

Green Standard Schools

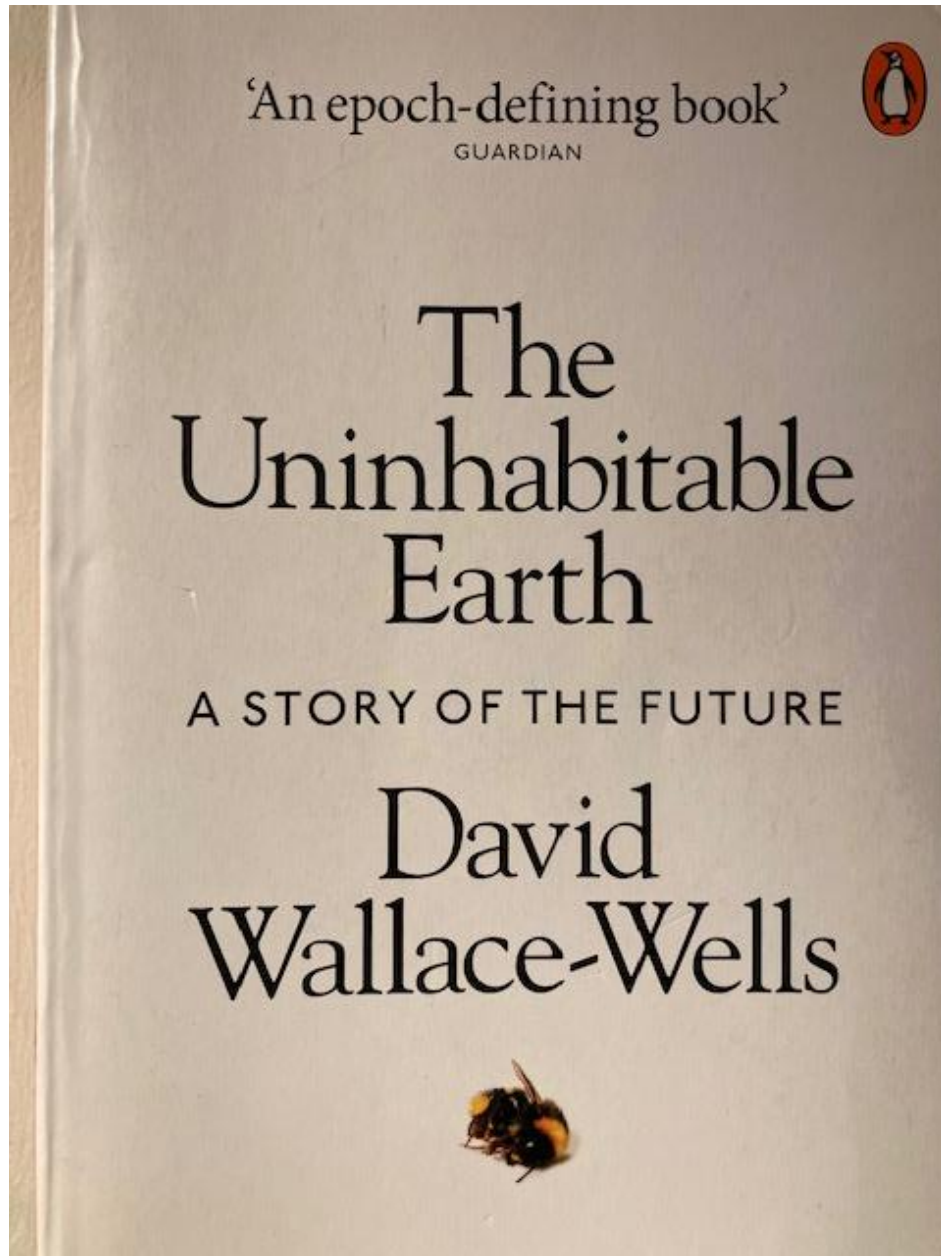
Putting an end to blah, blah, blah



Jonathan Dykes

Cofounder and President





“IT IS WORSE, MUCH WORSE,
THAN YOU THINK.”

A word cloud featuring various environmental issues. The word 'Environmental' is the largest and most prominent, written in a blue, serif font. Other words are scattered around it in different sizes, colors (including blue, green, and brown), and orientations. Some of the visible words include: 'global warming', 'overfishing', 'invasive', 'nuclear', 'CO2', 'extinction', 'conservation', 'degradation', 'waste', 'endangered', 'climate change', 'environment', 'fallout', 'irrigation', 'pesticide', 'energy', 'global', 'overpopulation', 'fossil fuels', 'plants', 'deforestation', 'greenhouse', 'overfarming', 'CO2', 'waste', 'endangered', 'climate change', 'environment', 'fallout', 'irrigation', 'pesticide', 'energy', 'global', 'overpopulation', 'fossil fuels', 'plants', 'deforestation', 'greenhouse', 'overfarming', 'CO2', 'waste', 'endangered', 'climate change', 'environment', 'fallout', 'irrigation', 'pesticide', 'energy'.

Issues

One in four species are at risk of extinction

Species assessed by the IUCN Red List



Amphibians

40%



Conifers

34%



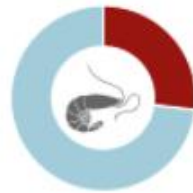
Reef corals

33%



Sharks and rays

31%



Selected crustaceans*

27%



Mammals

25%



Birds

14%

*Assessed species include lobsters, freshwater crabs, freshwater crayfishes and freshwater shrimps

Source: IUCN Red List of Threatened Species

BBC



2007

HOT PLANET



**POR FAVOR ¡APAGAD LAS LUCES!
PLEASE SWITCH THE LIGHTS OFF!**

ICEF Berlin 2007



How to stand out from the crowd?



3 birds idea - 2007

- ✓ Save some money
- ✓ Attract more students
- ✓ Help save the planet

Accreditation's 3 likely benefits



EMAS

Eco-Management and Audit Scheme





World Green Design Forum 2013

What is EMAS?

- The Eco-Management and Audit Scheme is a management tool for companies and other organisations to evaluate, report and improve their environmental performance.



- Process involves: setting and publishing targets monitoring performance, going through an annual eco-audit conducted by a qualified agency

No Planet B for the next generation





BRONZE RECOGNITION FOR 5 YEARS OF CONTINUOUS EMAS REGISTRATION

*for outstanding commitment to Performance, Credibility
and Transparency in Environmental Management*

PRESENTED TO:


KARL FALKENBERG
Director General for Environment

INTERNATIONAL HOUSE BARCELONA, S.L.

Registration number: ES-CAT-000242

2015



However ...

2019



Develop a new
accreditation
system specifically
for the language
teaching sector



Martha Liliana Marin

MSc in Sustainable
Development

from University of Sussex



Not for profit association

Green Standard Schools

Accrediting environmental sustainability in the language teaching industry

Our aims



- To lessen the impact that language teaching has on the environment by developing a set of policies and practices that language teaching institutions can adopt and adhere to.
- To award accreditation against these policies and practices to providers of language education everywhere.
- To develop pedagogical resources designed to encourage environmental sustainability in language teaching and learning.

How does it work?





Guiding language schools towards a greener future

Green Standard Schools is a global, not-for-profit association of language schools that are seriously committed to protecting the environment.

[Join today](#)





The Application Process

1

Register a free account

Register your interest in becoming a Green Standard School by clicking on the Register button and sending us a simple form.

2

Complete our application and self-assessment forms

Fill in our online application form, which has two sections.

The first section provides us with a little more information about your school; the second will assess your current environmental practices.

Application form Part 2

Series of 50 YES / NO questions

Divided into 10 sections covering:

- ☐ Energy
- ☐ Water
- ☐ Purchasing
- ☐ Recycling
- ☐ Accommodation & Food
- ☐ Travel
- ☐ Teaching and Training
- ☐ Social activities
- ☐ Nature
- ☐ Commitment



Application form Part 2

Questions from the Energy section:

1. Do you monitor and record the amount of energy you use in your school?

Yes / No

If yes, please show evidence

2. Have you undertaken to reduce your total energy consumption each year? *

Yes / No

If yes, please show evidence



Application form Part 2

Question from the Recycling section:

24. Do you have a plan to reduce the amount of waste you need to recycle or dispose of?

Yes / No

If yes, please provide evidence



Application form Part 2

Question from the Travel section:

30. Do you know how many flights your students take each year in order to study with you?

Yes / No

If yes, please provide evidence



Fly greener to Barcelona



Each passenger on this flight will contribute an avg. of 66g of CO2 emissions/km. Did you know a single mature tree can absorb 21kg of CO2 in a year? Let one of our environmental partners offset your carbon emissions for you. [More info](#) ^

Ryanair is working hard on being a greener airline, investing over \$22bn in new greener aircraft. You can also support our environment by voluntarily offsetting your carbon emission.

The money given to offset your carbon footprint will be used by these organisations to help with environment.



Covers products and services relating to carbon neutrality, green energy, water management, green investments and project development.



Project dedicated to restore land by planting trees in the Monchique area of Algarve, an area devastated by the largest wildfires in Europe in 2018.



These projects aim to reduce greenhouse emissions by stimulating growth of the wind power industry in Turkey and by preventing the release of carbon emissions in Malawi.



Fully offset your CO2 emissions for this flight

[Add](#)

€2.46

Total per person

OR



Partially offset your CO2 emissions for this flight

[Add](#)

€2.00

Total per person



**Green
Standard
Schools**

Application form Part 2

Question from the Teaching and Training section:

35. Do you systematically include environmental issues in the teaching syllabus of the majority of your language courses?

Yes / No

If yes, please explain how, and provide evidence.



Application form Part 2

Maximum points available in total: 200

Minimum points needed for accreditation: 130

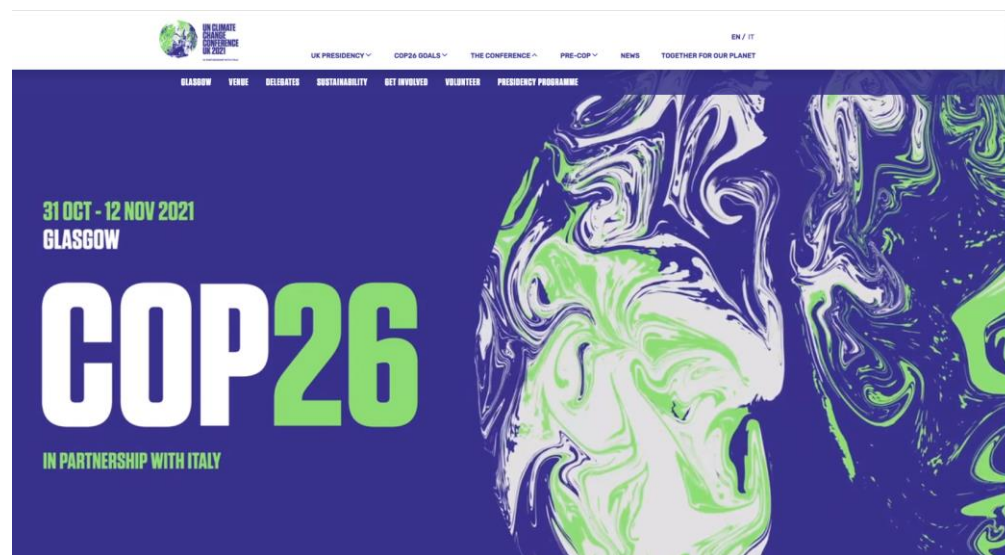


What are the benefits of accreditation for schools?

- ✓ Serious and verifiable contribution to environmental sustainability
- ✓ Significant marketing value

“Connecting your work to a higher set of values can make people choose your school over others, especially with young students driven by a number of social issues.”

Richard Bradford – Disquiet Dog - Plenary speaker at ELT UK Marketing Conference – Sept. 2021



What are the benefits of accreditation for schools?

Other benefits:

- ✓ Staff recruitment and retention value
- ✓ Some potential cost savings
- ✓ Access to a range of digital teaching resources on a tailor-made platform
- ✓ Opportunity to collaborate with like-minded schools



How much does it cost?

Special fee for EAQUALS members (includes 25% discount)

Band	Turnover from previous fiscal year	EUROS
A	Less than €500,000	€ 300
B	€ 500,000 - € 1,000,000	€ 450
C	More than € 1,000,000	€ 600





We're aiming to make a difference.

To put an end to blah, blah, blah

Will you join us?

<https://greenstandardschools.org>





Green Standard Schools

Accrediting environmental sustainability in the language teaching industry
<https://greenstandardschools.org>