Is what we do environmental education and communication?

August event - Youth and Sustainable Development: Be Aware and Act

Background

Do environmental protection actions include other activities, other than the commonplace thinking of cleaning-up or tree plantation?

How cycling, online activities... become good EEC activities? How do I plan educational activities for one environmental topic, such as climate change?

Why have so many efforts of EEC resulted little in having better sustainable living behavior?

Education and communication are critical to achieving sustainable development. The majority of environmental activities of youths are awareness raising and education activities. Therefore, this August event will equip representatives from environmental clubs and other green change agents with knowledge and skills on environmental education and communication.

Talking about environmental activities, most of organization and individuals think of cleaning up the streets or planting the trees. However, members of The He Xanh are developing very diverse and creative activities, which includes cycling, speaking English, green office, green home, youth training, 3R activities, environmental education for school students… On the other hand, youths are increasingly concerned with what should be the expected results and target audiences of these environmental activities, or how to improve the quality or evaluate the performance of one communication event.

The above questions and concerns will be discussed in the August training. Taking place prior to the new school year, the event aims to motivate and inspire youth about the educational values and insights of their volunteer work in environmental work, and initiate ideas for climate change education in the coming time.

Objectives:

After the training, the participants will:

**Be Aware** (increase their knowledge and understanding):
- Basic understanding of what is environmental education and communication (EEC) and how to develop a environment activity
- Good practices and lessons learnt from implementing EE activities
- Basic skills in developing EE activities

**Act** (improve their skills and actions):
- Apply and improve their current environmental activities
- Initiate plan for climate change education activities for youth members

Participants:
- 30 representatives of environmental volunteers clubs and youth groups in Hanoi (3R, C4E, TGC, GGC, RAEC, Bayer, SnE, VYF… - at least 3 from each club, at least 5 clubs)
- Consider to give opportunities for 20 observers
Criteria for selected participants:
- Have a keen interest in environmental education and communication
- Committed to transferring the trained knowledge and skills to their network and community

**Duration:** 2 days (29-30/8/2009)

**Agenda**

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<th>Time</th>
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<th>Method</th>
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| Day 1 8.00- 8.30 | **Introduction:**  
- Participants  
- Objectives of the training course                                                                 | - Presentations and short activities  
- Game on EE |
| Day 1 8.30- 10.00 | **Theory: WHY and WHAT is EE**  
Fundamental of EE: (concepts, objectives and approaches)  
Description of EE, climate change education, 3R education.  
Communication definition and other misconceptions about communication and education | - Group discussions  
- Small presentation |
| Day 1 10 – 11.30 | **Practices: HOW was EE implemented:**  
List of every EE activities of volunteers clubs and of others.  
Case studies: Strengths and weaknesses (linking to theories of EE) | - Group discussions  
- Exercises for groups to develop plan for EEC activities (their own activities and climate change education)  
- Small presentation |
| Day 1 1h30 – 5h | **Linking theory and practice: How should EEC be implemented**  
Each group will list their current steps in running environmental program/activities, and then step by step to re-plan their EEC activities with new knowledge and skills  
**Life Cycle** of EEC activities: Problem identification, Planning, Implementation, Monitoring and evaluation  
**EEC plan:**  
- Identify problems  
- Set goals, objectives  
- Target groups  
- Measures: Messages, activities  
- Resource management (human, time, finance…) | - Group discussions  
- Exercises for groups to develop plan for EEC activities (their own activities and climate change education)  
- Small presentation |
| Day 2 8h-10.00 | **EEC evaluation**  
**Good EEC examples in Vietnam and in the world. Tips for successful EEC** | - Presentation |
| Day 2 10 – 11.00 | **Basic skills of EEC: Listening skills and Facilitation skills** | - Group work |
| Day 2 1h30 – 4h | **Closing and next steps** | - |