

Hukanui Primary School

The Living Room

Engaging with the Community

The Hukanui eco-classroom project would not have been possible without the help and support of project partners and sponsors. The students embraced this idea and created a project icon to promote the eco-classroom

Media

The students also engaged in an awareness-raising campaign, which involved presenting to various groups and media organisations, and mobilising local groups and businesses to get behind the project. Media exposure has been central to the students' success:

“Eco classroom NZ's first”, *Waikato Times*

(<http://www.stuff.co.nz/stuff/waikatotimes/4591347a6579.html>)

“Students proud of their efforts to get eco-classroom up and running”, *Waikato Business News*

(<http://www.ecoclassroomnz.com/WaikBusinessnewsmediarelease.pdf>)

Radio interview, *Checkpoint*, Radio New Zealand National

(<http://www.ecoclassroomnz.com/EcoRadiointerview.mov>)

A **website** and **newsletter** were also created to help keep people informed and up-to-date about progress.

(<http://www.ecoclassroomnz.com/homepage>)

(<http://www.ecoclassroomnz.com/HukanuiNewsletterNov08.pdf>)

Project launch

A highlight of the awareness-raising campaign was the “Green lunch” organised and run by the students and the Parent Fundraising Committee. Local businesses, politicians and existing supporters were invited to Hukanui Primary School so that they could hear more about and explore ideas for the eco-classroom. Malcolm Rands, the founder of the Ecostore product range, was guest speaker and urged the students to keep going:

“Sustainability is about thinking outside the square. You need energy and vision. I congratulate Hukanui School, you are showing both.”

The response from the community has been extremely positive and allowed the classroom to move into construction phase.

