I. Introduction- Power of Language

II. History- Discussion questions

<table>
<thead>
<tr>
<th>What terms resonate for you? What about for others?</th>
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<tr>
<td>What terms might be contentious? Why?</td>
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<td>Large enough umbrella to capture our message? Consider other sectors.</td>
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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.