



Green Standard Schools

Accrediting environmental sustainability in the language teaching industry

Summary of the presentation

- ❑ Why we established the association
- ❑ How the accreditation system works
- ❑ Some of the benefits for schools



'An epoch-defining book'

GUARDIAN



The Uninhabitable Earth

A STORY OF THE FUTURE

David
Wallace-Wells

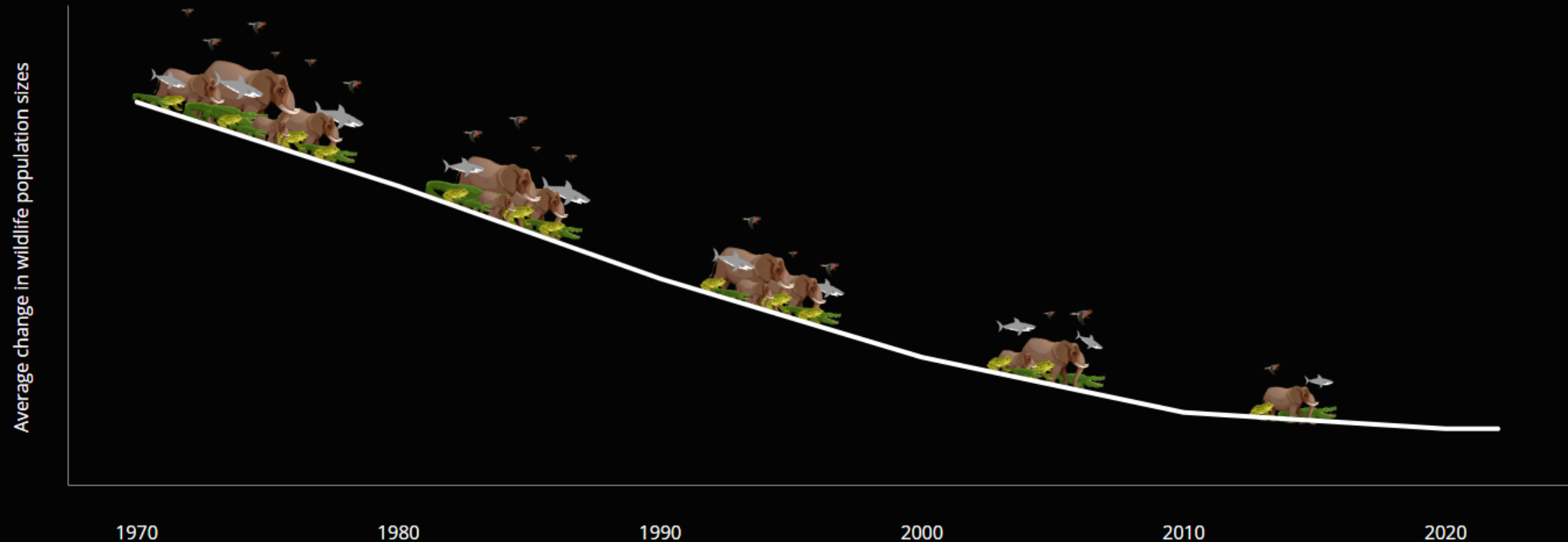


“IT IS WORSE, MUCH WORSE,
THAN YOU THINK.”

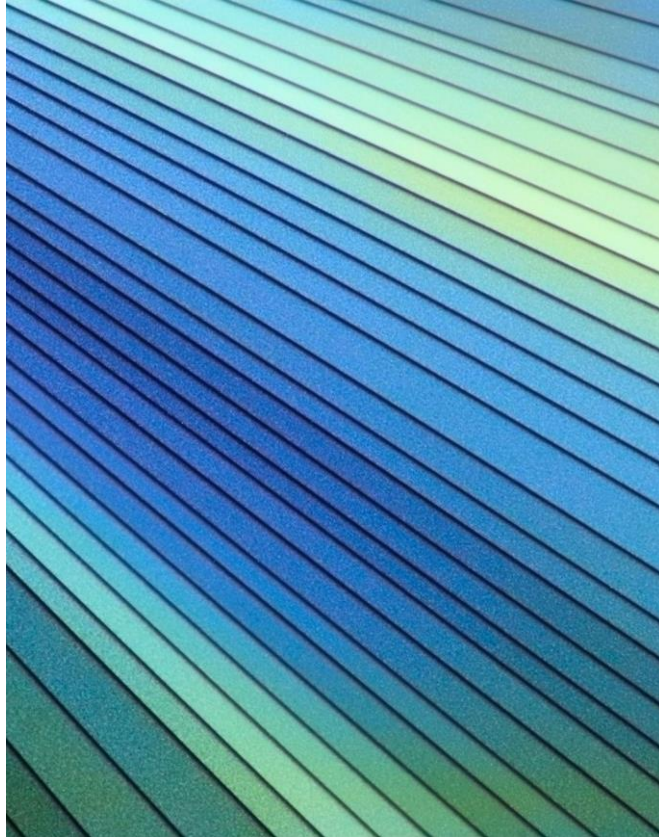
- Hotter and longer heat waves
- More persistent droughts
- More extreme rainfall events

TRACKING THE HEALTH OF NATURE OVER 50 YEARS

The Living Planet Index (LPI) - which tracks populations of mammals, birds, fish, reptiles and amphibians - reveals an average 69% decrease in monitored wildlife populations since 1970. The 2022 LPI analysed almost 32,000 species populations. It provides the most comprehensive measure of how they are responding to pressures in their environment.



According to Chat GPT, Canada faces a number of significant environmental challenges, including:



Climate change: Canada is already experiencing the effects of a changing climate, such as more frequent extreme weather events and rising sea levels.

Deforestation: Canada's forests are under threat from human activities such as logging, urbanization, and the expansion of oil and gas development. This loss of forest cover contributes to climate change and undermines biodiversity.

Water pollution: Canada's waterways are facing increasing pressure from industrial and agricultural activities, which can result in the contamination of drinking water supplies and harm to aquatic life.

Plastic pollution: Plastic waste is a growing problem in Canada, as much of it ends up in the country's waterways and oceans, where it poses a threat to wildlife and the ecosystem.

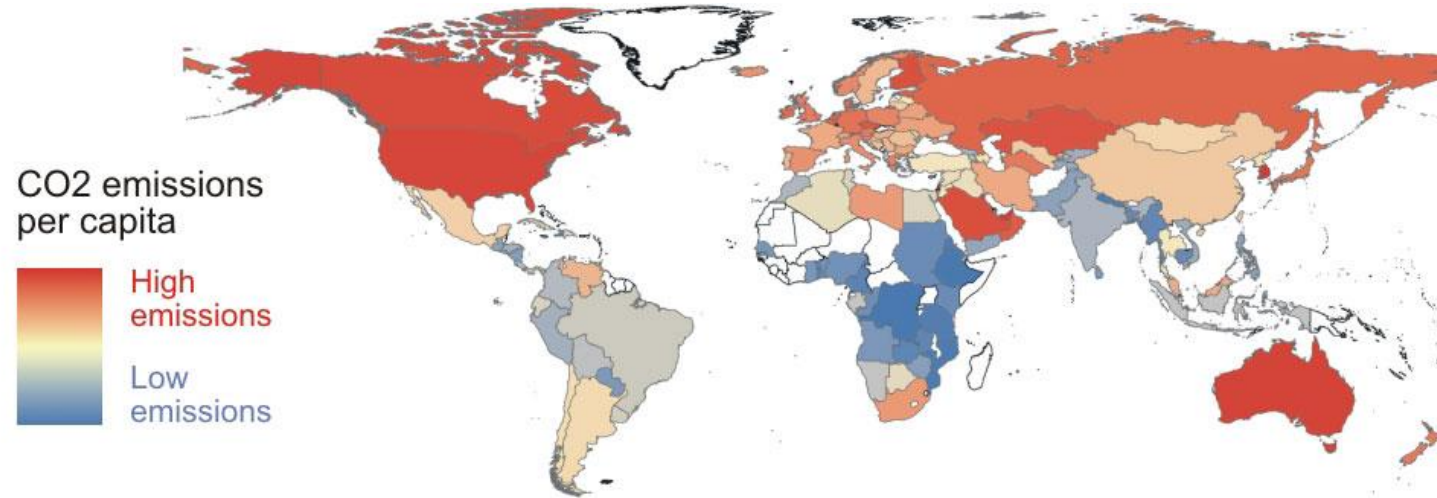
Air pollution: Major cities in Canada continue to experience high levels of air pollution, which can cause respiratory problems and other health issues for residents.

Oil sands development: The extraction and processing of oil from Canada's oil sands produces significant amounts of greenhouse gases and results in the degradation of sensitive ecosystems.

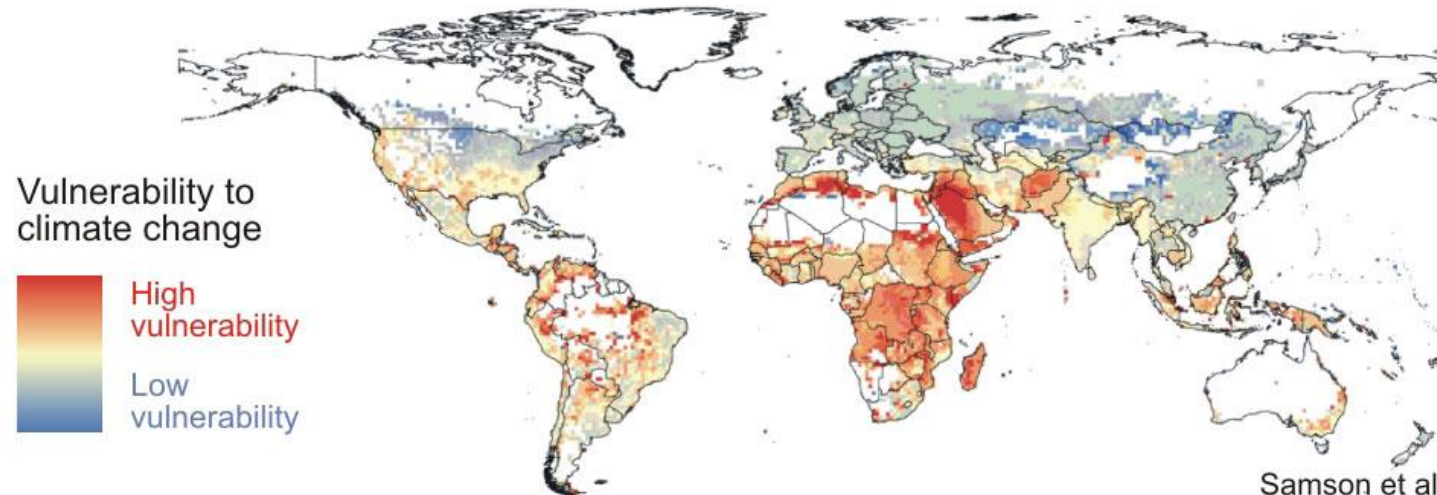
Biodiversity loss: Many species in Canada are at risk of extinction due to habitat loss, hunting, and climate change.

These are just some of the main environmental problems facing Canada. Addressing these issues will require significant changes to the way the country produces and uses energy, manages its natural resources, and balances economic development with environmental protection.

Environmental justice



Those who contribute the least greenhouse gases
will be most impacted by climate change



Samson et al 2011



2007

HOT PLANET



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

ICEF Berlin 2007



How to stand out from the crowd?

2007



Possible benefits of obtaining environmental accreditation:

1. Save some money
2. Attract more students
3. Help save the planet



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





However ...

2019



**Develop a new
accreditation
system specifically
for the language
teaching sector**



Martha Liliana Marin

MSc in Sustainable
Development

from University of Sussex
(UK)

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 accreditation 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](#)





Log in

Register

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

Question 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



Why do we ask this question?

“You can only manage what you can measure.”

Mantra attributed to Peter Drucker

Application form Part 2

Question from the **Energy section**:

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

Yes / No

If yes, please show evidence

* In relation to your total student hours



A simple example:

	Electricity consumption - in kWh												
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2020	805	895	852	645	630	530	434	426	584	642	712	643	7,798
2021	610	549	602	523	587	755	907	875	890	698	866	745	8,607
	Student hours												
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2020	1158	1206	940	280	310	330	358	430	580	674	680	425	9,391
2021	540	580	680	670	860	1321	1870	1683	980	880	850	650	11,564
	Ratio of kWh to Student hours												
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2020	0.70	0.74	0.91	2.30	2.03	1.61	1.21	0.99	1.01	0.95	1.05	1.51	0.83
2021	1.13	0.95	0.89	0.78	0.68	0.57	0.49	0.52	0.91	0.79	1.02	1.15	0.74

How much of the energy produced in Canada comes from renewable resources?

- According to data from Natural Resources Canada, in 2020, approximately 68% of Canada's total electricity generation came from non-emitting sources, such as hydro, wind, solar, and nuclear.
- The remaining 32% was generated from emitting sources, primarily natural gas and coal.



Some obvious ways to cut back on energy consumption:

Lighting

- ✓ LED bulbs
- ✓ Motion sensors in bathrooms and corridors

Office equipment

- ✓ Buy energy efficient
- ✓ Switch electrical items off
- ✓ Evict the photocopier
- ✓ Put timer switches on water cooler / vending machines

Heating / air conditioning

- ✓ Put a maximum / minimum of the thermostat
- ✓ Improve thermal insulation
- ✓ Install double glazing

Generate your own electricity ...



9



Thoughtful
Thinking
Time

Classroom
9
←





THE CARBON FOOTPRINT
OF EVERYTHING

MIKE BERNERS-LEE

NEW EDITION - UPDATED AND EXPANDED

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





Three-step approach to offset greenhouse gases generated by flights:

- Step 1 – Monitor and record the flights your schools is responsible for over a certain period
- Step 2 – Calculate the CO₂e generated
- Step 3 – Decide how much to offset and how to do this

Flight Emissions Calculator

Want to know how much CO₂ your flight will produce?
Enter the airports you are travelling between, then
choose your seat type and see the emissions produced
by your flight.

This **economy** one way flight from **Barcelona International Airport** to **London Gatwick Airport** will produce:

169.7kg CO₂e per passenger

Which is the same as:

How much 1 tree absorbs in 7.71 years

Driving 626.01 miles in an average car

CALCULATE AGAIN

For more information about our data and terminology, see the [about page](#)

Offsetting options from carbonfootprint.com

Reforestation in Kenya

Personalised Downloadable Certificate Available

\$ 9184.05 to offset 342 tonnes

(\$ 26.85 per tonne)

[Add To Basket](#) [Monthly Subscription](#)

Your funding supports the planting of native broad leaved trees in the Great Rift Valley, and supports its developing community. For each tCO₂e one tree is planted and an additional tCO₂e is offset through a [VCS Tree Buddying](#) project to guarantee the emission reductions.



Americas Portfolio

Personalised Downloadable Certificate Available

\$ 5453.03 to offset 342 tonnes

(\$ 15.94 per tonne)

[Add To Basket](#) [Monthly Subscription](#)

Your funding supports a carefully selected [range of projects](#) from within the Americas region that have strong additional benefits beyond reducing carbon emissions. These include health benefits and reducing deforestation. All projects in this portfolio are certified to either the Verified Carbon Standard or the Gold Standard and include energy efficiency, reducing deforestation and clean drinking water projects.



Community Projects

Personalised Downloadable Certificate Available

\$ 6027.04 to offset 342 tonnes

(\$ 17.62 per tonne)

[Add To Basket](#) [Monthly Subscription](#)

Your funding supports a carefully selected [range of projects](#) from within developing countries that have strong additional benefits beyond reducing carbon emissions. These include health benefits, saving low-income families money and reducing deforestation. All projects in this portfolio are certified to the Gold Standard and include efficient household cook stoves and clean drinking water projects.





Gold Standard
Climate Security & Sustainable Development



This certificate acknowledges that

English Country Schools

offset

150 Tonnes of Carbon Dioxide

by supporting the **Uganda Borehole**, **India Cookstoves** and **China Cookstoves** projects, which reduce carbon emissions through improved energy efficiency.

Involve your students and agents

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.

Gold Standard

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



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.





The Cyclist: getting from A to B

Green Standard Schools



Application form Part 2

Maximum points available in total: 200

Minimum points needed for accreditation: 130



If you don't first succeed ...

How much does it cost to apply?

0 €



Feedback on our feedback:

“Thank you for making the process so straightforward. We will certainly begin to implement the suggested changes as soon as possible. It is great to have the areas where we can improve highlighted so clearly, as many of them would have been things we wouldn't have thought of doing. We're very pleased to be working towards this.”

How much does accreditation cost?

For Languages Canada members:

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



1 euro = approx. 1.4 \$CAD

What are the benefits of accreditation for schools?

- ✓ Serious and verifiable contribution to environmental sustainability
- ✓ Some potential cost savings
- ✓ Significant marketing value
- ✓ Staff recruitment and retention value
- ✓ Access to study materials focusing on environmental issues
- ✓ Opportunity to collaborate with like-minded schools



Enhance your image:

“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, Plenary speaker at ELT UK Marketing Conference – Sept. 2021



In summary:

GSS accreditation should be both:

- ✓ good for the environment
- and
- ✓ good for your school





We're aiming to make a difference.

Will you join us?

<https://greenstandardschools.org>

Thank you for listening!

jonathan@greenstandardschools.org



Very special thanks to:

