



**TO CHANGE OUR WORLD FOR THE BETTER,
START HERE!**



**SECONDARY SCHOOL PROGRAM
STARTER KIT**

WELCOME

Welcome to the EcoMarines!

We want to thank you for your commitment to making a positive difference to the environment. Our team is small but mighty made up of Penny, Kylie, and Hannah. We're all passionate about making our world a better place, and we are incredibly honoured to work with legends (like you!) who share the same purpose.

We hope that this kit equips you with skills you will have for the rest of your life, and with knowledge and passion to care for our environment. We can't wait to see what you achieve!

Penny, Kylie and Hannah



Penny Limbach
General Manager



Kylie Roche
Business Engagement
Manager



Hannah Elias
Program and Events
Manager



Dini Kanagaratnam
Program Coordinator

CAMPAIGN INFORMATION

Our online kit will support you to focus on one key problem that could be improved within your school by running a campaign. You can choose any topic that you like, however we've prepared some information and ideas to get you started with common topics on our HOME PAGE. These include...

TOPICS

- Litter
- Waste Recovery
- Waste Reduction
- Energy
- Water
- Care for country
- Create your own

MISSION 1: Explore the "[CAMPAIGN TOPICS](#)" section on the Secondary Online Kit. Select a campaign topic and mission statement. You may like to talk to your classmates, teachers, and other members of the school to help you decide.

Our campaign focus is: _____

Our mission is to: _____

CAMPAIGN STAGES

Once you've chosen a focus, these 5 stages will help you to tackle it. This section explains each stage, and our action plan will help you to execute each one! There are ideas for each stage under the topics you explored in Mission 1, but remember... Don't try and take on too much. It's better to focus on one topic/task and do that really well!

1. Learn...

We need to understand the problem before we can make a change! Spend a little bit of time learning about statistics, the problem (how it began and how it has changed over time), and case studies (what other schools/people are doing)

2. Spread the word...

It's important to share what you've learnt with your school and community, and educate them on why it's important and what they can do. You could speak on assembly, write in your local newspaper/school newsletter, make posters and/or a video... the list goes on! Check out our sponsor challenges for support and ideas.

3. Inspire...

Holding an event is a great way to continue educating people while also inspiring them to make a change. You could hold a fundraiser, dress up day, waste free event, litter clean up... The world is your oyster!

4. Impact...

Next up, we want to focus on creating long term change in your school community. This part is really up to your imagination... it could involve adding infrastructure like bins, getting rid of plastic in your school, or transitioning to environmental products like LED lightbulbs.

5. Reflect...

To wrap up your campaign, it's a good idea to reflect on what you've achieved. You could conduct an audit or survey of your school to better understand how behaviours and attitudes have changed. This will help next years ambassadors if they decide to continue with the same topic, and is also a great way to share your achievements with your community (and us!).

Note: *Keep in mind that some of these stages may overlap. For example, you may like to plan your event before you start spreading the word so you can educate people and promote your event at the same time.*

MISSION 2: Download and complete your [ACTION PLAN](#).

Don't get too caught up in the details at this stage... These will come up later in the year. However, it's a great idea to have an overarching focus.

TIPS

Now that you've got a focus and an action plan, it's time to get stuck into it! Here are some other ideas...

- √ Do you know your cleaner(s) – invite them to a meeting
- √ Do you know your grounds person? – invite them to a meeting
- √ Does your P&C know about EcoMarines? - invite them to a meeting OR do a presentation at one of their meetings
- √ Read or watch a video on how to create positive behavioural change
- √ Recruit others to help you
- √ Assign tasks and deadlines
- √ Collect data along the way if possible! This will help you to talk about your impact
- √ Learn about how to recycle right at home (write to local council with questions)

HOW YOU CAN HELP

Here are some ways that you, as Ambassadors, could be making a difference in your household, friendship groups, and day-to-day life. We think you're pretty great, and probably doing most of these already... we encourage you to remind family members, neighbours and friends to do the same.

LEVEL 1: KEEP IT CLEAN

→ Don't litter, pick up litter, learn how to recycle (and then do it!), volunteer outdoors.

LEVEL 2: SPREAD THE WORD

→ Talk with your friends/family/neighbour/coach about how important it is to take action.

LEVEL 3: AVOID LANDFILL

→ Learn about recycling other items such as soft plastics and e-waste, compost your food scraps.

LEVEL 4: REDUCE YOUR USE

→ Avoid plastic and single-use items with reusable bags, cups, and cutlery. Explore other alternatives such as beeswax wraps or bamboo toothbrushes!

LEVEL 5: CONSUME LESS AND CONSUME MINDFULLY

→ Food waste. Sustainable fishing. Buy second hand/natural products.

THANK YOU!