

The Foundation for Environmental Education seeks to collaborate with seven Eco-Schools for the joint development of new videos for the FEE Academy.

Introduction to the Project

About FEE: The **Foundation for Environmental Education** (FEE) is one of the largest Education for Sustainable Development (ESD) organisations worldwide. FEE is the overarching organisation behind Eco-Schools/Eco-Campus, YRE, LEAF, Green Key and Blue Flag, with its headquarters based in Copenhagen, Denmark and national operators around the globe. FEE's mission is to shape a sustainable future through education.

Project Overview: The Foundation for Environmental Education (FEE) is seeking **seven Green Flag Eco-Schools** to providing footage to explain the seven steps of an Eco-School for use in teacher training and in [FEE Academy](#) courses. Each selected Eco-School will present one step of the seven-step framework. Selected schools will record video footage, which will be edited by *Welton Media*. The finished videos will be uploaded to the FEE Academy and utilised for educational and marketing purposes.

Seven collaboration contracts will be established between FEE and Eco-Schools, with a payment of **€500** to each winning Eco-School. If we use application footage from schools that are not among the seven winning schools, FEE will provide **€50** to each of those schools for their eco-projects.

Information for potential Eco-Schools

Eligibility Requirements:

- **Eco-School with Green Flag**
- One person with sufficient English proficiency to communicate to the FEE HO team. While English is preferred, our office can assist with French, Spanish and German translation if needed.

Preferred:

- At least one YRE involved (either school students or YREs from the community) is preferred but not essential.

Purpose: The videos will be used to communicate FEE's 'Eco-Schools Seven Steps to teachers, students, community members and wider partners and funders involved in the programme. In particular, they will be used in the online course 'Eco-Schools – A project-based learning approach' in FEE-Academy. It is, therefore, essential that the correct permissions are given for every person who appears in the videos.

Application Process:

Timeline:

- **Open Call Period:** 13th November – 15th December 2024
- **Selection by FEE:** End of 2024
- **Confirmation of selected Eco-Schools:** End of 2024/first week of January 2025
- **Collaboration period:** first week of January 2025 – End of February 2025



1. Open Call:

Every **Eco-School with a Green Flag** is eligible to participate in this FEE Open Call. The reward will be a contract for further cooperation at the value of €500. This funding can be used for the school's own eco-projects, impacting the school, and/or the wider community in shaping a greener future.

How to apply:

To apply please complete the [online form and submit a short video](#) entitled "**What Makes Your School an Eco-School?**".

Application Video Guidelines:

- **Topic:** "What Makes Your School an Eco-School?"
- **Objective:** Showcase how your school implements the [7 steps of the Eco-School](#) framework.
- **Task:** Please send up to **5 minutes of footage** from your Eco-Schools program. The following questions are intended to inspire your creativity and can help guide your content:

1. **Eco-Committee:**

- Show your school's eco-committee members, where it takes place and how the atmosphere is.
- Highlight decision-making processes and democratic features.

2. **Environmental Review:**

- Present how your school conducts its environmental review.
- Showcase data gathering, evaluation of environmental impact, and areas for improvement.

3. **Curriculum Linkage:**

- Demonstrate how environmental education is integrated into the curriculum by e.g. showing teachers creating a lesson plan.
- Include classroom activities or projects that focus on Education for Sustainable Development (ESD) or use Project-Based learning (PBL) activities

4. **Action Plan:**

- Feature your school's eco-action plan.
- Show the actions being taken to achieve them.

5. **Monitoring and Evaluation:**

- Show how progress is tracked and measured.
- Present the methods used to assess the impact of eco-friendly initiatives (e.g. energy savings, waste reduction, waste reduction...).

6. **Informing and Involving:**

- Highlight how the school involves students, staff, and the wider community.
- Show outreach efforts such as awareness campaigns, events, and partnerships.

7. **Producing an Eco-Code** → footage is allowed to have audio in case your school's Eco-Code is a song, poem, slogan...

- Present your school's Eco-Code and reenact how it was created.
- Show where it is displayed around the school and how it guides daily behaviour.



Technical Requirements:

- **Video Length:** Maximum of 1-2 minutes per step, not more than 6 minutes in total
- **General:** where possible, use a tripod; integrate wide shots and close-ups
- **Video Audio:** without audio (no voice-over, no music), except step 7 in case it is an audio-based Eco-Code → use a microphone or have the speaker close to the device
- **Resolution:** Full HD (1080p) → most modern mobile phones do have this capability if it is set up within the menu; DSLR cameras/camcorders
- **Format:** MP4
- **Aspect Ratio:** 16:9, 'sideways' when recorded with a mobile phone
- **Fill Size:** the bigger the better as it will mean a higher resolution; do not compress the files



Judging Criteria:

Judges will assign a score from 0 to 5 based on how effectively the submission meets technical requirements and demonstrates creativity. Scoring is as follows: 5=Excellent, 4=Very Well, 3=Well, 2=Well, 1=Qualifies and 0=Does Not Qualify.

- **Clarity:** How well each of the steps is showcased.
- **Creativity:** Innovative presentation, changing perspectives.
- **Engagement:** How well the video informs and inspires others to adopt eco-friendly practices.

Submission Criteria:

✓ **General Criteria:**

Fulfilment of Technical and Eligibility Requirements:

Ensure the video meets all technical requirements (format, length, etc.) and eligibility criteria outlined in the Open Call guidelines.

✓ **Information to Include with Your Submission** (fill out the form on the [FEE.global](https://www.fee.global))

1. **Name of Eco-School** and **Young Reporters for the Environment (YRE)** representative(s).

2. **Green Flag Year:**

- Specify the year your school received its Green Flag certification.

3. **Country of Residence:**

- Indicate the country where your Eco-School is located.

4. **Contact Information:**

- Include the **name and contact details** of the person responsible for communication with the **Foundation for Environmental Education (FEE)** on behalf of the school.
- This contact can be a **student, YRE representative, teacher, or another individual** with sufficient English proficiency. While English is preferred, our office can assist with French and Spanish translation if needed.

✓ **Submission on [FEE.global](https://www.fee.global):** fill out the form and attach your videos (name it: Footage_Your Schools Name_Location/Country) either directly or by providing a link to e.g. GoogleDrive, YouTube, ...

Please review your submission carefully to ensure it meets each of these criteria before submission.



2. Selection:

All participating Eco-Schools' footage will be reviewed by FEE's Headquarters in Copenhagen. The team will verify each entry to ensure compliance with the selection criteria and evaluate the quality of the content. After this verification process, seven Eco-Schools will be selected to receive the contract.

3. Confirmation

The seven selected Eco-Schools will be announced in the first week of January 2025. FEE will inform these schools via email and begin collaborating with them to create footage for the new videos. A kick-off meeting between FEE and the seven selected schools will be scheduled for Week 2 of January.

4. Collaboration:

Each school will represent one step in the Eco-Schools framework, creating raw footage which will cover the following content:

- **Why is it important for your area that your school is an Eco-School?**
(Creative footage informing about biodiversity, climate change, and natural disasters in your school's area. Focus on real and current local topics while making connections to the global context.)
- **Footage of your school and ongoing Eco-Projects** with students clearly involved.
- **What is the role of the teacher in the step?** (Footage, interviews, insights)
- **What is the role of the students in the step?** (Footage, examples of projects)



The content produced can vary depending on the specific step, and FEE will coordinate closely with each school throughout this process.

Information on Video Criteria for Collaboration:

- **Technical Requirements:** Must align with the specified technical requirements for submissions.
- **Audio Requirements:** If audio is recorded in a language other than English, please provide a translated script to be used as subtitles.
- **Citations:**
Include a credits roll, footnotes, or a bibliography that...
 - ...cites all names of students, teachers and community members who should be credited.
 - ...cites sources for images, video footage, music, and information not created by students.

Payment:

After the open call, FEE will award the selected Eco-Schools a contract for further cooperation. Following this, there will be a collaboration phase during which the cooperating schools will receive a project honorarium of €500. This funding can be used for the school's own eco-projects, impacting the school, and/or the wider community in shaping a greener future.

For those schools not receiving a contract, FEE will pay €50 to all schools whose application footage is used in the final videos.

You have further questions? Contact lea@fee.global