

NOVA SCOTIA EDUCATION FOR SUSTAINABLE DEVELOPMENT WORKING GROUP (NSESDWG)
Sustainability Education in Nova Scotia for Everyone (SENSE)
November 2007- April 2008
WORKPLAN & BUDGET

Vision	All Nova Scotian people and organizations are living sustainably.
Goal	<p>Goal 1: Identify key current sustainability activities in schools, communities and media in Nova Scotia in order to find gaps that will help us determine objectives and priorities for future sustainability projects.</p> <p>Goal 2: Enhance cross-sectoral understanding and strategic collaborations between local and provincial governments, education sector leaders, businesses, and non-governmental organizations in order to foster a culture for education for sustainability in Nova Scotia.</p> <p>Goal 3: Influence education practitioners and policy development, particularly in the areas of curriculum, professional development, and facilities management.</p> <p>Goal 4: Secure resources and funding to sustain SENSE.</p>
Objectives	<p>Goal 1: Identify key current sustainability activities in schools, communities and media in Nova Scotia in order to find gaps that will help us determine objectives and priorities for future sustainability projects.</p> <p><i>Objectives:</i></p> <ul style="list-style-type: none"> 1a) Develop a resource directory of education for sustainability activities, resources, and educators addressing the sustainable development themes identified by the United Nations Decade for Education for Sustainable Development. 1b) Complete a curriculum analysis of the public school program 1c) Promote the Ecological Footprint tool in schools to teach students about sustainability and model sustainable facilities management. 1d) Promote The Natural Step framework as a model with which to create a shared dialogue and guide the actions and decisions of communities, governments, businesses, and other organizations. <p>Goal 2: Enhance cross-sectoral understanding and strategic collaborations between local and provincial governments, education sector leaders, businesses, and non-governmental organizations in order to foster a culture for education for sustainability in Nova Scotia.</p> <p><i>Objectives:</i></p> <ul style="list-style-type: none"> 2a) Support cooperation and collaboration between working group members on specific projects. 2b) Support the research and promotion of traditional and local knowledge regarding sustainability. 2c) Develop and implement a communication strategy. 2d) For the 07/08 fiscal year specific emphasis on economic and socio/cultural membership growth <p>Goal 3: Influence education practitioners and policy development, particularly in the areas of curriculum, professional development, and facilities management.</p> <p><i>Objectives:</i></p> <ul style="list-style-type: none"> 3a) Enhance working relationships and share information and resources with business, government and community leaders. 3b) Invite Department of Education Evaluation Services Division to work with SENSE to develop and enhance professional development workshops. 3c) Promote, through partnerships, the training of student and existing teachers in the principles of sustainability. 3d) Encourage professional development in sustainability principles for professional associations, labour unions, business, industry, and political leaders. <p>Goal 4: Secure resources and funding to sustain SENSE.</p> <p><i>Objectives:</i></p> <ul style="list-style-type: none"> 4a) Secure in-kind contributions for services, meeting venues, office and other support. 4b) Secure financial contributions to cover core and project costs.

	<p>4c) Encourage and support partnerships between members on funding applications and share resources on funding opportunities.</p> <p>4d) Maintain structures to implement Working Group activities.</p> <p>4e) To provide membership to the NESDEC as per criteria</p> <p>4f) Develop a communications plan</p> <p>4g) Evaluate activities to monitor for success</p>
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OBJECTIVE	ACTIVITIES How will the objectives be accomplished and who is the target audience?	RESPONSIBILITY	TIMELINES	OUTCOMES What do we expect to accomplish?	SUCCESS INDICATORS How will we know if we have been successful?	BUDGET Cash/in-kind
WORKING GROUPS / SUB COMMITTEES						
1. Identify key current sustainability activities in schools, communities and media in Nova Scotia in order to find gaps that will help us determine objectives and priorities for future sustainability projects.	Coordinate Working Group and steering committee meetings	SENSE steering committee/Secretariat (Executive)	October 2007- April 2008	<ul style="list-style-type: none"> - 4 meetings of the Working Group - 3 meetings of each of the following committees (steering, fundraising and communication) 	<ul style="list-style-type: none"> - We held four working group meetings with approximately 20-40 representatives attending each meeting (November 2007 in Halifax, January in Truro, February in Halifax, and March in Wolfville) - We had monthly steering committee meetings - We have increased our SENSE master contact list and e-newsletter from 160 to 175 individuals/organizations 	<ul style="list-style-type: none"> - Part of Tamara's and Clare's coordination salaries (\$4800 and \$1510 cash) - Meeting expenses (\$5200 of \$8005.42 cash & in-kind)
	To continue with our project: Sustainability Directory and SENSE web site	SENSE coordinator – Tamara Lorincz	October 2007- April 2008	<ul style="list-style-type: none"> - Increase number of entries - Upload documents and update SENSE 	<ul style="list-style-type: none"> - Increase number of directory resources (16 new entries) - Documents added to SENSE web site (more work pending) 	\$2,000 cash

							material on web site			
	To continue with our project: Ecological Footprint (<i>One Foot Forward</i>)	SENSE member – project leader Lacia Kinnear	October 2007- April 2008				- Promotion of sustainability education in the formal sectors	- 4 schools in Eco-Buddies and 60 classes for environmental outreach (3000 students reached)	\$36,000 cash	
	To continue with our project: Atlantic Canada Sustainability Initiative	SENSE member – project leader Clare Levin	October 2007- April 2008				- Promotion of sustainability education in the non-formal and informal sectors	- 13 partners improved sustainability performance over course of phase 1 - 13 partners attended spring 2007 and November 2007 workshop (final workshop in April 2008)	\$70,000 cash	
	To continue with our project: School Greening	SENSE member – project leader Rhea Dawn Mahar	October 2007- April 2008				- Promotion of sustainability education in the formal sector	- Measurable growth, ongoing funding and increasing participation in our projects	\$3,000 in-kind	
2. Enhance cross-sectoral understanding and strategic collaborations between local and provincial governments, education sector leaders, businesses, and non-governmental organizations in order to foster a culture for education for sustainability in Nova Scotia.	Invited speakers to SENSE meetings to talk about sustainability initiatives informal, non-formal and formal (This is how we will support research and promotion of traditional and local knowledge)	SENSE steering committee (Executive)	November 2007-April 2008				- 4 meetings of the Working Group	- We had 3-5 speakers on various aspects of sustainability education present at our monthly meetings - Truro meeting was a great example of an effective and successful meeting that met this objective - We increased our members at each SENSE meeting	Difficult to estimate – part of our meeting expenses and speaker in-kind donations	
	Compile monthly email updates for SENSE members	Tamara Lorincz	November 2007-April 2008				- People participating and being better informed	- We know have 175 organizations/individuals that have joined our email list	- Part of Tamara's coordination (\$4800 cash)	
	Written invitation to key	SENSE steering	November				- Mail out will be	- 50 invitations sent for the private	- Part of	

	stakeholders regarding SENSE and private roundtable with Dr. Farthing	committee	2007-April 2008	coordinated with Symposium promotion	roundtable on sustainability education with Dr. Gerald Farthing on Friday, March 28 - 300 mail outs sent about the symposium to schools, colleges, institutions, NGOs	Tamara's coordination (\$4800 cash) - Department of Education's in-kind donation of \$1000)
	Attending other forums and networks to cross-promote SENSE	SENSE steering committee	November 2007-April 2008	- Finding opportunities to promote SENSE and recruit more members and make connections	- SENSE promotion at the Environmental Education Caucus meetings - Canadian Business Ethics Research Network meeting attended in November 2007 - SENSE promotion at the Canadian Centre for Ethics in Public Affairs events in February 2008	Difficult to estimate – part of Tamara's salary and in-kind (additional time of 40 hours \$800)
	Organize the Sustainability Education Symposium (theme of earthkeeping and peacebuilding) Regular meetings (bi-weekly) and following our timeline Put out a call for presenters before January 2008 Select presenters and have a draft agenda and registration available by mid-February.	Symposium subcommittee and SENSE steering committee/Secretariat (Executive)	November 2007-March 29-30, Call for Presenters was January 2008 Call for submissions for Trashformation Contest was March 2008 Events March 28-30	- recruit new SENSE members - have teachers, other educators, policy makers and members of the public share their successes in educating for sustainability - expect approximately 75 to 100 people to attend	- 65 participants at the symposium - Chronicle Herald and the Metro Daily News published articles about the symposium – First Annual Sustainability Education Symposium: Peacebuilding & Earthkeeping: Creating a Culture of Respect for People & the Planet from March 29 & 30. There was also an evening public forum on Sustainability Education on Friday, March 28 and an Art Contest: Trashformation award reception on Saturday, March 29.	Cash/in-kind detailed in budget – (\$11,163.55 cash and \$3177 in-kind)
3. Influence education practitioners and policy development, particularly in						

the areas of curriculum, professional development, and facilities and management.	Meeting with NS Minister of Education, Deputy Minister of Education and Senior Executive	Tamara Lorincz & Clare Levin	February 2008	- Greater acceptance and support of SENSE work	- Commitment to participate in SENSE, to financially support the symposium and to provide bridge funding for SENSE	\$5000 cash from Department of Education
	Private roundtable with key education leaders on Friday, March 28 with presentation by Dr. Farthing, Deputy Minister of Education in Manitoba	Symposium subcommittee and SENSE steering committee/Secretariat (Executive)	March 2008	- Awareness and support of SENSE work	- This private roundtable was hosted by the Department of Education for 20 key education leaders on Friday, March 28. Some participants expressed a commitment to participate and financially support SENSE from key education leaders.	\$1000 in-kind from Department of Education
	Greening schools and Ecological Footprint	Lacia Kinnear & Rhea Mahar	April 2007- April 2008	- For schools and students to reduce ecological footprint (improve energy efficiency, reduce waste...)	- 3000 (half from November to March) given Eco-Footprint presentation - 4 schools involved in our school greening project	Cash/in-kind (\$36,000 cash and \$3,000 in-kind)
	Atlantic Canada Sustainability Initiative – Professional Development	Clare Levin	November 2007-April 2008	- For partners to reduce ecological footprint (improve energy efficiency, reduce waste...)	- Funding for phase 2 of project (2008-2009) partially secured - April 17-18, 2008 is the final workshop for phase 1 - More partners interested to join ACSI in phase 2	\$70,000 cash
OBJECTIVE	ACTIVITIES	RESPONSIBILITY	TIMELINES	EXPECTED OUTCOMES	SUCCESS INDICATORS	BUDGET Cash/in-kind
NATIONAL ESD EXPERT COUNCIL (NESDEC)						
1. To provide membership to	Participate in the teleconferences and attend	NSEDEC Nova Scotia	October 2007-April 2008	-Advancing the work of NESDEC	- Susan Kelley and Tracy Webb attended NESDEC meeting January	In-kind donation of

the NESDEC as per criteria	the January 2008 national meeting	representatives: Susan Kelley and Tracy Webb	-Promoting NESDEC in NS	2008	time & travel \$4,000
	Report back from NESDEC meeting	NSEDEC Nova Scotia representatives: Susan Kelley and Tracy Webb	- Informing SENSE members of NESDEC work	- Susan Kelley gave NESDEC update report at February SENSE meeting Tracy Webb gave NESDEC update report at March SENSE meeting	In-kind donation of time \$1,000
OBJECTIVE	ACTIVITIES	RESPONSIBILITY	EXPECTED OUTCOMES	SUCCESS INDICATORS	BUDGET Cash/in-kind
COMMUNICATION					
1. To develop an updated communication plan	Prepare the communication plan	Communications committee (steering committee)	Finalize a strategy	- Strategy completed by April 2008 (Invitations to private roundtable. Publicity and promotion for public forum, symposium & Trashformation art contest.)	- Part of Tamara's and Clare's coordination salaries (\$4800 and \$1510 cash)
2. To create a SENSE PowerPoint 'road show'	Preparing a canned presentation on SENSE that any SENSE member can deliver	Tamara Lorincz and Clare Levin	More presentations given on SENSE	- Presentation given 4 times (SENSE meetings, symposium and meeting with the Minister)	- Part of Tamara's and Clare's coordination salaries (\$4800 and \$1510 cash)
3. To implement the communication plan	Writing opinion pieces and announcements about SENSE & Symposium	Tamara Lorincz	Raise awareness	- SENSE article published in MCCE magazine (65,000 issues circulation) - SENSE article published in Chronicle Herald newspaper	- Part of Tamara's coordination salary (\$4800 cash)

							(350,000) - SENSE article published in ACIC quarterly newsletter (1000)					
	Writing opinion pieces and announcements about Symposium	Hetty van Gorp (SENSE member, symposium organizer, and Peaceful Schools International co-founder)	February 2008	Raise awareness			- SENSE article published in Nova Scotia Teacher's Union <i>The Teacher</i> (25,000)					- \$250 in-kind donation (Opinion article published in quarterly newspaper)
	Newspaper Ads	Tamara Lorincz & Bridget Brownlow (Saint Mary's University)					- SENSE event announcements published in Chronicle Herald newspaper four times between January – March (350,000) - Free advertising in the Coast (90,000)					- \$1414 (cash)
4. To send a formal letter inviting participation by key stakeholders identified	Drafting letter and contact list	Communications committee	January 2008	Greater interest, awareness and participation in SENSE			- SENSE packages sent to every principle in Nova Scotia (except French schools) - Private roundtable invitations sent to 50 key education leaders					- \$273.03 (cash)
OBJECTIVE	ACTIVITIES	RESPONSIBILITY	TIMELINES	EXPECTED OUTCOMES	SUCCESS INDICATORS	BUDGET						Cash/in-kind
FUNDRAISING												
1. Match LSF funding of \$15K	Establish fundraising strategy	Steering Committee, Clare Levin, Hetty van Gorp (Peaceful Schools International) & Tamara Lorincz	December 2007-April 2008	\$15K raised from provincial government and other stakeholders			- Cash raised from Department of Education, Department of Labour, Conserve Nova Scotia, Saint Mary's University, EECOM, Sierra Club, Symposium Registrations, ACIC, HRM, RRFB, Poster Sales					- \$15,710 cash raised

2. Meetings of the fundraising committee (steering committee)	Regular meetings to track progress on fundraising	Steering Committee and Clare & Tamara	December 2007-April 2008	Keeping track of funding opportunities and evaluating fundraising strategy	<ul style="list-style-type: none"> - Steering Committee met 4 times and symposium organizing committee met several times from January to March to discuss funding for SENSE and the symposium - Letters to 13 funders sent and follow up phone calls made 	<ul style="list-style-type: none"> - Costs included in SENSE meeting expenses and administrative costs.
3. To develop an updated fundraising plan	Prepare the fundraising plan	Steering Committee and Clare & Tamara	December 2007 and January 2008	Finalize a strategy	<ul style="list-style-type: none"> - Strategy completed by March 2008 - Funders thanked with plaque-mounted poster of symposium with their logo 	<ul style="list-style-type: none"> - Costs included in SENSE administrative costs and symposium expenses.
OBJECTIVE	ACTIVITIES	RESPONSIBILITY	TIMELINES	EXPECTED OUTCOMES	SUCCESS INDICATORS	BUDGET Cash/in-kind
EVALUATING SUCCESS						
1. Getting SENSE members to evaluate SENSE's meetings and work	1. Distributing evaluation forms and survey monkey	Tamara	December 2007-April 2008	High marks received from our SENSE participants	<ul style="list-style-type: none"> - We received positive evaluation from the SENSE meeting in Halifax and Truro (approximately 40 evaluation forms returned) - SENSE members replied to survey monkey and wrote letters of support for ESD 	<ul style="list-style-type: none"> - Part of Tamara's coordination salary (\$4800 cash)

<p>2. The number and quality of our activities</p>	<p>1. Sustainability Education Symposium in March 2. Visit by Deputy Minister Gerald Farthing</p>	<p>SENSE members</p>	<p>December 2007 - April 2008</p>	<p>High attendance</p>	<ul style="list-style-type: none"> - 20 people attended the private roundtable - 75 people attended the evening public forum - 65 participated in the symposium - 25 children participated in the Trashformation Art Contest 	<ul style="list-style-type: none"> - Part of Tamara's and Clare's coordination salaries (\$4800 and \$1510 cash) - Expenses for symposium and events (see budget – cash and in-kind)
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