



An open letter to ministries of education

**A call for schools to join ENO Programme's 100 Million Trees Campaign**

**OCT 2012**

Honourable minister of education or ministry representative,

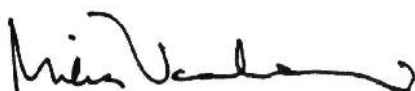
We hope this message finds you well. Let me briefly first introduce myself. I am Mr Mika Vanhanen, teacher and founder of Environment Online – ENO. It is a global virtual school and network for sustainable development where thousands of schools in about 150 countries study environmental issues, share the results of learning and do concrete deeds for the environment. ENO was launched 12 years ago in Finland and does co-operation with many organisations and UN bodies like UNEP and UNESCO.

We made a strong commitment in Rio+20 Summit, about planting **100 million trees by 2017**. This commitment was highlighted in the overall summary of commitments, out of 700 pledges. According BBC, it was *"the most dynamic-sounding pledge on the register."* With tree planting we also want to raise ethical sustainability that is deeply missed as seen in the results of Rio+20. Tbilisi+35 conference was organised in September 2012. Ministers of representatives from 103 countries attended. ENO was invited to Tbilisi+35 and informed ministers about 100 million trees campaign and its view on sustainable development in education.

We call all the schools in Your country to join ENO Tree Planting Campaign. This campaign will boost in 2013 when trees will be planted as *Tree Planting Olympic Games, starting from March and ending in October 2013*. Two special tree planting days will take place, **9 May and 20 Sep 2013**. Schools are welcome to register to campaign *already* on [www.enotreeday.net](http://www.enotreeday.net).

We kindly ask if You could spread this information to all relevant organisations in Your country and encourage schools to take part. If you already have national tree planting events for children and youth they can be a part of this big campaign. Please find more information about the campaign attached. And feel free to contact us for more information or feedback.

Warm regards,



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Environment Online- ENO is a global virtual school and network for sustainable development. Our approach in learning has two dimensions: local and global. Learning is student and problem-centred with both online and offline activities. At the end of each theme there is a **campaign week** during which the results of learning are raised in local communities and on the web. Students eventually become ambassadors for the environment of their respective local communities and regions. Regular themes and have been forests, climate change, ecological footprint and different cultural themes. The success of the ENO Programme is apparently because of the contents and the grassroot level coordination: it is run by teachers. ENO works in co-operation with universities and UN bodies.

### **Objectives**

- to deepen environmental themes at schools
- to add global awareness and internationality
- to educate for active citizenship
- to get schools from developing countries as active participants
- to learn basic skills in ICT
- to make a change together

### **Participants**

- 7000 ENO schools in 147 countries, 2012
- The age of students: 12 - 18 years  
(for tree planting: from 4 yrs )

### **Recognitions and awards**

- An Umbrella Project for NetD@ys 2000 by European Commission
- III Prize in EcoG@llery Europe 2000
- III Prize Winner in Childnet Awards 2001
- Quality Prize in eLearning, Ministry of Education, 2003
- Rose Of Environmental Education, 2003
- Cyber Oscar in GKP Youth Awards 2003
- WWW Panda Award 2004
- Finalist with SPECIAL MENTION in the Stockholm Challenge Awards 2006
- "My Favourite eLearning Resources" by European Commission 2006
- Winner in Global Junior Challenge 2007
- Energy Globe Awards in Prague 2009
- Forestry Achievement 2009
- State Award of Public Information, Finland 2011

see more on [www.enoprogramme.org](http://www.enoprogramme.org)