

## **SENSE Action Planning – Green Roots ESD Strategy Session March 26, 2010**

### **ADVICE**

- Incorporate ESD into organization's overarching goals/ mandate
- Public pressure
- Incorporate appreciative inquiry into ESD efforts
- Encourage people to "join in" rather than "buy in"
- Inspire action (not despair)
- Use \$\$ to drive change
- Ensure ESD creates engaged citizens with critical thinking and sustainability framework
- Accept responsibility to be an active citizen
- Give Kids a chance and encourage them
- Encourage goal setting (make it easier)
- If one door is closed, find another one (change can happen in lots of places. Sometimes simultaneously)
- Celebrate accomplishments!
- Being proactive, show leadership
- Do your homework (know how your activities link to social, economic, and environmental parts of a larger system- know that you are no longer alone)
- Make an economic case for ESD
- Engage the WHOLE community
- Make ESD relevant to people's lives. Be positive, offer to help, find good examples and celebrate
- Ensure comprehensive critical thinking (mindshift, media literacy, individual and collective empowerment)

### **ACCOUNTABILITY**

- Keep things accountable and transparent
- Walk the talk element (sustainable procurement, transportation)
- Tying to accountability measures

### **TOOLS**

Ideas:

- Mandating change (commitments, requirements, providing tools)
- Common Language
- Provide sample sustainable policies for different levels of organizations (green procurement)

Action:

- ESD policy cleaning house
- One stop shop (public)
- Marketing (i.e. eating local)
- ESD dictionary
- Develop common language
- "Carrot Sticks"

### **COUNCIL/ SUSTAINABILITY COORDINATOR**

Ideas:

Expert council

Public consultations for ESD framework

Need provincial roadmap for all stakeholders on ESD

Action:

- Compile policy on ESD from other provinces
- Must invoice NSTU
- Get NB's recommendations
- Eek out allies- District school boards, form teacher associations, teachers unions, education colleges
- Focus on teacher members ( and tell NSTU about them) Get teacher members to take action in the unions
- Involve parents (PTA's)
- Inspire schools to be leaders (i.e. green schools awards- RRFB)
- LSF youth forum on ESD in Education

### **COMMUNITY ACTION**

Ideas:

- Strategy to deliver ESD to communities (Community school, NGO's)

Action:

- Round table on a municipal level to unite all organizations and groups within a town to move forward with ESD initiated by town mayor
- Make-up of round-table (Church groups, town council, naturalist groups, schools, students, youth, IOOF, women's groups, Lions, Legion, Service Groups) Each group would appoint their representative

### **ESD LEARNING**

Ideas:

- Share knowledge and insight (build and foster learning opportunities, communicate creatively and take a risk to reach out)
- Giving people in the community skills to work with students (integrate knowledge present in the community)
- Community schools as a vehicle (Re-align role of coordinator to engage community in ESD)
- Inter-generational learning opportunities- learn from the past and future
- Academia- open the doors in an accessible way so more can learn the good news
- Training- on sustainability, the natural step, HR, etc.
- Recognize and identify formal, non-formal, and informal opportunities for ESD
- Incorporate traditional knowledge (First Nations, New immigrants)
- Make ESD meaningful/ accessible/ applicable to people/ orgs
- Use recognized speakers to convey the message

Action:

- Inform, influence, and inspire
- Knowledge, attitude, and behaviour

- Inform- increase awareness of community schools, what it is, who's doing it where, what is the mandate/ model in place
- Increase awareness about what ESD is in our communities
- Influence- strengthen a model to incorporate ESD pillars (look at models in other provinces, leverage existing program to deliver, ask schools and communities for input to the model)
- Schools- community learning centre (natural resource education centre- Musquodoboit)
- Inspire: Give community members skills to interact with students, inter-generational learning, combine formal/ non-formal/ informal opportunities to make things accessible to the community
- Make ESD meaningful- examples, success stories (What is it? Why is it important?)
- Alternate learning models
- Integrated, collaborative focus
- Break down barriers between generations, community

## **PUBLIC AWARENESS**

Ideas:

- HRM- celebrate the thread of Environment and Sustainability in 5 focus areas
- Organizational engagement through presentations, different mediums (internet, TV)
- Media education and factual representation
- Use common principles to communicate different communities/ sectors in their words
- Monthly competition challenges (class against class, dept. against dept.)
- Leadership- Have a champion)

Action:

- Work toward marketable ESD
  - Images/ branding
  - Intergenerational and engaging
  - Local messaging
  - Incentives/ awards
  - Common language
  - Inclusive
  - Engage in consultation
- Publicize/ celebrate successes
  - All levels
  - Connect existing projects/ initiatives to ESD (capture breadth)
  - Schools, communities, businesses
- Who
  - Gov't
  - NGO's
  - Self promotion
  - Networks
- Increase critical thinking (schools, businesses, everyone)

## **INTEGRATE ESD WITH EGSPA**

Ideas:

- Recommend students/ members to meet ESD
- Regional Action Consciousness Councils

- Fulfill EGSPA mandate by utilizing children's aid (diversion, prevention)
- EGSPA (Dept. of Ed. Or SENSE lobby for new ESD targets in Act (upon review in 2011-12)
- ESD consultation to help define/ refine goals and outcomes for EGSPA
- ESD goals in EGSPA (literacy measure)
- Sustainability lens/ survey test for students and the general public

Actions:

- Get minister to "refer" ESD issue to roundtable
- Educational goal(s) on EGSPA
- Educational targets in EGSPA
- Deputy Minister of Education on Deputy Minister's Forum on Sustainable Prosperity
- Education of civil Service on EGSPA principles, objectives, and goals)