**Ten principles of good practice**

Supporting sustainable development through educational resources: a voluntary code of practice

Principle 1: **PRINCIPLES OF SUSTAINABLE DEVELOPMENT**  
*Resources should foster understanding of the principles of sustainable development.*Does the resource:

* draw links between environmental, economic, social political and cultural issues?
* use terms appropriately (eg citizenship)?
* demonstrate links between global issues and the learner’s own experience?
* encourage involvement and action?

Principle 2: **INTEGRITY**  
*Any information and data provided should be accurate, current and verifiable.*Does the resource:

* state the source of information or data?
* distinguish between opinion, fact and interpretation of evidence?
* acknowledge that information is only ever partial and changes as new knowledge arises?

Principle 3: **BALANCE**  
*When purporting to give a balanced account of an issue, resources should accurately reflect the broad range of informed opinion on the subject.*Does the resource:

* acknowledge its own inherent bias?
* acknowledge a range of legitimate views?
* make it explicit when a balanced view is *not* being given?
* clearly state the interest of producers or sponsors?
* show evidence of co-operation with others?
* support the role of educators in presenting balanced learning programmes?

Principle 4: **VALUES AND ATTITUDES**  
*Resources should help people explore values and develop responsible attitudes in relation to their fellow citizens and the environment, from local to global level.*Does the resource:

* help learners to explore their own values in relation to others and to the environment?
* help them to understand how these values affect their perceptions of, attitudes to and relationship with the environment?
* represent the needs and values of different groups?
* avoid stereotypes and combat prejudice?

Principle 5: **KNOWLEDGE AND SKILLS**  
*In addressing environmental and development issues, resources should help develop the knowledge, skills and competencies to enable people to participate effectively in their resolution.*Does the resource:

* help develop critical thinking, decision-making and problem-solving skills?
* enable learners to be more effective in bringing about change?
* help develop communication and partnership skills?

Principle 6: **USER-CENTRED APPROACH**  
*To ensure maximum take-up, resources should be easy to use and appropriate for the intended audience.*Does the resource:

* allow for flexible use and differentiation?
* state relevance to curricula or qualifications where appropriate?
* facilitate ease of use by good layout and clear presentation?
* include some sources of further support, indicating the nature of the support available?

Principle 7: **NEED***Producers should be able to demonstrate there is an identified need for the proposed resource.*Does the resource:

* clearly demonstrate its intended purpose and target audience?
* direct users to complementary resources?

Principle 8: **DEVELOPMENT**  
*Producers should ensure that the development of the resource is inclusive, participative and has drawn on appropriate educational expertise.*Does the resource:

* demonstrate involvement by the intended audience, including evidence of trialling?
* use appropriately qualified or experienced writers/developers?
* use the chosen medium appropriately?

Principle 9: **PRODUCTION**  
*Producers should demonstrate that the production process has followed best sustainable practice wherever possible.*Does the resource:

* demonstrate ways in which environmental impact has been reduced during production?
* avoid over-reliance on photocopying?
* employ materials appropriate to the intended use and lifespan, including ways of prolonging life, such as updates or inserts?
* include a means of evaluating the resource?

Principle 10: **PROMOTION AND PRODUCTION**  
*Producers should consider the implications of promotion and distribution from the outset and ensure that they are effective, appropriate and accessible.*Does the resource:

* represent value for money (would *you* buy it?)
* if free, justify this in sustainable and educational terms?
* have an acceptable means of distribution and promotion (are unsolicited mailings justifiable?)
* allow for inspection copies or means of familiarisation to be available?

and is there:

* clear and labelled information demonstrating that the resource has been developed and produced according to sustainable principles?

Source: Department of the Environment, Transport and the Regions / Department for Education and Employment (1999) *Sustainable Development: a guide to selecting educational resources*. Crown Copyright.

Blogpost: http://www.pannage.com/2011/11/supporting-sustainable-development/