

Oregon Environmental Education Conference: Building and Supporting the Network

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Developing a Common Language for EE and Education for a Sustainable Future

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I. Introduction- Power of Language

II. History- Discussion questions

What terms resonate for you? What about for others?	
What terms might be contentious? Why?	
Large enough umbrella to capture our message? Consider other sectors.	

III. Advocacy Strategies

A. Social movement theories

1. Need to know when to recognize opportunities, create a clear message, transform grievances into clear goals and strategies, and work with authorities to minimize obstacles.
2. Collective action frames- Essential to translate grievances into clear goals and action plans that resonate for the public.

How does environmental education serve the community?	
Master frame- umbrella term?	

B. Know Your Audience

Cultural literacy- Who is your audience? What is the “ask”?	
Relevant initiatives? How help implement?	

IV. UNESCO’s Global Action Program for ESD (See handout)

V. Building a network through teamwork and the “Strengths Model”

- A. No one can do it all.
- B. Everybody can do something.
- C. Need innovative leaders.
- D. Need policy-makers, funding, and infrastructure to support and facilitate efforts.

VI. Conclusion- Our work has value. We are all making a difference for a sustainable future.