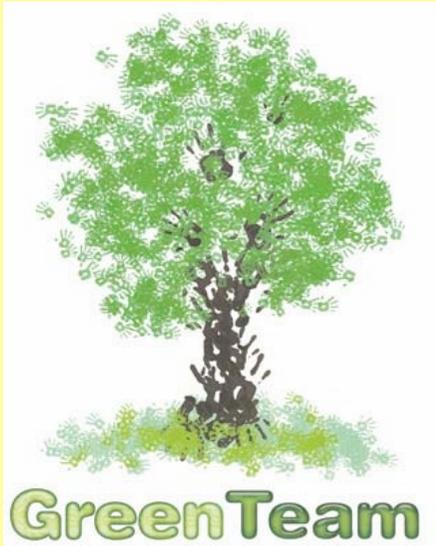


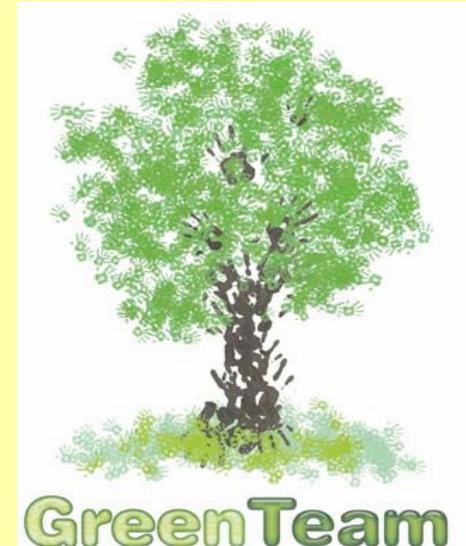
Express & Echo Green Team Project

2009 Young Reader Prize

Categories: Editorial, Making the News, NIE, Public Service
and Brand



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Circulation: 22,000
Frequency: Daily newspaper



Project: Launched in October 2008, it aims to encourage youngsters to think green, produce school projects that will help the environment and develop a relationship with their local newspaper.

Target: Children from primary to secondary school age.

The Project: What we did and why

- THE Echo first established its environmental credentials through its Green Shoppers Campaign in 2008. With the help of our then partners - EDF Energy and Exeter City Council, we gave away more than 20,000 reusable bags in a bid to reduce by 25 per cent the number of plastic carrier bags being used in our area. After just 12 months we achieved that goal.
- That was just the start of a much broader initiative which includes getting youngsters more involved, manufacturers and retailers to cut down on wasteful packaging, our readers to reduce the amount of food waste they produce and also to buy local to help stop needless food miles.
- School children played a big part in that first campaign - designing a special limited edition Christmas Green bag and an eco-friendly book bag. Both designs were selected from hundreds submitted in special competitions we ran and promoted through the newspaper, our website and in our local schools.
- Youngsters were so enthused by the campaign that our local school head teachers came to us and asked how they could be involved further. Echo Editor, Marc Astley, and our environment reporter went into all our local schools to plan the way forward and the Green Teams were born.
- We devised a cartoon tree with three branches which hold 10 leaves each. Each Green Team decides what environmentally-friendly category each branch represents eg: composting, food waste, saving electricity/water. They then have to carry out projects achieving these targets and when they do they are awarded a leaf. Once they have collected 10 leaves they get £50 to spend on green initiatives for their school and once they have completed all three branches they get £150. The leaves are sanctioned by the Recycling Education Officer from one of our partners, Exeter City Council.
- We run a Green Team page in the Echo every week, which looks at what our Green Teams are doing, lists the leaf chart and also includes a cartoon strip. The Genius Greenius character was created following a workshop on the Green Teams project in the Echo offices and the Recycla Character is based on the statue we received winning last year's Young Readers Prize. We also produce a quarterly supplement.
- We have also run the first of our Green Team Big Projects - inviting schools to submit ideas of ways of improving the grounds of their school and benefitting the environment at the same time. Along with our sponsors we provided the money and the volunteers. Five primaries submitted plans and the winning project was for a multi-sensory garden. All the runners-up received a cheque for £250 towards their projects and these included creating wildlife ponds and setting-up vegetable and fruit gardens. We will be running a second competition, with a prize to visit the Eden Project, later in the year.
- Our environment reporter goes into the schools every week and we hold regular meetings with the head teachers and Green Teams. The youngsters write the copy for the weekly page themselves and come into our offices to see how it is put together.
- At present we have 13 Green Teams from Primary Schools, and have just signed our first Secondary School to the project. We have also had a lot of interest from Infant Schools.
- We also have a Green Team link on our website: <http://www.thisisexeter.co.uk/greenteam> where readers can catch-up with all the latest news, view the cartoon, watch the Green Team song and download the league table.

Green Team backers **Sign up your school now to become a part of our Green Team revolution** **now to become a part of our Green Team revolution** **now to become a part of our Green Team revolution**

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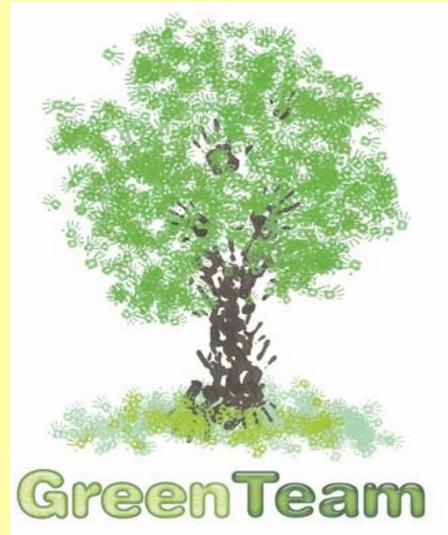
Young experts bringing with Green Team ideas

CYPRUS PROPERTY EXHIBITIONS

IT'll be helping you to reach targets

Green Team

COMMITTED TO PRESERVING THE ENVIRONMENT FOR FUTURE GENERATIONS **Gregory**



Green team **Echo**

Eco kids thrilled to take charge at Echo

EMMA ENTHUSIASTIC

COMMITTED TO PRESERVING THE ENVIRONMENT FOR FUTURE GENERATIONS **Gregory**

Green team **Echo**

YOUNGSTERS EMBRACE THE ECO'S GREEN SHOPPERS CAMPAIGN IN THEIR SCHOOLS

Emma encouraged by enthusiasm

Electricity and waste on pupils' target list

COMMITTED TO PRESERVING THE ENVIRONMENT FOR FUTURE GENERATIONS **Gregory**

Green team **Echo**

AWKE BYING TRACES THE GREEN SHOPPERS CAMPAIGN INTO SCHOOLS ACROSS THE CITY

A chance for green dream to become reality

COMMITTED TO PRESERVING THE ENVIRONMENT FOR FUTURE GENERATIONS **Gregory**

UK and world

Genius Greenius set to clean city streets

Pupils at Lohyrath Junior School in Exeter have designed some cartoon characters to promote recycling and combat litter. Watch out for Genie Greenius and his eco-friendly Pollanito

EMMA ENTHUSIASTIC

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Green team

ANNE BYRNE TAKES THE GREEN SHOPPERS CAMPAIGN INTO SCHOOLS ACROSS THE CITY

Sensory garden bid tops with the judges

A bid to create a sensory garden at a primary school in the city has topped the list of projects to be funded by the Green Team. The winning bid was submitted by St. Mary's Primary School, which has been awarded a grant of £1,000 to create a sensory garden in the school grounds.

The Green Team, which is a group of people who work for the city council, has been set up to help schools and other organisations in the city to improve their environmental credentials. The team has been successful in raising a total of £100,000 for a variety of projects, including the creation of a sensory garden at St. Mary's Primary School.

The sensory garden will be a place where children can learn about the different senses and how they are used to experience the world around them. It will also be a place where children can learn about the importance of the environment and how they can help to protect it.

The Green Team is committed to preserving the environment for future generations. It will continue to work with schools and other organisations in the city to improve their environmental credentials and to raise awareness of the importance of the environment.

COMMITTED TO PRESERVING THE ENVIRONMENT FOR FUTURE GENERATIONS

Green team

ANNE BYRNE TAKES THE GREEN SHOPPERS CAMPAIGN INTO SCHOOLS ACROSS THE CITY

Judges impressed by Green Teamers' 'can-do' attitude

Pupils dig into the task of having garden areas to look after. The Green Teamers' 'can-do' attitude has impressed the judges of the Green Shopper's Campaign. The team, which is made up of pupils from schools across the city, has been successful in raising a total of £100,000 for a variety of projects, including the creation of a sensory garden at St. Mary's Primary School.

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School campaigners win cash for cutting waste at lunchtime

Here's how they did it. School campaigners have won cash for cutting waste at lunchtime. The Green Teamers' 'can-do' attitude has impressed the judges of the Green Shopper's Campaign. The team, which is made up of pupils from schools across the city, has been successful in raising a total of £100,000 for a variety of projects, including the creation of a sensory garden at St. Mary's Primary School.

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Refurbished centre invites your school to take green tour

School hopes sensory garden will appeal to the community. The Green Teamers' 'can-do' attitude has impressed the judges of the Green Shopper's Campaign. The team, which is made up of pupils from schools across the city, has been successful in raising a total of £100,000 for a variety of projects, including the creation of a sensory garden at St. Mary's Primary School.

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City secondary pupils add their support to Echo's green scheme

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Development: Financing & partners

- Our successful Green Shoppers Campaign originated from our Editor, Marc Astley. As well as successfully achieving our goal - to reduce by 25% the number of plastic shopping bags used in our area - it also caught the imagination of our younger readers.
- Primary schools across the city joined the Echo in that campaign, entering competitions to design a special Christmas edition of our popular green reusable shopping bag and a school book bag.
- Such was the enthusiasm for those two projects that we were approached by a number of headteachers who asked how their pupils could become more involved. Following a series of meetings and discussions between the heads, pupils and our editor and environment reporter, the Green Teams were developed.
- Exeter City Council were already one of our partners for Green Shoppers and they were only too keen in continuing to support our new initiative. They have so far contributed around £10,000 to the project with a commitment for at least that amount again over the coming year. A local distribution company, Gregory's, also came onboard and they have so far contributed £5,000.
- As well as supporting the initiative financially our two partners also provide judges for the Green Team Big project competition and the council's Recycling Education Officer also works closely with the Green Teams to decide on tasks to complete for their branches, and to decide if they have done enough to achieve a leaf.
- The money is used to reward the Green Teams who have completed 10 leaves (£50) and three branches (£150). It is also used to fund the Green Team Big Project- £1,000 first prize and four runners-up of £250.

Marketing & promotion

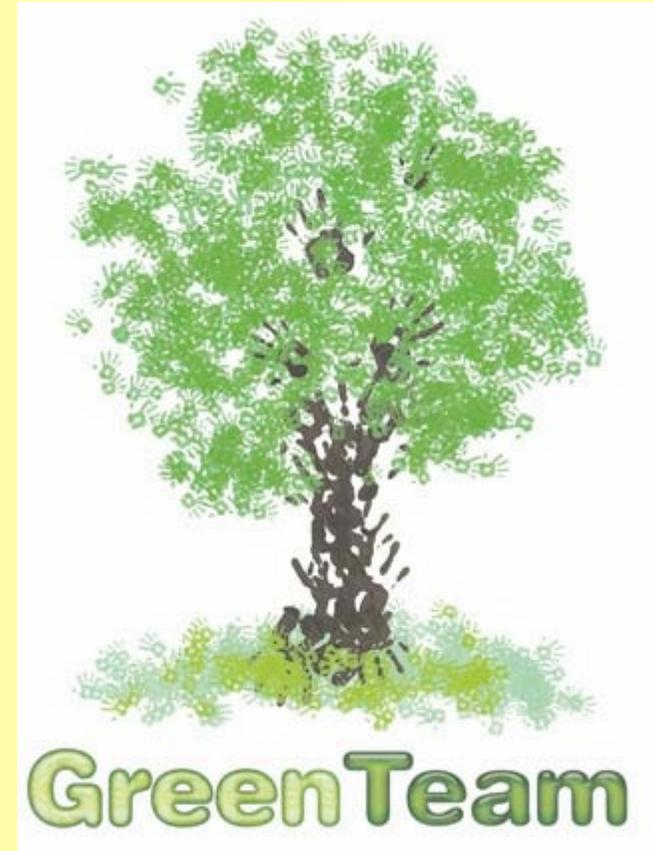
- Campaign launched with a double page spread in the paper and story on our website
- Our Environment Reporter also visited all our local schools with details of the project. Since the launch she visits each school on a regular basis.
- A Green Team page in the paper every week and quarterly supplements.
- An entry form to join the initiative is printed in the paper and on our website
- Forty-five articles in the paper in the first three months - with an average daily readership of 70,000
- The Green Teams initiative has also been prominent on our www.thisisexeter.co.uk home page since the launch, receiving thousands of hits per month.
- Exeter City Council promote the project at all the recycling roadshows they present.
- Our sponsors also promote the campaign internally to all their staff

Evaluation & Results

- We now have Green Teams signed up in 13 Primary Schools and one Secondary School, with interest from other schools in our circulation area
- The project has been received with enthusiasm from both school staff and pupils. One head commented: "The termly structure with clear objectives and targets for the children has worked really well. It has given something that is achievable. The children get a reward and control over how to use the reward. The tree acts as a focus for the whole school and gives a clear sense of achievement. Unlike other schemes it is local, flexible and there is always someone to contact. The coverage in the paper is excellent and gives the schools, children and community a greater profile and highlights the need for green thinking. Teaching sustainability and environmental issues for the last 16 years this scheme has been the best I've seen for mixing focus, incentive, locality, good support and meaning. I feel that at last a scheme has come along that is effective, does not take an inordinate amount of time, is well supported and local. I have been waxing lyrical about it on ESD conferences I have been on and telling people to approach their local paper."
- The PM Gordon Brown has given his support to the scheme saying: "The Echo can be proud of its campaigning work on environmental issues in the city. I was pleased to back the Green Shoppers Campaign and am delighted to support the Green Team initiative."
- Mike Trim, Head of Exeter City Council's Cleansing Services said they were excited to be involved in the project. "I am sure that all the Green Teams enjoy becoming more green and working towards their green projects. Hopefully the children will go home and tell their families all about it, so everyone will learn a bit more about looking after the environment."
- Green Team projects in local schools have already helped to save electricity, reduce food and packaging waste at lunchtimes, and saved unwanted paper. Six Green Teams have already completed their first branch.
- Work is also now under way on the first Green Team Big Project - a sensory garden. A second competition is due to be launched in the near future.
- Following the success of the project so far, a third sponsor, Western Power Distribution, have just come on board and are keen to back a special award ceremony planned for next year. Here we will honour the overall champion school and the teacher who has done the most to encourage their Green Team. There will also be prizes for the best overall project and the school with the lowest carbon footprint as a result of the work done by their Green Team. There will be a unique trophy made for the overall champion school - a specially carved wooden acorn. In addition, thanks to help from our new sponsors, schools who complete a whole cartoon tree will be given a real tree to plant in their grounds. They will have a choice of five native trees.
- The very simple idea of getting youngsters involved with our original Green Shoppers Campaign has developed into a very exciting, inspiring, educational and worth-while Green Team project that has caught the imagination of both pupils and teachers alike. It is already reaping benefits for the environment and will help ensure a better world for future generations.

Categories

- We have entered this project in the five categories of the Young Reader Prize because we believe it satisfies the criteria in all of them:
- **Editorial:** The weekly Green Team page is part of our content strategy. It gets our local schools involved in the newspaper and supports our own green credentials.
- **Making the News:** The Green Teams write their own copy and see it through to production in our offices. It gives the youngsters the opportunity to write copy in a newspaper style and see how it is subbed and headlined.
- **NIE:** The teachers involved use the Echo as a teaching tool. Showing youngsters how to write clear, concise copy and making them more aware of green issues.
- **Public Service:** The schools involved work on projects that reduce their own carbon footprint. But they also take the green message home to their families.
- **Brand:** We work very closely with all the schools involved in the project. Pupils and staff are all now aware of the Echo and what we strive to achieve.



Express & Echo

At the heart of all things local