

# Marketing and sustainability in UK ELT

an online ELT Footprint UK discussion



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"Climate change is  
an emergency"

**64%**

"We should do everything  
necessary and urgently"

**59%**

Under 18s more likely to say climate change is an emergency  
but other age groups not far behind



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Source: UN Peoples' Climate Vote  
(world's biggest survey on climate change -  
50 countries)

“The results clearly illustrate that urgent climate action has broad support around the globe, across nationalities, age, gender and education level.”



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Source: UN Peoples' Climate Vote  
(world's biggest survey on climate change)

"People have failed to  
care for the planet" **83%**

"The future is frightening" **75%**



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Source: Survey by Bath University  
(10,000 16-25 year olds from 10 countries)

EU citizens

Climate change is...

a serious problem

**93%**

a VERY serious problem

**78%**

Taken at least one action  
to tackle climate change

**96%**



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Source: European Commission - citizen  
support for climate action

“Would you like English lessons to have more climate topics?”

**72%**  
**YES**



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Source: British Council Climate Action in  
Language Education Green ELT report  
(to be released shortly)

## **DISCUSSION 1**

How can we best connect with our customers' ethical and environmental values to give them a better experience (without greenwashing)?



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## **DISCUSSION 2**

How can your school best promote its environmental credentials?



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## CLIMATE & ENVIRONMENT

- The defining issues of our time
- COP 26
- People care - no reason to think ELT students are any different
- Support student ethical commitments  
= positive customer experience



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“Connecting your work to a higher set of values can make people choose your school over others, especially with young students driven by a number of social issues.

That’s not to say, of course, that you should cynically adopt causes in order to attract students, but consider how you tie what you do to what you believe.

If you’re concerned about climate change, then online teaching may be a way to reduce students’ carbon footprint, or you might include a voluntary carbon offset option for some of your courses.

There are some great organisations who can help, such as ELT Footprint UK and Green Standard Schools.”

Richard Bradford, Disquiet Dog (ELT marketing agency)



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