

In order to be able to select between the levels for the indicators of criteria 1 and 2, on the characteristics of the entity offering the EEPP you can consult:

- Website
- Audit reports
- Annual reports
- Corporate social responsibility reports
- Annual accounts report
- Integrated management reports
- Sustainability plans
- Roadmaps
- Codes of ethics and conduct

It should be borne in mind that sometimes entities produce some of these reports themselves, without reliable third-party approval. Therefore, a critical view should be taken when analysing this information (who has produced the reports, what relationship the drafters have with the institution, how the information is presented, what units of measurement are used, whether they are comparable with other reporting data from other institutions, etc.). For this reason, it may be interesting to consult reports from other entities that are not related to the one provided by the EEPP in order to compare the information obtained, for example:

- Sustainability Observatory reports (e.g. Decarbonisation Report to determine greenhouse gas emissions).
- NGO reports (e.g. Greenpeace reports)
- National, EU and international regulations (to determine whether what they state as an achievement is simply compliance with legislation)
- Journalistic research

For these first two criteria, it is also interesting to be clear about the different greenwashing techniques used by companies. For this purpose, please consult this compilation: [Greenwashing Indicators](#)

For the rest of the indicators and criteria, related to the development of the EEPP and the all the resources it offers: videos, slides, infographics, didactic guides, teaching guides, etc. In addition, in order to be able to make a critical analysis of the contents: how they are explained, whether all the information is provided, what vocabulary is used, etc., it is necessary to be clear about the main current environmental problems, their causes and real consequences, how they affect in an interdisciplinary way, the agents involved and who has the capacity to act and how.

Regarding the characteristics of a good EEPP, you can consult guides, books or manuals or even take training courses, some examples:

- Centre d'educació ambiental de la Comunitat Valenciana (2021). *Guía de criterios de calidad en educación ambiental*. Generalitat Valenciana
- Lassalle, M., & Vicente, P. G. (2017). *Programas de educación ambiental*. Síntesis.
- Societat Catalana d'Educació Ambiental. (2021). *Fora de classe. Guia de criteris de qualitat per a les activitats d'educació ambiental*. Generalitat de Catalunya
- Societat Catalana d'Educació Ambiental (2011). *Fora de classe. Guia de criteris de qualitat per a les activitats d'educació ambiental*. Generalitat de Catalunya
- Societat Catalana d'Educació Ambiental. (2012). *3,2,1... Acció! Guia de criteris de qualitat en programes i campanyes d'educació ambiental*. Generalitat de Catalunya.

For each of the indicators, the necessary information to be considered and where it can be consulted:

- 1. The coherence between the main activity of the entity and the objectives and contents of the Environmental Education Plan and/or Program (EEPP) that is sponsored, designed and/or implemented.**
- 2. The truthfulness of the information that the sponsoring, designing or executing entity or company provides about itself and the EEP.**
  - a. Who designs/implements/executes/sponsors the EEPP? → Entity website
  - b. What is the economic activity of this entity? → Entity website
  - c. What is the mission, values and vision of the company? Entity website
  - d. Greenhouse gas emissions of the entity/other environmental impacts → Sustainability Observatory Reports, Journalistic Investigations, NGO Reports
  - e. Is the entity transparent? Information about its activities and relationship with the entity's values and those promoted by the EEPP.
    - Corporate Social Responsibility Report
    - Greenwashing techniques should be considered (a compilation of indicators of greenwashing practices has been carried out: Greenwashing indicators
    - Company annual activity reports
    - Entity roadmaps
    - Annual accounts reports
- 3. A diagnosis of the need for the EEPP to solve socio-environmental problems related to the target population.**
  - a. What environmental problems does the EEPP address → EEPP didactic/teaching guide
  - b. How these problems are approached → EEPP didactic/teaching guide
  - c. Who is the target audience → EEPP website, EEPP starter guide
  - d. Prior knowledge of the target audience → EEPP didactic/teaching guide
- 4. Clearly defined objectives and content in the EAP**

- a. How objectives are formulated in the EEPP → EEPP didactic/teaching guide and environmental education criteria guides
  - b. Good contents and related to the objectives → EEPP PPEA didactic/teaching guide and environmental education criteria guides
  - c. Main economic activity of the organisation and proposed objectives → Sustainability Observatory Reports, Annual report of the organisation's activities, EEPP didactic/teaching guide
- 5. A plan of activities consistent with the objectives and contents of the EEPP**
- a. Logical sequence of activities → EEPP didactic/teaching
  - b. Activities adapted to the target group → EEPP didactic/teaching guide
  - c. Methodology is oriented towards reflection → EEPP didactic/teaching guide
- 6. Consistent approaches to Environmental Education**
- a. Incorporates socio-environmental visions related to the limits of the planet → EEPP didactic/teaching guide
  - b. Appropriate contents for the target audience → EEPP didactic/teaching guide
  - c. Socio-environmental themes close to the target group → EEPP didactic/teaching guide, Environmental Status Reports
  - d. Critical analysis of situations → EEPP didactic/teaching guide
- 7. Resources consistent with the aims of the EEPP and the principles of environmental sustainability and social justice**
- a. Human resources of the EEPP → Entity's website, Initial guide of the EEPP
  - b. Working conditions of the workers → Entity audit report, Codes of ethics and conduct, Corporate social responsibility report
  - a. Material resources → Teaching/educational guide of the PEA, Environmental education criteria guides
  - b. Financial resources → Audit reports, Annual report of activities of the organisation
- 8. A forecast of evaluation strategies for the EEPP and subsequent publication of results**
- a. Evaluation strategies → EEPP didactic/teaching guide, Environmental Education Criteria Guides
  - b. Synthesis activities → EEPP didactic/teaching guide, Environmental Education Criteria Guides
  - c. Evaluation results → Entity website