



# Impact Report

September 2022 - July 2023

## Executive Summary

The Ministry of Eco Education was established by Dale Vince in the Summer of 2021 with the aim of greening up the curriculum. The journey began with Minchinhampton Primary Academy near Stroud. Paul Turner (Education Lead) worked closely with Minchinhampton staff to develop their ideas around action orientated education for sustainability. Alongside this work, Paul brought together the wealth of free resources and opportunities already available, into a single framework and approach.

During the academic year 2021 to 22, the Ministry of Eco Education carried out a research project with 15 pioneer schools across the country. The trial investigated the impact of the Ministry of Eco Education approach on teacher confidence, sense of hope, community engagement and nature connection. During the year MEE worked with the Premier League and a number of other organisations to develop strategic partnerships to scale impact.

The year 2022 to 23 has focused on developing this scalable model, working with local authorities and multi academy trusts to extend the reach of the approach to more than 1,000 schools. MEE has also worked with secondary schools to adapt the primary approach to be suitable for KS3. We have also developed a Teacher Training model which introduces staff to the wider ideas of the climate and nature crisis, using the big questions and MEE framework. This year also saw the development of a new website which allows schools to create a login to track their progress.

During the academic year 2022 to 23 we also collaborated with Social Innovation for All, Volunteers for Future and I Have a Voice to run the Young Green Briton Challenge, a national platform to support and celebrate student-led climate action in 16 schools across the country. The Young Green Briton Challenge culminated in a national final hosted at the House of Lords.

# Key Impacts

Schools engaging with the Ministry of Eco Education approach and framework experience



*Increase in **nature connection***



*Increase in **pro environmental behaviours***



*Increase in young people's **positive engagement with local community***



Teachers feel *more* **supported and confident**



*Increase in young people's **knowledge and understanding***



*Increase in feelings of **hope for positive change***



Olivia Sweeney / Dale Vince / Chris Packham / Jessica Kleczka / Verel Rodrigues Ambassadors at the House of Lords

## Key Statistics



**1,108**

Schools &  
Colleges



**674,500**

Young People



**34,500**

Teachers



**63**

Enquiry  
Questions



**504**

Lessons



**200+**

Partner  
Organisations



**68**

Supporting  
Videos



**800,000**

Social Media  
Impressions

# Introduction

The Ministry of Eco Education (MEE) began as a conversation between Dale Vince (Founder of Ecotricity) and Nick Moss (Headteacher of Minchinhampton Academy). With the Youth Climate Strikes, and actions of Greta Thunberg and Extinction Rebellion shifting public discourse around the climate and nature emergency, Nick and Dale felt an increasing sense of urgency to help support change in education. The staff at Minchinhampton Academy, were also keen to build on their focus of empowering their students with a greater sense of agency to affect positive change in the world.

In 2021, Paul Turner (Curriculum Author), joined the team to guide and support the development of a cross curricular eco curriculum, taking the seeds of ideas established by Minchinhampton Academy and developing this into a holistic curriculum available for schools to use for free across the country.

In 2022, a controlled trial was carried out with 15 primary schools, from across the country, to investigate the impact of the MEE approach and framework. During this time, we built relationships with a variety of organisations operating in the education for sustainability space. We also began scaling our approach from individual schools to local authorities and multi academy trusts.

This report outlines the organisation's activities over the last year, Sept 2022 to July 2023, and reflects on our impact in schools and the wider community. The report also reflects on the lessons learnt and outlines our plans for the future.



Wiltshire Primary Eco Day at Warminster School



## About Us

MEE is funded by the Green Britain Foundation with donated support from TLT LLP. MEE works closely with Ecotricity, Forest Green Rovers' Community Trust (FGR Community), the Devil's Kitchen and the wider Green Britain group. The MEE team consists of 3 part-time staff including Education Lead, Bristol Regional Coordinator and Admin Support.

## Our Journey

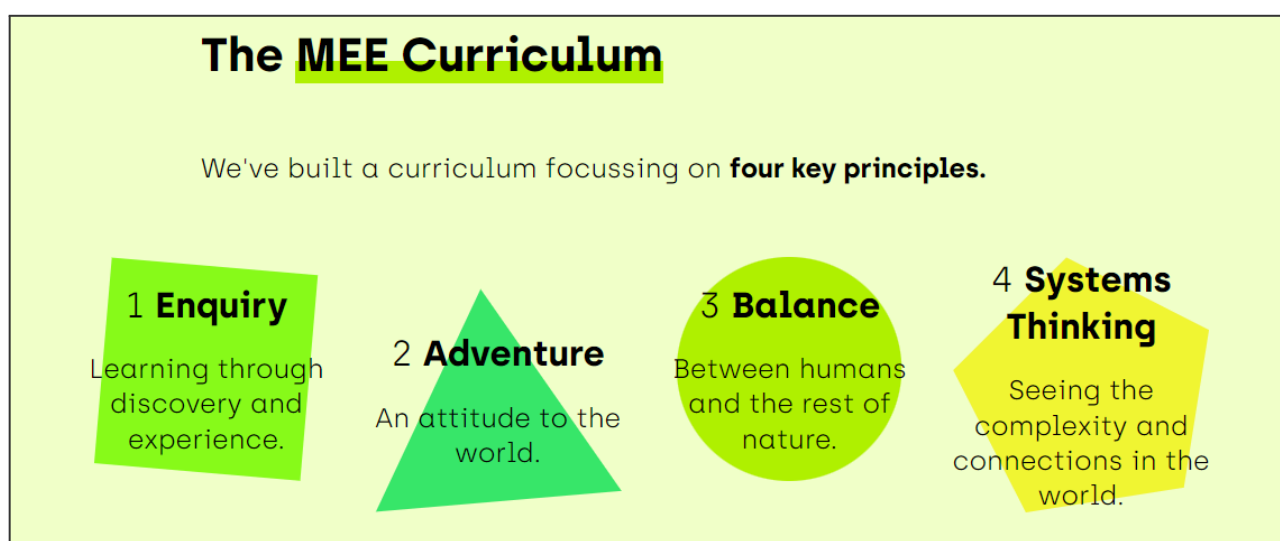


From the seeds of a curriculum in Minchinhampton in 2021, we developed a staged plan to move from the 15 pioneer schools to 1,000 schools by July 2023 to 5,000 schools by July 2024 and half of all schools, around 10,000 by 2025. Our journey involves a variety of key partners including the Premier League, as well as academy trusts and local authorities. The Young Green Briton Challenge is also a key component of capturing the imaginations of secondary schools.

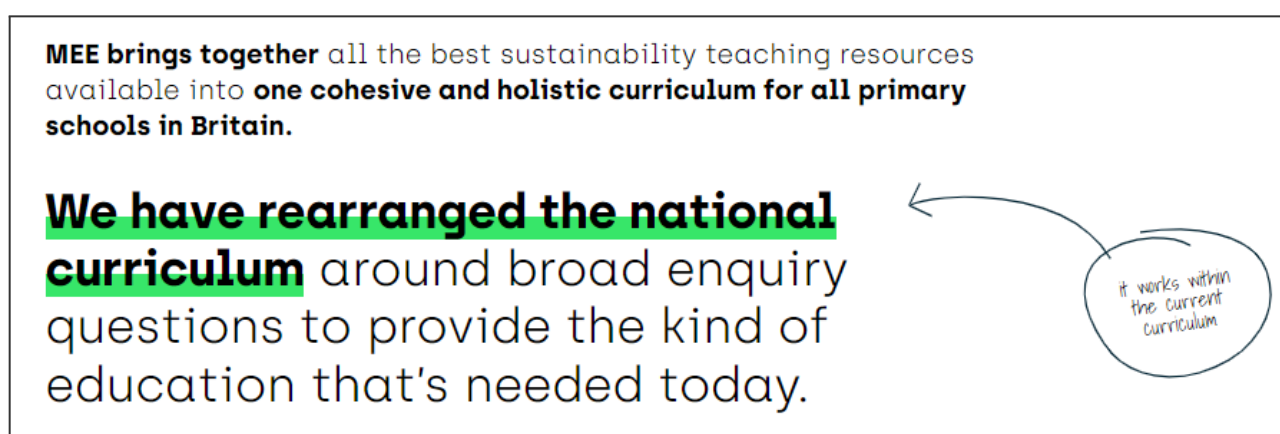


# MEE Approach & Framework

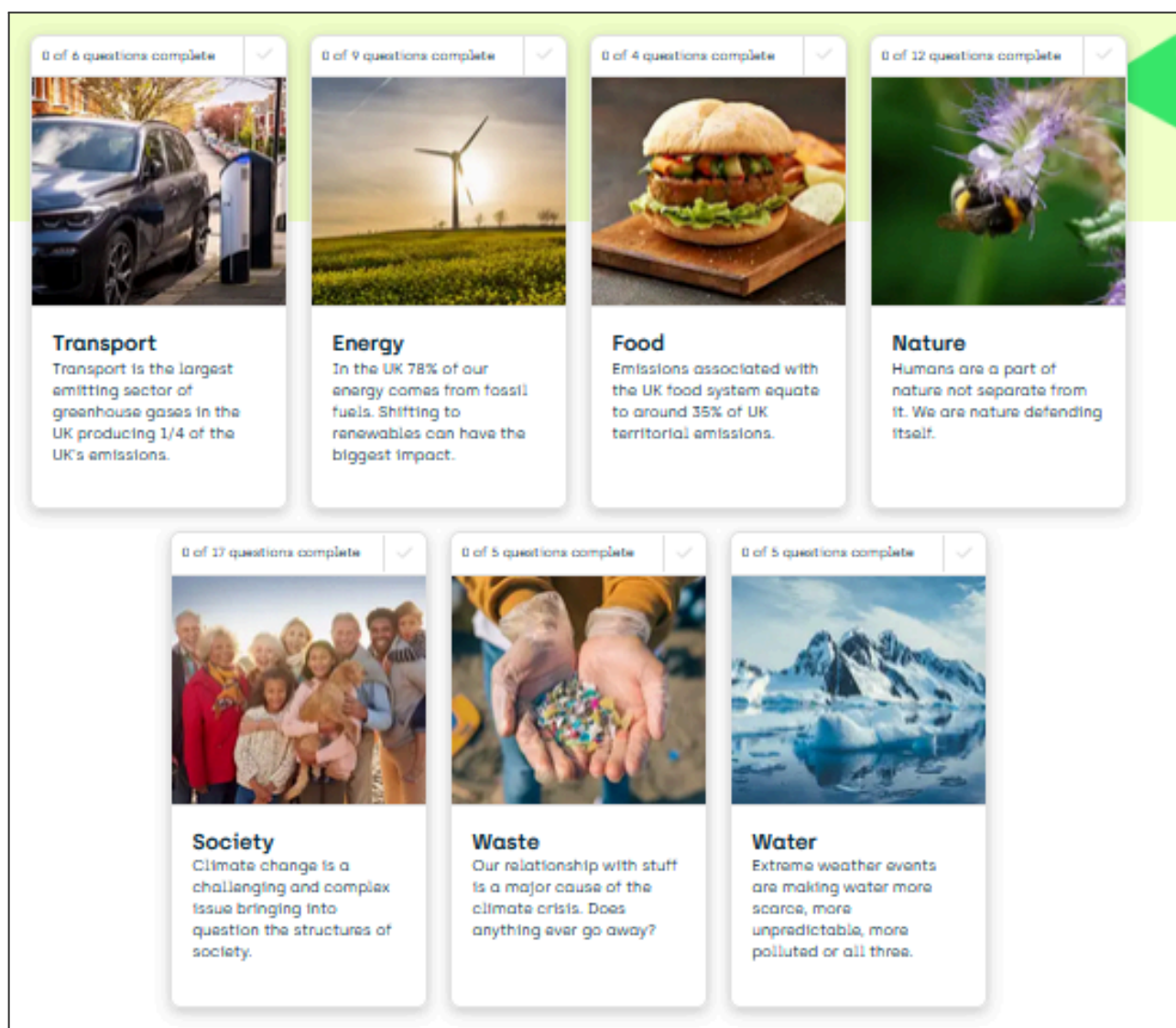
Following development with school teachers and academics, MEE created two key strands of support for schools based on an evidence informed approach; a) curriculum resources framed around 7 key themes and associated big questions; and b) 5 step whole school journey which brings together the wealth of opportunities into a coherent journey. MEE aims to amplify the resources and opportunities from organisations and support their use in schools.



The pedagogical foundation of the MEE curriculum is built around 4 key principles of enquiry, adventure, balance and systems thinking which all permeate the types of activities and direction of the curriculum.



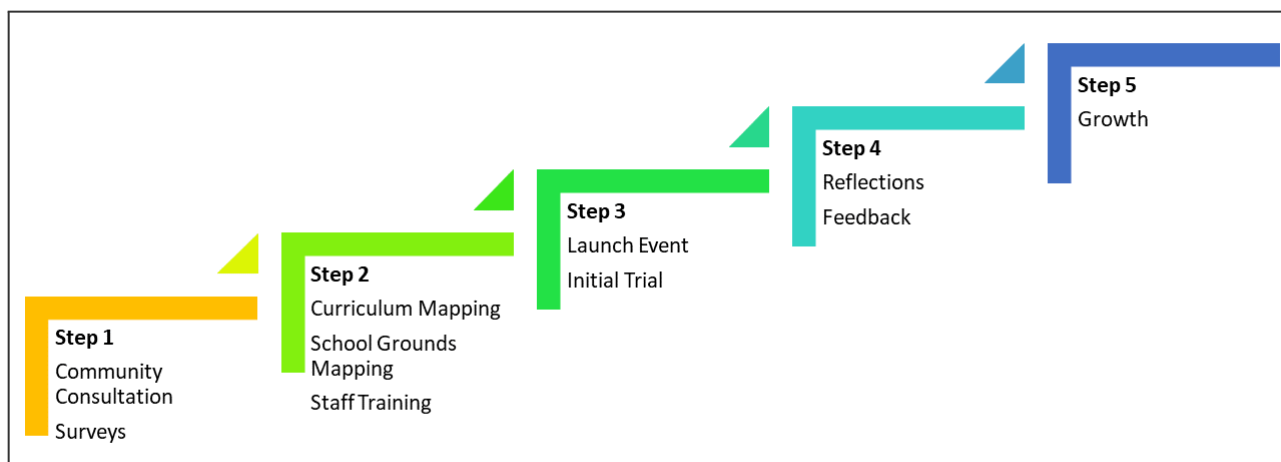
Our approach is built on supporting schools to make the most of the wealth of resources and opportunities that already exist by curating them into a logical framework and journey to save teachers time and energy to integrate them into the curriculum. We bring together the resources from 100's of organisations into a series of lessons.



The 7 key themes were inspired by Dale Vince's approach to business and his vision for a Green Britain. Transport and Energy and two of our greatest impacts on the planet, closely followed by Food. We should also always consider the rest of Nature when making choices. The additional pillars of Society, Waste and Water help ensure all areas of Sustainability are considered. The themes provide a structure for people to explore sustainability in their own lives, in their subject areas and across a school as a whole.

The 5 step journey was created to provide a logical journey for schools to embed sustainability into the curriculum whilst ensuring wider initiatives and projects associated with the operations of the school such as food and energy are utilised as learning opportunities. The journey begins with initiating a whole school conversation before mapping the curriculum and school site. We list staff training opportunities, awards and organisations to connect with.





## Assemblies & Staff Training

To support the integration of the MEE approach and framework into schools, we developed an assembly which introduces the key ideas of the climate and nature crisis in an age appropriate manner. The assembly also introduces real world examples of businesses taking climate action from across the Green Britain Group. Alongside these assemblies, we run training for staff which similarly introduces the fundamental ideas of the climate and nature crisis as well as introducing them to the resources of MEE.



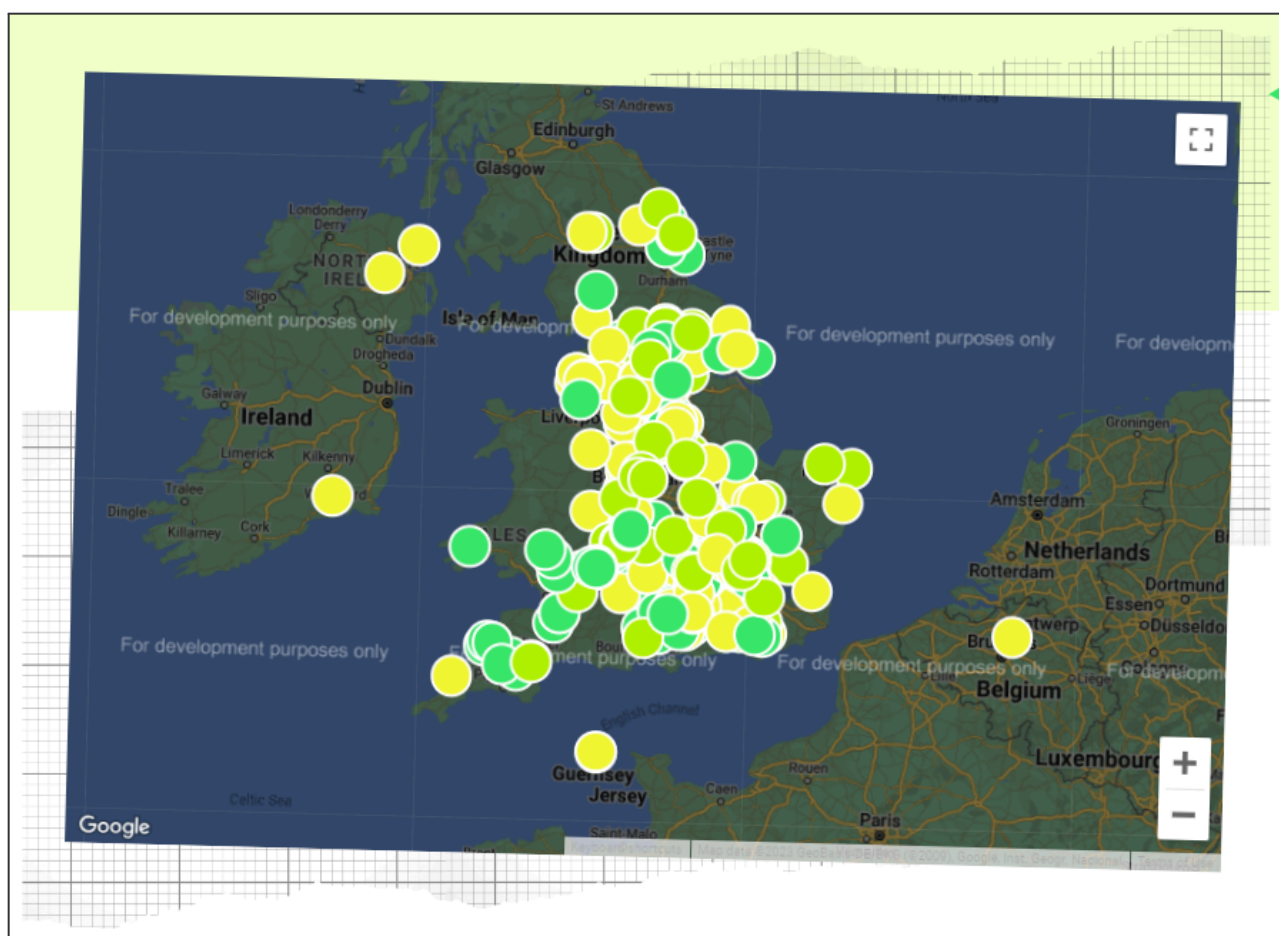
Assembly at Colley Lane Primary School



## Schools

Over the past year, increasing numbers of schools, academy trusts and local authorities have signed up to receive support from the MEE. Sign up has occurred through multiple avenues including direct communication, social media and traditional media as well as conferences and events. The table below explains the current breakdown between councils, colleges, primary, secondary and trusts. Using average numbers across schools we estimate the number of students and staff engaged with MEE.

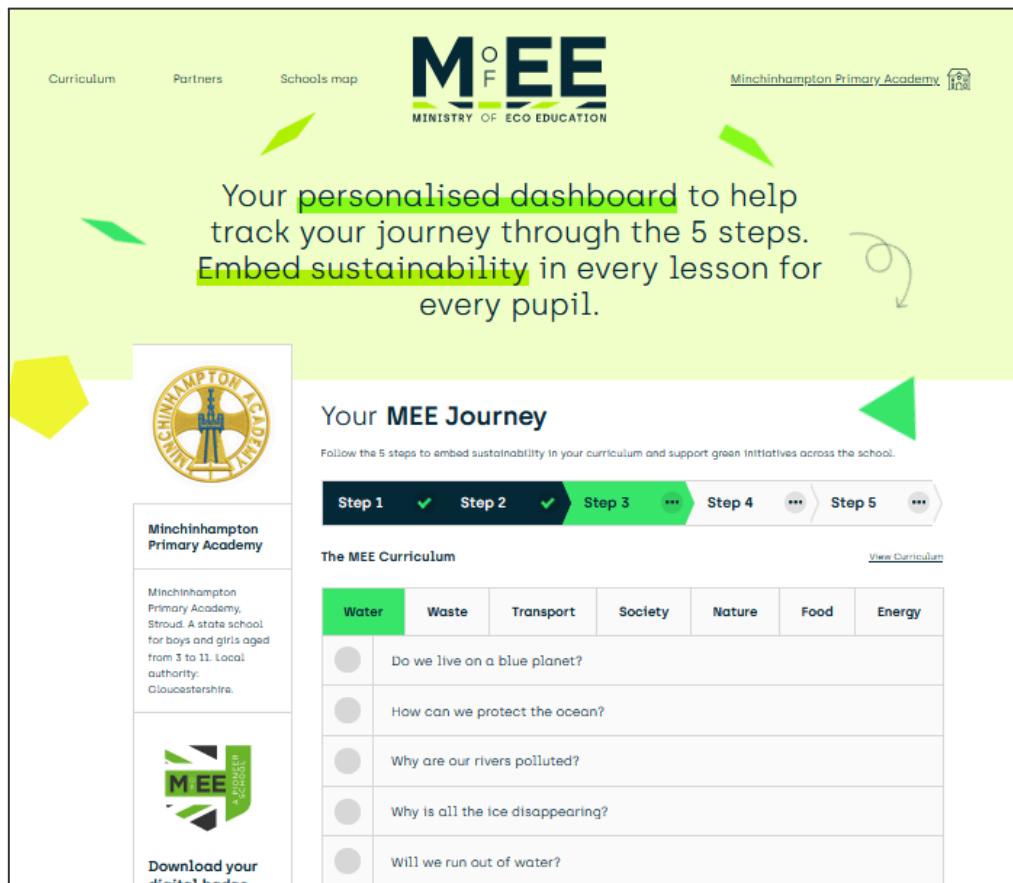
Total Council	24	Avg No of Staff	Avg No of Students	Pupils	Staff
Total College	43	80	1000	43000	3440
Total Primary	683	20	500	341500	13660
Total Secondary	290	60	1000	290000	17400
Total Trust	68				
<b>Overall Total</b>	<b>1,108</b>			<b>674,500</b>	<b>34,500</b>



Map of schools, colleges, local authorities and multi academy trusts (July 2023)

## Website

In March 2023, MEE launched a new website which allowed schools to sign up and access support. The website provides an easy to use interface for teachers to track their journey and explore the curriculum resources. Functionality behind the website also allows us to track schools' progress and use of the materials.



Curriculum Partners Schools map

**M<sup>O</sup>EE**  
MINISTRY OF ECO EDUCATION

[Minchinhampton Primary Academy](#)

The MEE Curriculum

## Transport

Transport makes up almost a quarter of Europe's greenhouse gas emissions and is the main cause of air pollution in cities. Investigate the future of travel with these lessons.

[Click to Play](#)

Can we all fly?		0 of 8 lessons complete
Length: 8 weeks / 8 sessions	<b>NC Links:</b> 1. English 2. Maths 3. Science	
Key Concept(s): Community		
Key Stage: One		
Key Text: Lapsam Ipsam	<b>Key Ideas:</b> 1. Most people in the world have never been on a plane 2. Flying causes harm to the planet 3. Many forms of tourism rely on flying	
Main Assessment: Wall Display		
1	<b>Who is a tourist?</b>	✓
Activities	<ul style="list-style-type: none"> <li>Use the dictionary to explore what it means to be a tourist <a href="https://dictionary.cambridge.org/dictionary/english/tourist">https://dictionary.cambridge.org/dictionary/english/tourist</a></li> <li>Investigate the International tourism numbers <a href="https://data.worldbank.org/indicator/ST.INT.ARVI">https://data.worldbank.org/indicator/ST.INT.ARVI</a> Where do people travel most?</li> </ul>	

Screenshot from website

## Staff Training

During the academic year 2022 to 23 we ran a variety of staff training for schools, trusts and groups of colleges. Including online training for colleges and adult education centres across central London. Training was delivered as a standalone hour long online session with interactive activities to engage educators with the MEE approach.

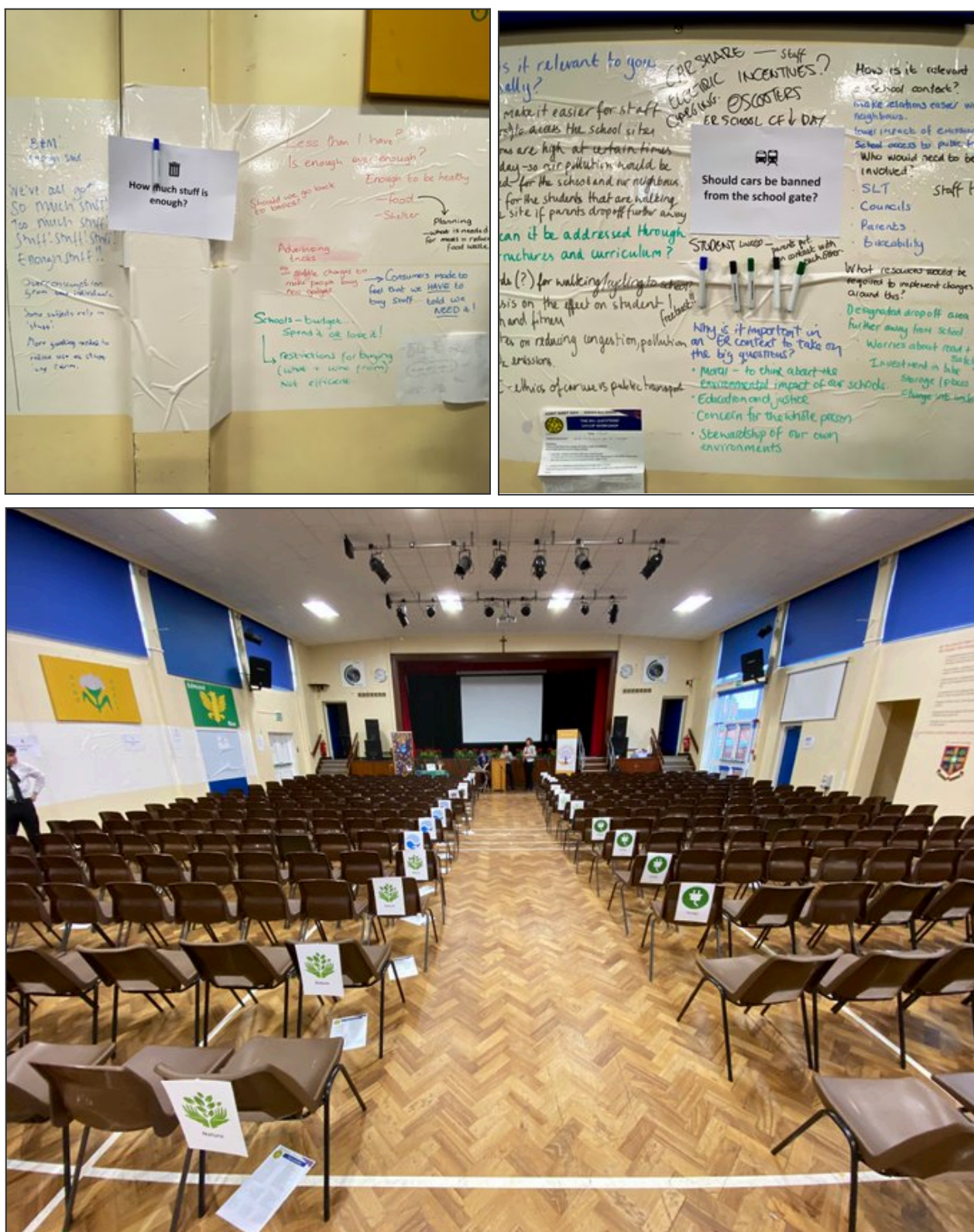
## The PLAN

- ☐ Exploring Positionality
- ☐ Teacher Impartiality
- ☐ Circles of Action
- ☐ Emotional Response
- ☐ 5 min summary Climate & Nature Crisis
- ☐ The BIG Questions
- ☐ How can we take action?

**M<sup>O</sup>EE** **Education for Sustainable Development** **Educator CPD**

Screenshot from online training for central colleges





Staff training for the Edmund Rice Network

In November 2022, we co hosted training for 100's of staff from across the Edmund Rice network of schools, hosted in Stoke-on-Trent. The day was arranged around the 7 themes and big questions with staff handed a big question which directed them to sit in their theme. During the day staff worked together to reflect on the impact of the questions on their own lives, their subject areas and their school as a whole. The day culminated with the head teachers reading a climate pledge for their school in front of their entire staff.



# Network Building

## Multi Academy Trusts

Multi Academy Trusts have been an efficient way to recruit new schools, often with one point of contact for curriculum or sustainability across multiple schools. The Windsor Academy Trust is a MAT just outside Birmingham which prioritises sustainability across the schools it operates. Initially Dominic Simpson, headteacher from Colley Lane primary school had made use of MEE to update primary materials across the trust. In April, Paul visited the central office of the trust to meet key staff and begin developing wider support for the trust.



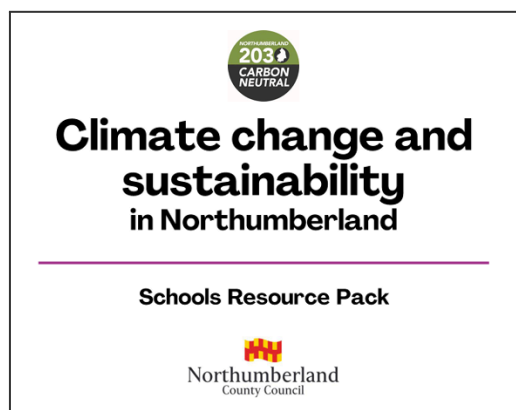
Key staff from across the Windsor Academy Trust

## Partner Organisations

Over the past year we have continued to build relationships with an increasing number of organisations working in the education for sustainability space. Following initial communication this has often led to input from organisations, suggesting big questions and directing us to their resources. MEE has brand recognition across the sector and is often sought out for partnership and connection during specific projects, an example is the Climate Coalition during their Great Big Green Week.

## Local Authorities

We are currently in contact with 24 local authorities who share the MEE approach with schools in their area. Northumberland County Council is one council we've supported by helping to co create a regional booklet to support the MEE curriculum. The Schools Resource Pack uses the 7 themes and big questions as a framework but extends this by linking to local examples and local authorities initiatives linked to the climate and nature crisis. The booklet supports teachers to link the MEE curriculum with locally relevant examples of climate action. We're looking to share this support with more councils across the country.



## An Introduction to the resource

This resource pack is designed to be used by teachers and support staff, as well as those in senior leadership roles. It tells the story of climate change, climate action and sustainability using a Northumberland lens.

### The Ministry of Eco Education



This resource has been structured in line with the **Ministry of Eco Education curriculum**. The Ministry of Eco Education is a charity providing free support to schools to help them embed sustainability across their curriculum. The charity is funded by Dale Vince, founder of Ecotricity the UK's renewable energy provider and owner of Forest Green Rovers, the world's greenest football club.


The Ministry of Eco Education saves teachers time and energy by weaving together the best free resources from 100's of organisations into series of lessons, aligned to the national curriculum and framed around big questions.

Some of these questions include: What's really renewable? Is nature the answer? How much stuff is enough? Does anything ever go away? Is the climate breaking down?

There are seven key themes within which each enquiry question fits: Energy, nature, water, society and policy, transport, food and waste

Teachers can use as much or as little to inspire their lessons. They have also brought together the wealth of opportunities around education for sustainability into a logical journey for the whole school to work towards becoming a zero-carbon school.

Watch this video to find out more about the Ministry of Eco Education:



### How to use this resource

This Northumberland Schools resource pack is structured using these key themes from the Ministry of Eco Education.

Within each of the Theme pages you will find:

- Northumberland case studies and stories based upon the theme
- Key terms
- An Explore the area section: This contains ideas for field trips or days out
- A Learn more about Northumberland section: This contains related online resources about Northumberland
- A Learn more about this topic: This contains links to MoE lesson plans, which bring together a whole host of resources related to the enquiry question

[To access the Ministry of Eco Education's free resources linked in this booklet, sign up here](#)

Screenshot from the Northumberland schools resource booklet

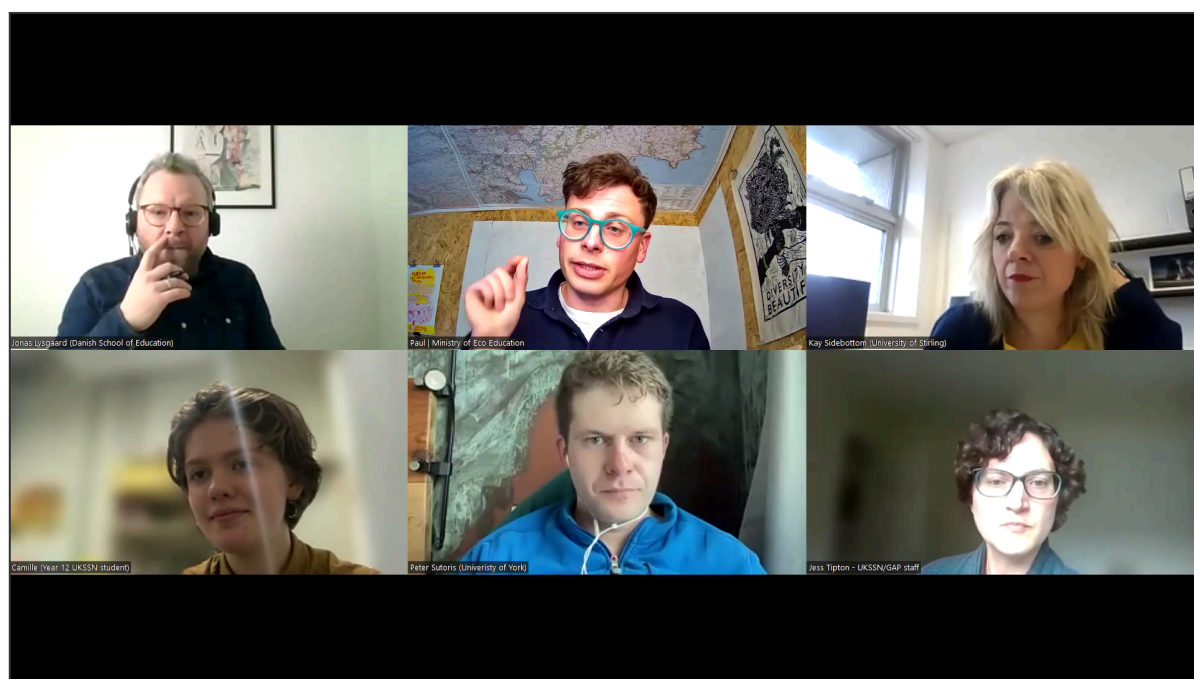
# Awareness Building

## Online Events

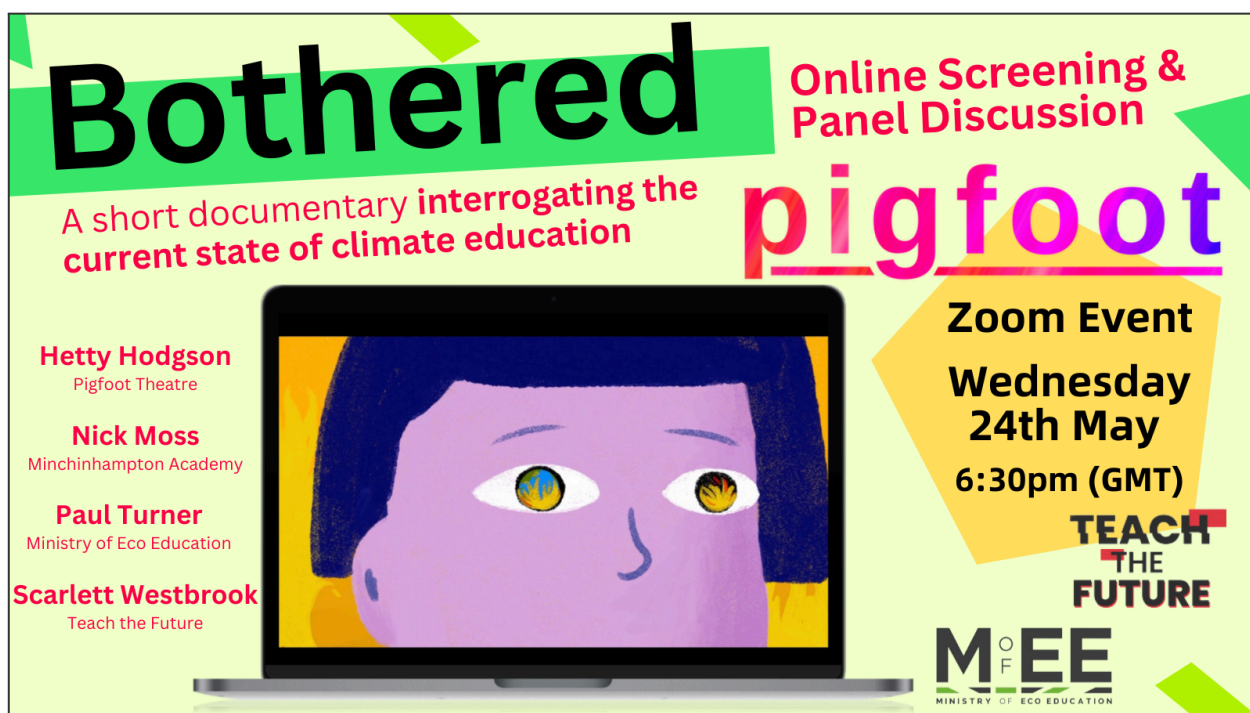
To facilitate wider discussion around education for sustainability, we hosted a variety of online events including a 'sharing' series in partnership with the UK School Sustainability Network. One of these events included a discussion of Dr Peter Sutoris' book 'Educating for the Anthropocene'. Events are recorded and made available on the MEE youtube channel.



Social media post



Screenshot from online event

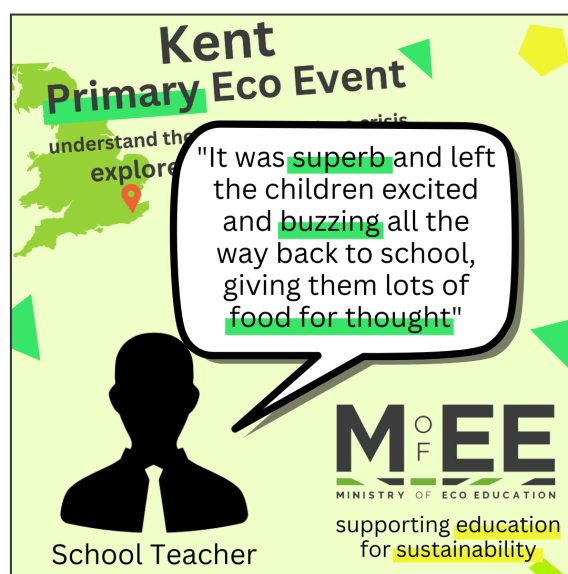


Social media post for Bothered

In 2023, MEE was approached to take part in a short documentary exploring the current state of climate education. The documentary was funded by 'the space' and produced by Pigfoot, a sustainable theatre company. Filming included the Young Green Briton Challenge at St Christopher's and discussion with staff and students at Minchinhampton Primary Academy. MEE helped to host an online launch of the documentary and created support materials to encourage people to host their own screening.

### Regional Primary Eco Events

Throughout the year we hosted regional primary eco events, hosted at secondary schools as a location to bring together primary children and staff from across the local area. One day events were hosted in Kent, Wiltshire and Oxfordshire for 100's of children each.



Social media post with feedback from training



## Events

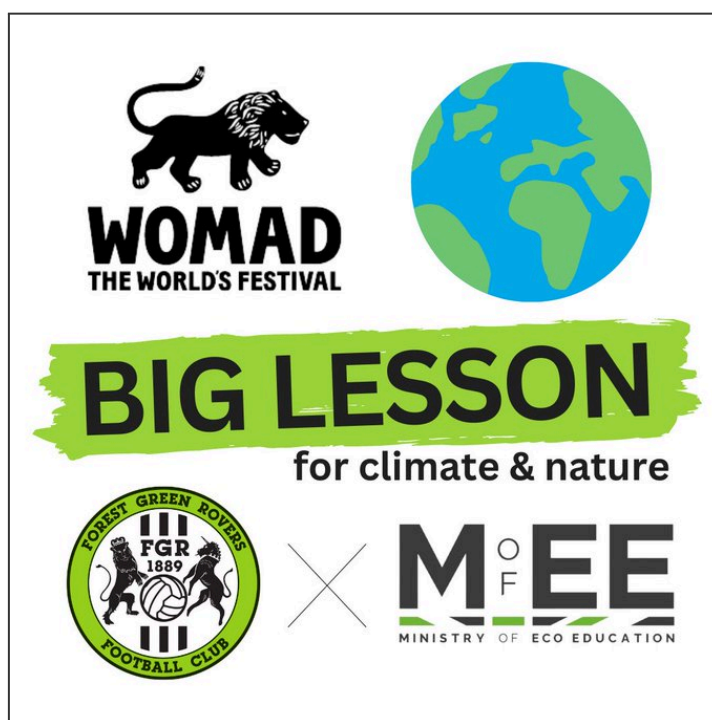
During the year we took part in a variety of events to broaden the reach of MEE and recruit new schools. In June we collaborated with Forest Green Rovers to host a day of workshops at the Cheltenham Science Festival. In January we ran a workshop for the Church of England's National Education Conference. In July, we hosted a 'Big Lesson' at the music festival Womad.



Social media post publicising our session at the Cheltenham Science Festival



Social media post publicising the Church of England's National Education Conference



Social media post publicising our Big Lesson at Womad

## Support Videos

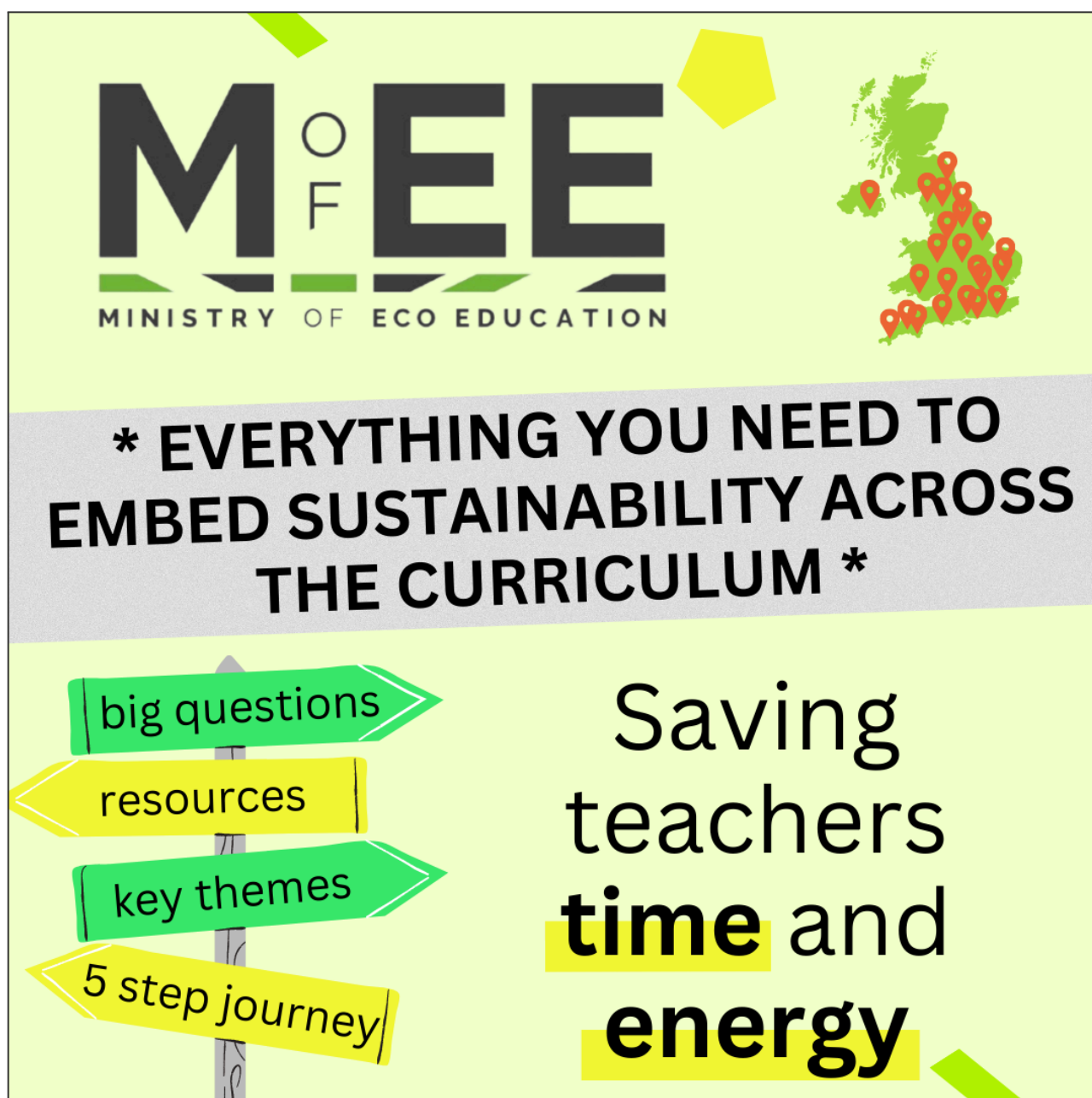
Dominic Simpson, headteacher at Colley Lane Primary School, has been a vocal proponent of MEE and is a great example of how schools independently make use of and integrate the resources into their planning. Dominic took part in an online interview to help communicate this process and share how his staff integrate MEE across primary schools in their trust.



Social media post publicising video

## Social Media

Social Media continues to be an important tool for communicating the activities of MEE. Initially Twitter was used to communicate collaborative opportunities and publicise the materials. In 2023 we set up an Instagram account to connect with younger climate activists and share photographs from the Young Green Briton Challenge. Overall, this year, we had more than 800,000 social media interactions.



Example social media post



## Climate Teacher Gatherings

During the Summer term of 2023, we trialled a series of events called Climate Teacher Gatherings, held at leading universities, designed to bring educators together to engage with and co create the MEE curriculum. The events were an opportunity to build community, share best practice and hear from leading research which could then inform the development of the curriculum.



Example social media post from the Climate Teacher Gatherings



Academics and educators from the Bristol Climate Teacher Gathering



Academics and educators from the Southampton Climate Teacher Gathering



## Conferences

In April, we hosted a stall at the National Education Union's annual conference in Harrogate. The event was a great opportunity to network and link with the NEU's initiatives around climate education. During the conference we recruited 100's of new schools and networked to create future opportunities.



MEE stand at the NEU conference

In June, we took part in LACA, the National School Food Show, linking with the Devil's Kitchen to engage school food providers with the climate and nature crisis and opportunities to share MEE with schools through their networks. As a result, we're supporting Hampshire County Council Catering Services (HC3S) to engage their schools with sustainability.



Meeting staff from the Vegan Society and Plant Based School Food

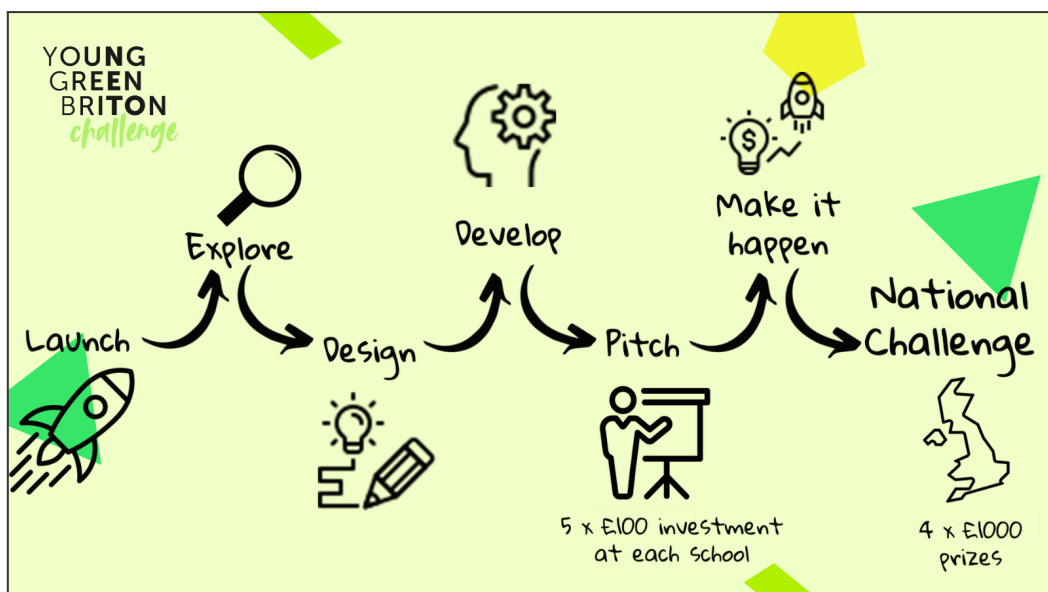
## The Young Green Briton Challenge

During the academic year 2022 to 23, we played an integral role in the development and delivery of the Young Green Briton Challenge. The Young Green Briton Challenge is a national platform to support and celebrate student led climate action in secondary schools across the country. In this initial trial year, we worked with 16 secondary schools.

The primary role of MEE was to support the development of materials, ensuring continuity with the wider MEE approach. We also supported recruitment of schools, inviting more than 200 schools to take part. We created a variety of materials to support teachers to embed the Young Green Briton Challenge in specific subject areas. We also assisted the delivery of one day, whole year group workshops focussed around a design sprint for 10 of the 16 schools.



Kat Crisp / Laura Dempsey / Rebecca Deegan - the Young Green Briton team





The Young Green Briton Challenge journey for schools

**YOUNG GREEN BRITON challenge**

# AMBASSADORS

supporting **youth-led climate action** in secondary schools across the country

<b>Robert Llewellyn</b> Broadcaster & Environmental Campaigner	<b>Chris Packham</b> Naturalist, Presenter & Campaigner	<b>Olivia Sweeney</b> Engineer & Climate Activist
<b>Verel Rodrigues</b> Engineer & Climate Activist	<b>Jessica Kleczka</b> Climate Psychologist & Campaigner	<b>Cel Spellman</b> Actor & Climate Activist

Young Green Briton Ambassadors

**YOUNG GREEN BRITON challenge**

# SCHOOL TEAMS

supporting **youth-led climate action** in secondary schools across the country

Logos of participating schools include:

- Sale Grammar School
- HARLINGTON SCHOOL
- ST VINCENT'S SCHOOL
- Ruislip High School
- BRISTOL FREE SCHOOL
- shs
- FORTES IN FIDE
- KING'S LEADERSHIP ACADEMY WARRINGTON
- UPPER BATLEY HIGH SCHOOL
- PHS
- MM HS
- MATTHEW MOSS HIGH SCHOOL
- HENLEY BANK HIGH SCHOOL
- CREDIMUS
- school21

Map of Young Green Briton schools





Dale Vince and Chris Packham with children from the Young Green Briton Challenge at the House of Lords

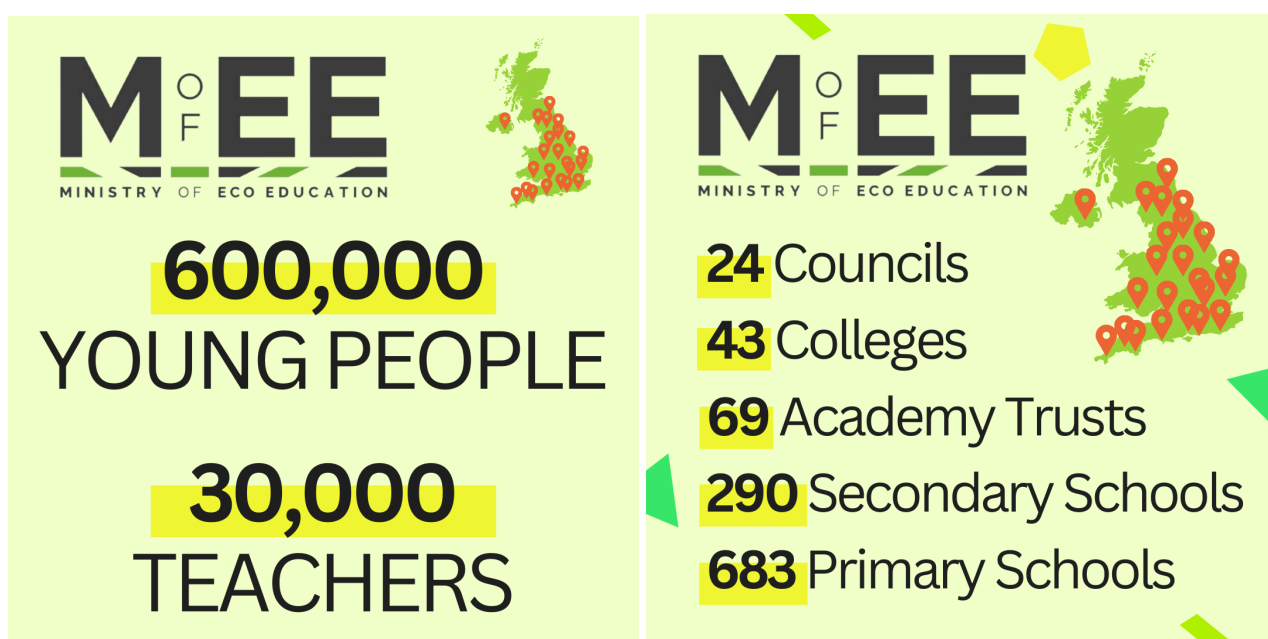
The Young Green Briton Challenge acts as an opportunity to engage with secondary schools who are often perceived to be harder to engage. The Challenge is also a way to formally support activities which previously often happened inadvertently through the MEE curriculum. In the past, young people have crowdfunded a bird hide as a result of the 'who lives near me?' enquiry question, whilst others have hosted upcycled fashion shows. The Challenge was also an opportunity to connect with youth climate activists as ambassadors and explore opportunities to engage these people with the wider MEE framework.

## Reach

Overall, in 2022 to 23, we influenced the learning of more than 600,000 young people across the country, helping their teachers to engage with education for sustainability across a variety of subject areas and age groups.

We directly delivered in person assemblies to 1000's of young people and facilitated training for 1000's of school staff. More broadly we created hours of online training for staff and recorded video resources.

We continue to see an impact on the schools community through the Nature Connection Index, teacher feedback as well as comments from young people, parents and governors.



## Team

In February 2023, we recruited Tom Walmsley as a Schools Coordinator for the Avon area including Bristol and Bath. Outside of MEE, Tom leads the Avon network of the UK Schools Sustainability Network and is an experienced environmental educator. Tom trialled an approach for scaling MEE through regional coordinators helping to support schools to embed the MEE approach and framework. Tom's work has helped inform the new Ambassador role we plan to recruit for the new academic year.

## Media

We continue to feature in media, online, in newspapers and podcasts. MEE was featured in a series of articles as part of the environmental education press, the Tide Times as well as in the National Education Union's 'Educate' magazine. In the national press, MEE was featured in the Times, the Spectator, the Daily Telegraph, and The European Conservative to name just a few.



Example of MEE in online media

**DfE's Climate in Education Snapshot - May 2023**

- **Ministry of Eco Education**

The Ministry of Eco Education is a charity weaving together the best free resources and opportunities from 100's of organisations into a logical journey for schools to embed sustainability across the curriculum

They've launched their new website <https://www.ministryofeco.org/> where you can access:

- 7 sustainability themes and their big questions
- Curated lesson resources from 100's of organisations
- Your personalised 5 step journey
- Surveys, curriculum mapping tools, school site mapping tools
- Staff training, awards and funding

Sign up [here](#) to gain FREE access.

Screenshot from the DfE's Climate in Education Newsletter

MEE was featured in the Department for Education's Climate in Education Newsletter in May, sent to 1000's of people across the country with an interest in climate education. This feature was an important recognition of our work in schools and an acknowledgment of support from the Department for Education.



# Future Plans

## Building the Schools Network

To reach 10,000 schools by 2025, we have a multi faceted approach which includes building relationships with a number of stakeholders.

We plan to continue working with local authorities and multi academy trusts, sharing our experience and approach. We also plan to use the Department for Education's sustainability initiatives as a vehicle to access more schools, with a focus on the 1,200 schools the DfE has identified for additional funding to engage with the National Nature Park and Climate Leaders Award.

## Partnerships

True to our ethos and the approach of the wider Green Britain Group, we intend to continue forging relationships and collaborative projects which assist us in the aim of supporting 10,000 schools to engage in education for sustainability by 2025.

## Qualifications

Following initial conversations, we plan to develop a Climate Change Certificate and Accreditation for schools which recognises the work of teachers to integrate education for sustainability at Key Stage 4. Much of this work will focus on sharing the Tracked Changes document from Teach the Future which provides teachers with guidance on how to integrate climate education into the curriculum.

## Young Green Briton Challenge

The Young Green Briton Challenge will continue in 2023 to 24 with a focus on consolidating the approach and exploring opportunities for future funding and growth. The future approach will be a coalition of charitable organisations with the shared aim of supporting student led climate action in communities across the country.

## Wider Initiatives

With the growth of sustainability initiatives for schools we aim to continue integrating these into our model whilst also differentiating our framework so that schools understand our approach of signposting the best opportunities in a logical journey. We plan to remain aligned to Dale's vision of a Green Britain and continue communicating the real world examples of the Green Britain Group and wider networks.

## Volunteering & Youth Climate Activists

Following the successful integration of volunteers into the Young Green Briton Challenge, we plan to provide a workshop for volunteers to use in schools to introduce the MEE approach. We also plan to engage with a wider audience of youth climate activists with the ambition of connecting them with schools to share their knowledge and expertise.

## Events

We plan to continue organising events online and in person to help provide a platform to share best practice and communicate the work of educators across the country. We're particularly interested in creating an event which is true to the core values of education for sustainability and which provides educators an opportunity to experience the variety of organisations and their approaches. We're currently exploring partners for an educator celebration event with the aim of celebrating the community of climate action in schools.

## Team

We continue to explore opportunities to build a team of people with a shared goal of supporting education for sustainability. For the new academic year we plan to recruit part time Ambassadors in key regions across the UK, to be vocal advocates for MEE and with responsibility for building relationships with key schools and organisations.

## Building the Evidence

We continue to look for opportunities to engage with wider academic research opportunities to measure the impact of the MEE framework. We are part of a number of long term research bids from a variety of universities to explore the impact of climate education approaches.



Wiltshire Primary Eco Event