

Quick Guide: Promoting ResourceSmart Schools progress

Promotion of the ResourceSmart Schools (RSS) program links to the actions C1.1, C1.3, C1.4, C1.5 in the Core Module and actions C1.1, C1.2 (School learning story), C3.3 in the Waste, Water, Energy, Biodiversity Modules.

Promoting sustainability actions to the school and wider community helps keep students and staff motivated, celebrates successes, sets an example for others and demonstrates leadership in sustainability.

Use platforms such as the school newsletter, local press, websites, blogs, vlogs and social media to ensure your story reaches the desired audience.

This guide will get you thinking about opportunities to share news of your good work.

Kickstart promoting

- Use your vision statement, School Environmental Management Plan and annual action plans to provide context for your story.
- Introduce the RSS program and remind the community of your involvement each year.
- What to include in your stories:
 - motivational tips
 - updates on sustainability projects
 - successes - competitions, grants or the completion of projects
 - curriculum related activities
 - overview of sustainability related excursions
 - resource savings and related data.
- Promote your work and the program at every opportunity. Share your story with:
 - Local council officers
 - Water authority educators
 - Local Landcare or Coastcare groups
 - Community sustainability groups
 - Local Catchment Management Authority

- Keep examples of how you have shared your story in the RSS Online Modules, so they are easy to access when you are writing grant or award applications.
- Ideally, it could be the responsibility of someone in your sustainability team to co-ordinate the promotion of the program and highlight benefits, including:
 - acting on climate change
 - supporting student wellbeing
 - savings for the school.
- Work smart - one story can be shared across multiple platforms.

Reach out for assistance

RSS Facilitators can help you:

- plan or promote your program
- [locate additional resources that will assist you to participate in the Program](#)
- conduct audits with students
- organise activities for your student action team
- find networks of like-minded staff and students to support your work
- progress your RSS module completion and certification.

To connect with your local facilitator email schools@sustainability.vic.gov.au

For support with RSS Online email help@resourcesmartschools.vic.gov.au

ResourceSmart Schools is a free program offered by Sustainability Victoria that supports Victorian schools to embed sustainability across the school facilities, community and curriculum, while saving resources and money for the school.

To register to become a ResourceSmart School, visit:

<https://my.resourcesmartschools.vic.gov.au/>

or email schools@sustainability.vic.gov.au