**LfS Scotland: blog guidance**

# **Overview**

Learning for Sustainability Scotland (LfS Scotland) has an established blog that functions as a platform to inspire potential sustainability advocates, and share reflections on anything from global trends in Learning for Sustainability, to vital teaching and learning happening in Scottish schools, colleges, universities , businesses and community organisations.

The blog is by our members, for our members, and reflects the breadth of the organisation’s reach as well as the variety of actions being taken to embed sustainability into a variety of educational settings. You’ll find more information about our vision, mission and ethos overleaf.

This guidance is aimed at anyone wishing to write a blog for Learning for Sustainability Scotland, helping you to structure it correctly and maximise its appeal.

# **Tone**

The blog should be conversational, informative and insightful, and works best when it is from your own personal viewpoint. It should also be written in ‘plain English’ – so avoid overly complex vocabulary and explain any acronyms.

The best blogs inspire readers to take action – think about what actions you’d like your readers to take.

# **Topics**

The following are suggestions for topics you could write about:

* The [Sustainable Development Goals](http://www.un.org/sustainabledevelopment/sustainable-development-goals/) – which goals matter to you, how you are working to achieve them or building them into your work, etc
* A strategic viewpoint of why learning for sustainability matters A write-up of a LfS Scotland or other relevant event
* A case study of teaching and learning approaches for sustainability that you have used
* A reflection piece about your work with a specific group, such as school children or a community group
* Your thinking on Government policies supporting Learning for Sustainability
* A call for collaboration with other members
* Resources you use (and how to make the best of resources with limited funds)

# **Structure**

* 500 – 1500 words
* Suggest a catchy title
* Write your blog post in first person narrative (e.g. "I recently ran an event in my community…”)
* When referring to other people’s work or online resources, provide a hyperlink
* Include images and credit the source / designer / photographer.
* Provide an image of yourself and a short biog (100 words) so you can be introduced ahead of your blog article.

# **Other information**

* If you have a blog you would like to write for us, please email Abi Cornwall, Development Officer: abicornwall@lfsscotland.org with a brief outline of what you would like to write and why you think it would be a good fit for our blog.
* Please note that LfS Scotland will edit blogs to maintain style and length. If significant changes are made you will be informed ahead of publication.

If you require any more advice, or would like to write a blog, get in touch with Development Officer Abi Cornwall at 0131 650 9731 / abicornwall@lfsscotland.org.

**Learning for Sustainability Scotland (LfS Scotland):**

Scotland’s United Nations recognised Regional Centre of Expertise (RCE) in Education for Sustainable Development

## *Vision*

Our vision is for Learning for Sustainability to infuse the whole of Scottish society, building our capacity to contribute to sustainability – locally, nationally and globally.

## *Mission*

Our mission is to work co-operatively to harness the transformative potential of Learning for Sustainability to support a sustainable world: where people and communities value and are engaged with the natural environment; societies are inclusive and equitable; and a vibrant economy contributes to flourishing ecosystems and social justice.

## *Ethos*

In line with our vision and mission, we recognise that Learning for Sustainability is about a manner of working as much as a topic of focus. As a network, we recognise the benefits of collaborative gain. We believe that by adopting the following principles we will be better able to achieve our Mission and Objectives.

**Collaboration** – recognising that we can achieve our aims through working together, acknowledging that we may share a broad vision and ethos but seeing that we may have different perspectives on pathways to sustainability

**Respect –** for ourselves, for each other, for our members, for the community and for the natural environment of Scotland and beyond

**Integrity -** in our intentions and behaviour, recognising and acting in our roles and responsibilities and declaring conflicts of interest where appropriate

**Creativity –** in our thinking and actions, drawing on our heritage and engaging with arts and culture, enabling us to envision and innovate for a sustainable future.

**LfS Scotland: blog article outline**

|  |  |
| --- | --- |
| **Your Name** |  |
| **Your Organisation** |  |
| **Email Address****Website Address** |  |
| **Social media accounts to link in blog promotions** |  |
| **What topic theme would your blog fit into? Please delete as necessary.**  | Meet our Members / News article / General thought or opinion piece / Blog from an event / Showcasing your work / Case Studies / Other (please give details) |
| **Give a brief description of what your blog is about.**  |  |
| **Why do you think it is relevant to our readers?**  |  |
| **Is your blog time specific? Please provide the last date it can be published to be relevant.**  |  |
| **Has it been published anywhere else? Please give details.**  |  |
| **How long is your blog? (Approximate no of words)** |  |