



lighthouse  
pilot 

# Lighthouse Pilot

## 2020 End of Year Report

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# Introduction

In the fall of 2019, EcoSchools Canada and The Gaia Project embarked on a pilot of EcoSchools Canada’s national program. The Gaia Project was instrumental in applying a local lens, onboarding New Brunswick schools, familiarizing schools with the EcoSchools program, and finding ways to integrate the amazing climate action work already underway at schools across the province.

Despite the complications of COVID-19, which led to the cancellation of in-person workshops, as well as the decision to postpone certification celebrations for New Brunswick schools until fall 2020, EcoSchools has gained invaluable feedback from pilot schools and The Gaia Project. This feedback will inform our national program content, as well as, our strategy for rolling out EcoSchools certification across the country.

# Impact

## Participation Numbers

**54**

Schools from NB and ON participated in the Lighthouse Pilot

**38**

Pilot Schools certified in 2020

**27,487**

Students reach through the Lighthouse Pilot



# School Engagement

## Participating New Brunswick Schools

The following 23 New Brunswick schools signed up to participate in the Lighthouse Pilot by completing the Registration Survey.

<b>Bernice MacNaughton High School</b>	ASD-E
<b>Bessborough School</b>	ASD-E
<b>Claude D. Taylor</b>	ASD-E
<b>Florenceville Elementary</b>	ASD-W
<b>Florenceville Middle School</b>	ASD-W
<b>Forest Hills School</b>	ASD-S
<b>Fundy Middle and High School</b>	ASD-S
<b>Garden Creek School</b>	ASD-W
<b>Gibson-Niel Memorial Elementary School</b>	ASD-W
<b>Hampton High School</b>	ASD-S
<b>Harbour View High School</b>	ASD-S
<b>Max Aitken Academy</b>	ASD-N
<b>Nackawic High School</b>	ASD-W
<b>Queen Elizabeth School</b>	ASD-E
<b>Saint Mary's Academy</b>	ASD-W
<b>Salem Elementary School</b>	ASD-E
<b>Sir James Dunn Academy</b>	ASD-S
<b>St Stephen High School</b>	ASD-S
<b>Sussex Elementary School</b>	ASD-S
<b>Tabusintac Community School</b>	ASD-N
<b>Tantramar Regional High School</b>	ASD-E
<b>Terry Fox Elementary School</b>	ASD-N
<b>Vincent Massey Elementary</b>	ASD-S

## Certified New Brunswick EcoSchools

The following 15 New Brunswick schools certified as EcoSchools this year. Certification communications are planned for September 2020.

<b>Bessborough School</b>	ASD-E
<b>Claude D. Taylor</b>	ASD-E
<b>Florenceville Elementary</b>	ASD-W
<b>Florenceville Middle School</b>	ASD-W
<b>Forest Hills School</b>	ASD-S
<b>Fundy Middle and High School</b>	ASD-S
<b>Garden Creek School</b>	ASD-W
<b>Hampton High School</b>	ASD-S
<b>Harbour View High School</b>	ASD-S
<b>Max Aitken Academy</b>	ASD-N
<b>Queen Elizabeth School</b>	ASD-E
<b>Saint Mary's Academy</b>	ASD-W
<b>St Stephen High School</b>	ASD-S
<b>Terry Fox Elementary School</b>	ASD-N
<b>Vincent Massey Elementary</b>	ASD-S

As the school year ended under unusual circumstances, we made the decision to certify all eligible schools under a Special Edition 2019-2020 EcoSchools Canada seal. In addition to the certification seal, our Lighthouse Pilot Schools will receive a banner to display at their school and a Limited Edition Lighthouse Pilot Badge on their EcoSchools Certification Application (ECA) account.





**Special Edition 2019-2020  
EcoSchools Canada Seal**



**2019-2020 Limited Edition  
Lighthouse Pilot Badge**

## Most Actions Started

Ranking of the New Brunswick pilot schools in accordance with the number of actions started by the school.

<b>Florenceville Elementary School</b> (ASD-W)	11
<b>Claude D. Taylor School</b> (ASD-E)	10
<b>Fundy Middle and High School</b> (ASD-S)	9
<b>Hampton High School</b> (ASD-S)	9
<b>Saint Mary's Academy</b> (ASD-W)	8
<b>St Stephen High School</b> (ASD-S)	8
<b>Vincent Massey Elementary School</b> (ASD-S)	7
<b>Forest Hills School</b> (ASD-S)	7
<b>Bessborough School</b> (ASD-E)	7
<b>Terry Fox Elementary School</b> (ASD-N)	7
<b>Florenceville Middle School</b> (ASD-W)	6
<b>Harbour View High School</b> (ASD-S)	6
<b>Garden Creek School</b> (ASD-W)	6
<b>Max Aitken Academy</b> (ASD-N)	3

## Other Engagement Highlights

The following schools demonstrated consistent engagement throughout the pilot (engaged in *at least three* of the following: registered for webinar 1, registered for webinar 2, registered for webinar 3, registered for the workshop, and/or created an account in ECA/filled out the Action Summary Survey).

<b>Bessborough School</b>	ASD-E
<b>Florenceville Elementary</b>	ASD-W
<b>Florenceville Middle School</b>	ASD-W
<b>Forest Hills School</b>	ASD-S
<b>Fundy Middle and High School</b>	ASD-S
<b>Hampton High School</b>	ASD-S
<b>Harbour View High School</b>	ASD-S
<b>Queen Elizabeth School</b>	ASD-E
<b>Salem Elementary School</b>	ASD-E

## Program

### Top Actions

Overall, **356 actions** were completed by our Lighthouse Pilot schools this year on the new EcoSchools Certification Application (ECA). Among all actions completed, the top three were:

#### Make the Switch

Completed by **67%** of Pilot Schools.

#### GOOS Paper Campaign

Completed by **65%** of Pilot Schools.

#### Learning & Development

Completed by **63%** of Pilot Schools.

Full list of actions and the number of schools that completed them:

<b>Registration Survey</b>	37
<b>Make the Switch</b>	36
<b>GOOS Paper Campaign</b>	35
<b>Learning and Development</b>	34
<b>Conduct a Waste Audit</b>	33
<b>Curriculum</b>	29
<b>WWF National Sweater Day</b>	21
<b>WWF Earth Hour</b>	19
<b>Recycle Right</b>	19
<b>Turn to the Tap</b>	19
<b>Create your own</b>	17
<b>Nature Study Area</b>	13
<b>Reduce Single-Use Plastics</b>	12
<b>Heating and Cooling</b>	11
<b>Plant a Pollinator Garden</b>	11
<b>Walk and Roll to School</b>	10
<b>EcoCode</b>	0
<b>Follow-up Survey</b>	0
<b>Waste Free Lunches</b>	0
<b>Scrap Your Food Waste</b>	0
<b>Measure your Impact</b>	0
<b>Community Clean-up and Stewardship</b>	0

## Feedback

Through the ECA platform and surveys, pilot schools were able to provide valuable feedback on their overall experience in the pilot, on the ECA, and on specific actions and resources. Below is a summary of the feedback that we will be taking into account as we prepare for the national launch of the program in September 2020. Note that the feedback summary is from all participating Lighthouse Pilot schools.

## Communication

- Participants were very satisfied with the level of communication and guidance provided by the EcoSchools Canada team throughout the Lighthouse Pilot.

## Actions and Resources

- Several schools noted that actions should be modified to be inclusive of projects and activities at a school are ongoing, or an established practice (i.e., rather than framing them only as campaigns).
- Participants found that overall, the quality of action resources was good, but they could be improved upon.
- Learning and Development action - Multiple schools noted that student and teacher PD should be separate actions.
- Create Your Own action - Multiple schools noted they would appreciate more than one Create Your Own action.

## EcoSchools Certification Application

- Pilot participants appreciated the ease of use and functionality of the ECA.
- Some schools would like to include pictures in their application (as was the case with EcoSchools' previous application).

## Quotes from New Brunswick Schools

"[The Waste-Free Lunches action] was a very good experience. Students were very excited to see how many students and staff had participated in their campaign. They are continuing this campaign by doing waste-free Wednesdays every week."

- Bessborough School

"Thank you for a great year! We look forward to next year!"

- Bessborough School

"We would have done more but had so many things on the go and with school ending early we ran out of time. We had really been looking forward to the PL day."

- Florenceville Middle School



“The App was terrific for choosing and organizing our Actions. One action we were particularly looking forward to was the Turn to the Tap Action. We were able to locate a sponsor to help us with the purchase of two new water bottle filling stations for our school, something that was sorely missing. We also conducted a waste audit in the fall, the resources provided were very helpful. We were looking forward to doing a second audit in the spring in the hopes of seeing an increase in our diversion rate.

We were just about to begin participation in The Gaia Project's Sustainability in Action program - we are hopeful that can continue once we are back at school in the fall”

- Fundy Middle and High School

## Lessons Learned

The following ‘lessons learned’ will inform - and already have informed - our planning and development for EcoSchools’ national launch in fall 2020. The Lighthouse Pilot was instrumental in allowing us to substantiate a number of foundational aspects of our national model as well as inform new insights into how to improve our program delivery and content.

- A one-size-fits-all model will not work across Canada.
- Listening to local experience and those who are on the ground at schools is essential.
- Establishing a clear and distinct channels of communication with partners is critical (e.g., who is saying what to schools when).
- Clarity around action expectations for schools is key (e.g., campaign vs. established practice).
- The online application is a useful tool for schools and involving students in the application process is a good idea.
- Giving schools channels to share their success (and photos) would be helpful.
- Providing more opportunity for interactive webinars as opposed to purely instructional (especially when in-person workshops are not possible) could facilitate greater program engagement and retention.
- Ensuring program registration is an intuitive, one-step process is key for national launch.

