

# Resource Guide: Sustainability



Image: futerra.co.uk

## WHAT IS SUSTAINABILITY?

Simply put, 'Sustainability' can be summed up as 'living on the planet as if we mean to stay here.' It has environmental, social and economic dimensions, and refers to the long term maintenance and wellbeing of ourselves and the planet. Sustainability relates to lots of different topics in relation to the natural environment, including climate change, energy use and renewables, outdoor access and impact, waste management, transport, pollution, biodiversity, and health.



**THE GLOBAL GOALS**  
For Sustainable Development

The [Global Goals for Sustainable Development](#) are world intentions agreed by the United Nations. They aim to make our planet fair, healthy and sustainable by 2030. World Leaders have committed to 17 Global Goals and each country is finding a way to work towards meeting them.

'Learning for Sustainability' is an educational approach that encourages us to learn to live within the environmental limits of our planet and to build a just, equitable and peaceful society. It is essential for the wellbeing of all of us, and is an international priority (UNESCO, 2013). In Scotland, '[Learning for Sustainability](#)' is a government-endorsed entitlement for all learners.

## SUSTAINABILITY AND THE JOHN MUIR AWARD

The John Muir Award encourages enjoyment and connection with wild places, supporting opportunities for direct experiences of nature as a way to explore sustainability issues. Award activity can help us consider our impact on wild places as well as wider environmental issues – at a local, national and global level, and at home, school or at work. The Conserve Challenge of the John Muir Award promotes simple concepts of personal responsibility and making a difference, which can be used to explore what sustainability means, individually and collectively, in ways that are relevant and engaging to participants.

Resource Guides available: John Muir, Campaigning, Biodiversity, Wildlife Gardening, Surveys, National Parks, Outdoor Access, Outdoor Learning. Go to [www.johnmuiraward.org](http://www.johnmuiraward.org) then click on Resources & Links

**By connecting with nature, people are more likely to care for it.**  
**Here are some John Muir Award links with sustainability:**

- **Everyone makes a difference** – all participants get involved in practical action to conserve wild places for people and wildlife (litter sweeps, tree planting, habitat creation, invasive species removal, citizen science surveys and more...).
- **Minimising impacts on wild places is encouraged and integrated** – consider how you travel, what you eat, where you camp. Measure your impact.
- **Everyone connects with nature** – they can get to know what biodiversity is, why it's important, how it supports us, what it has to do with health.
- **Enjoying our natural environment is at its heart** – we want people to feel good about being part of nature, to talk about what they love outdoors, to focus on 'awe and wonder', to be positive.
- **We're all part of something bigger** – involvement prompts consideration of our sense of place, our actions and impacts locally and globally.
- **Participation creates opportunities to discuss values** – it stimulates thinking about how wild places make us feel, and our attitudes and behaviour towards nature and the outdoors.
- **John Muir's life, beliefs and legacy offer inspiration** – what is important to you, how can you improve things?

## VALUES AND THE OUTDOORS

Research has identified cultural values (our 'guiding principles' for life, if you like) as one of the driving forces of people's motivation to engage with 'bigger-than-self' sustainability themes. It has been found that nature experiences can impact on values, underpinning a concern for issues such as biodiversity and climate change, making people less materialistic and more willing to volunteer time to help others.

For more information:

- John Muir Award newsletter themed on values:

<http://tiny.cc/x37qhx>

- Cultural Dynamics: [www.cultdyn.co.uk](http://www.cultdyn.co.uk) for the definition on values

- Common Cause for Nature: [valuesandframes.org](http://valuesandframes.org) for a practical conservation guide

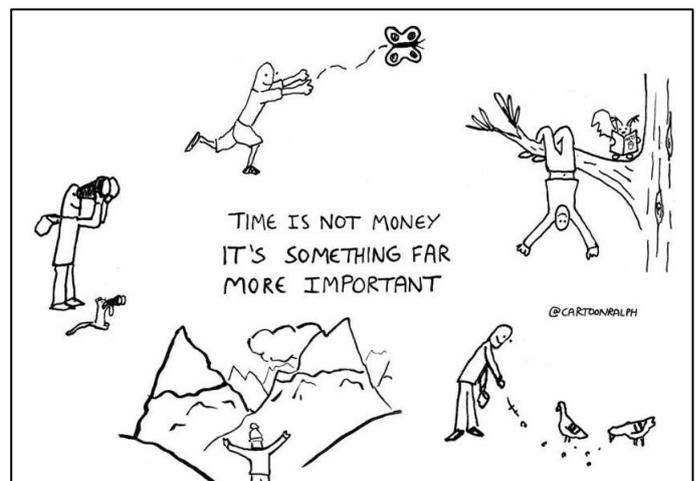


Image: @CARTOONRALPH

## COMMUNICATING A SUSTAINABILITY MESSAGE

Here are some **Golden Rules** to consider when talking, writing, or presenting in relation to Sustainability:

- Keep it simple
- Frame people as part of the solution
- Make it enjoyable
- Focus on local – make nature and wildlife relevant to people's everyday lives
- Popularize – understand and engage with the motivations and language of the people you work with
- Be positive and inviting – don't leave people feeling helpless, or use guilt tactics
- Be topical and connected – relate to issues of health, technology, culture...
- Humanise – highlight people behind conservation and sustainability success stories
- Showcase success
- Lead by example

'Communicating the value of nature' - see [www.futerra.co.uk](http://www.futerra.co.uk)

'Common Cause for Nature – a practical guide to values and frames in conservation'

Key recommendations when communicating about nature, found at [valuesandframes.org](http://valuesandframes.org), include:

- show how amazing nature is; and share the experience of the natural world
- explain where and why things are going wrong, and encourage action and creativity
- talk about people, society and compassion as well as the natural world

## USEFUL WEBSITES:

This is by no means an exhaustive list. It's a starting point with sources of information, ideas and inspiration that we and those we work with have found useful.

### General & Activities

**2020VISION** [www.2020v.org/pledge.asp](http://www.2020v.org/pledge.asp) Carry out 'Ecosystem Action' in your local area.

**It's Our World** [www.itisourworld.org](http://www.itisourworld.org) Mass participation arts project for positive environmental action.

**Teaching For a Better World** [www.teaching4abetterworld.co.uk](http://www.teaching4abetterworld.co.uk)

**Eco-schools** [www.keepbritaintidy.org](http://www.keepbritaintidy.org) (England), [www.keeptscotlandbeautiful.org](http://www.keeptscotlandbeautiful.org) (Scotland).  
Young Reporters for the Environment [www.youngreporters.org](http://www.youngreporters.org)

**Sustainability and Environmental Education** <http://tiny.cc/qr9qhx> Resources and CPD opportunities.

**Learning for Sustainability** <http://tiny.cc/5s9qhx> An entitlement for all learners in Scotland.  
Education Scotland's Learning for Sustainability blog <https://blogs.glowscotland.org.uk/glowblogs/lfsblog/>

**Global Goals** [www.globalgoals.org/](http://www.globalgoals.org/) Resources to explore the Goals including 13. Climate Action, 14 Life Below Water and 15 Life on Land. Resources for schools [www.tes.com/worldslargestlesson/](http://www.tes.com/worldslargestlesson/)

**The Pod** <http://jointhepod.org/home> Energy, science and sustainability.

### Wild Places, Nature and Landscape

**Nature's Calendar** [www.naturescalendar.org.uk](http://www.naturescalendar.org.uk) Record the impact of climate change on wildlife.

**2020VISION** [www.2020v.org](http://www.2020v.org) A nature photography project linking habitat restoration and well-being.

**OPAL Surveys** [www.opalexplornature.org](http://www.opalexplornature.org) Climate, biodiversity, soil and earthworm, hedge and tree health, air and water quality, invertebrates surveys.

**Sustainable Uplands** - National Park peatland schools resource  
<http://sustainableuplands.org/2014/02/07/our-new-schools-resource-showcases-peatland-national-parks/>

### Climate Change

**Views from 2050** [www.imt.org/jmaward-2050.asp](http://www.imt.org/jmaward-2050.asp) A discussion about the value of nature, landscapes and biodiversity.

**Forests for the Future** [www.forestsforthefuture.co.uk](http://www.forestsforthefuture.co.uk) Local and global climate change issues.

**Sell the Sizzle** [www.climateaccess.org/resource/](http://www.climateaccess.org/resource/) Communicating a Climate Message.

**Education Scotland** 'Weather and Climate' <http://tinyurl.com/lkuzecj> 'Exploring Climate Change'  
<http://tiny.cc/1v9qhx>

**WWF Earth Hour** [www.earthhour.wwf.org.uk](http://www.earthhour.wwf.org.uk) Join the world's biggest celebration for our brilliant planet!

### Litter, Waste and Pollution

**Keep Britain Tidy** [www.keepbritaintidy.org](http://www.keepbritaintidy.org) The Big Tidy Up, Love Where You Live.

**How we make stuff** [www.made2bmadeagain.org](http://www.made2bmadeagain.org) How we can learn from living systems.

**Recycling Guide** [www.recycling-guide.org.uk](http://www.recycling-guide.org.uk) The how, why and where of recycling.

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## Reducing Your Impact – Actions & Measures

**Leave No Trace:** [www.lnt.org](http://www.lnt.org) Help reduce your impacts when in the outdoors.

**WWF Ecological Footprint** [www.footprint.wwf.org.uk](http://www.footprint.wwf.org.uk) Measure your personal impact.

**Oxfam Humankind Index** <http://tinyurl.com/lqf38no> Valuing the things that really matter.

**The Happy Planet Index** [www.happyplanetindex.org](http://www.happyplanetindex.org) The leading global measure of well-being.

## National Well-being and Resource Use

**Livewell** [www.wwf.org.uk/wwf\\_articles.cfm?unewsid=5695](http://www.wwf.org.uk/wwf_articles.cfm?unewsid=5695) Healthy People, Healthy Planet.

**Schools Global Footprint** <http://tiny.cc/hw8qhx> Reduce your school impact on the planet.

**Carbon Measure** <http://tinyurl.com/3c5lxnz> For all sorts of things from a burger to a swimming pool.

## Food

**Mission:Explore FOOD** [thegeographycollective.wordpress.com](http://thegeographycollective.wordpress.com) Delicious and disgusting recipes, missions and wisdom on food.

**Food Co-ops** [www.sustainweb.org/foodcoops](http://www.sustainweb.org/foodcoops) Find food co-ops close to you, read case studies and publications, and download the toolkit.

**Grow Your Own** [www.allotment.uk.com](http://www.allotment.uk.com) Allotment gardening.

**Royal Highland Education Trust** [www.rhet.org.uk/teachers](http://www.rhet.org.uk/teachers) Food, farming and the countryside.

**Hedgerow Harvest** [www.hedgerowharvest.org.uk/schools](http://www.hedgerowharvest.org.uk/schools) Free local healthy food.

**Soil Association** [www.soilassociation.org](http://www.soilassociation.org) Campaigns for planet-friendly organic food and farming.

**Garden Organic for Schools** [www.gardenorganic.org.uk/education](http://www.gardenorganic.org.uk/education)

## Energy and Transport

**Home/ School Energy Consumption/ Production** [www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)

**John Muir Trust** [www.jmt.org/policy-renewable-energy.asp](http://www.jmt.org/policy-renewable-energy.asp) Wild land and renewable energy policies.

**Campaign for Better Transport** [www.bettertransport.org.uk/](http://www.bettertransport.org.uk/) Road to nowhere campaign.

**Sustrans** [www.sustrans.org.uk](http://www.sustrans.org.uk) Encouraging active travel.

## Global Perspectives

**Rights Respecting Schools Award** [www.unicef.org.uk/rrsa](http://www.unicef.org.uk/rrsa) Recognises Rights of the Child.

**Global Citizenship Calendar** - Celebrations, awareness days and action weeks throughout the year from Education Scotland [www.educationscotland.gov.uk/resources/g/genericresource\\_tcm4674138.asp](http://www.educationscotland.gov.uk/resources/g/genericresource_tcm4674138.asp)

**Fairtrade Schools Scheme** <http://schools.fairtrade.org.uk> Find resources for teachers and pupils.

**ARKive** [www.arkive.org/education](http://www.arkive.org/education) Packed full of links to amazing wildlife photos, videos and fact files.

**Global Goals for Sustainable Development** [www.globalgoals.org/](http://www.globalgoals.org/)

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