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FOR IMMEDIATE RELEASE

Center for Ecoliteracy Celebrates 20th Anniversary With New Publication and Website

BERKELEY, CALIF., September 28, 2015 ... In honor of its 20th anniversary, the Center for Ecoliteracy today shared highlights from its two decades of fostering social impact and sustainable systemic change in a new publication, *[Cultivating 20 Years of Ecoliteracy](#)*, and has launched a fresh new experience at www.ecoliteracy.org.

The Center is a nonprofit promoting ecological education that encourages schools to teach and model sustainable practices. It was co-founded in 1995 by Peter Buckley, business leader, farmer and philanthropist; Fritjof Capra, author and systems thinker; and Executive Director Zenobia Barlow, a pioneer in creating models of schooling for sustainability.

“Over the past 20 years, we have learned together how education can guide our children to lead meaningful, sustainable and healthy lives,” says co-founder **Peter Buckley**. “The Center knows that social change takes time and is committed to its vision of life-affirming education. The need for this kind of education has grown even more urgent over the years.”

[Cultivating 20 Years of Ecoliteracy](#) is a new publication that celebrates the Center’s twentieth anniversary with compelling stories, beautiful photos and inspiring highlights of its work.

“Ecoliteracy involves a new kind of ‘systemic’ thinking – thinking in terms of relationships, connectedness and context,” says co-founder **Fritjof Capra**. “It means seeing the living world as an integrated whole and recognizing that the major problems of our time are systemic problems. Teaching ecoliteracy is the greatest challenge for education in the 21st century. It is an enterprise that transcends all of our differences of race, culture or class. The Earth is our common home, and creating a sustainable world for our children and for future generations is our common task.”

The Center for Ecoliteracy has quickly taken this philosophy from just another good idea to real, substantive change. In just the past few years, the Center has used its ‘California Thursdays’ program to bring locally sourced meals to at least 42 school districts throughout the state. It has also introduced a broad array of resources for educators and organized education leaders nationwide in an effort to nudge the system in a new direction.

“The ecoliteracy model is grounded in pairing firsthand experience of the natural world with ecological knowledge,” says co-founder and Executive Director **Zenobia Barlow**. “It encourages

wholehearted engagement in the leadership and systems change necessary to transform school communities into embodiments of sustainable living.”

To read the full publication, visit www.ecoliteracy.org/cultivating-20-years-ecoliteracy.

New Website

The Center for Ecoliteracy, working with digital design agency Plumblin Creative, has launched a new website that features technology upgrades and a more mobile-friendly interface. Plumblin’s original website for the Center earned the W3 Web Award, Interactive Media Award, Creativity Award and the GDUSA Interactive Award. The new website improves upon this success and provides visitors with a simple, elegant experience that places the focus on streamlined, curated content, with more robust social media connections.

“We were honored that The Center for Ecoliteracy asked us to rethink the website that we originally built for them almost five years ago,” says **Dom Moreci** of Plumblin. “The new website is mobile-friendly, of course, and fully content-managed. More importantly, however, the new website provides visitors with a simple, elegant experience that places the focus on the valuable educational and informative content that the Center continually generates.”

To view the new website, visit www.ecoliteracy.org.

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About the Center for Ecoliteracy

Located in the David Brower Center in Berkeley, California, the Center for Ecoliteracy is a nonprofit that promotes ecological education and recognizes that students need to experience and understand how nature sustains life and how to live accordingly. It encourages schools to teach and model sustainable practices. The Center leads systems change initiatives, publishes original books and resources, facilitates conferences and professional development, and provides strategic consulting. It works at multiple levels of scale with local, regional, state and national programs.

The Center supports leaders in cultivating conditions for social impact and sustainable systemic change. Major projects include *California Thursdays*[®], an implementation strategy for healthy, freshly prepared school meals from California-grown food advanced through a statewide network of school districts serving more than 250 million meals a year. Its Education for Sustainable Living seminars have attracted participants from five continents and 40 states. The Center has authored or co-authored eight books, including *Smart by Nature: Schooling for Sustainability* and *Ecoliterate: How Educators Are Cultivating Emotional, Social and Ecological Intelligence*. Our *Rethinking School Lunch Guide* has provided structure and insight for districts across the country. (Its parent project, The Food System Project, was ranked among the “top ten funding successes of the decade” by one of its principle funders, the USDA.) Our online educational resources include *Big Ideas: Linking Food, Culture, Health and the Environment*; *Making the Case for Healthy, Freshly Prepared School Meals* and the discussion guide for the Academy award-nominated documentary *Food, Inc.*