with no government funding, this fee is necessary for the Eco-Schools programme to continue operating and empowering young people to protect our planet.

I hope you will take on this challenge and empower the young people you teach to protect our planet now and throughout their lifetimes.

Yours Sincerely,

(Your Name)