



imprint

**Notes for Environmental
Education and Communication
Presentation**





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Slide 4

People who become involved in environmental education often wish to use it to change people's behaviours in relation to the environment.

However, we must be careful or at the very least aware, that there is a line between creating education which can open minds and teach people to think for themselves so they can make better choices, with a fuller and broader understanding of the world and just indoctrination that wishes to replace one belief system with another.

Slide 5

How do we ask people to care for the environment when they may struggle to take care of themselves financially and practically? Struggle to pay for education, food, rent etc...

Well simply put you dont. We try to offer people an understanding that without a healthy environment we cannot flourish. Some ways of engaging with Nature can help people, financially (energy saving, organic growing) and emotionally (through Nature Connection Programmes)

Finally we must understand that our environment and nature is everywhere and an integral part of everything we do, so if we can facilitate people in understanding that, they can learn about the environment through whatever means they themselves are passionate about, from Architecture to acrobatics, hairdressing to engineering, through technology, art, design, science, politics, business, anything...

Slide 6

We believe what has been termed Nature Connection to be an essential element in anyone's process of learning about the environment. We can like and see the beauty in a tree without knowing the name of it. We can appreciate how being in nature makes us feel, without an in-depth understanding of ecological systems.

The focus of Nature Connection is about helping people to observe, appreciate and become aware of their emotional response to nature. There are activities that we can use to help strengthen and deepen this connection. However, it does not mean we will all be out there hugging trees... it is a personal journey that is different for every person.

The reason this is an important focus within environmental education, is because our decisions are often dictated through emotion rather than logic. We can for example know that it might be cheaper and better for the environment to drive less or buy organic food. However many factors influence our choices, which we will discuss later, however research has shown us that people who feel an emotional connection to nature and feel for it, tend to make more pro-environmental choices.

Slide 7

Be Authentic and Be Realistic

When we start to understand the scope of the problems that face us about our environment, it can be really easy to want to lay blame, other people don't recycle or buy cars that are too big or fly when they don't have to. However, people do not respond well to messages that criminalize or demonize their lives or behaviours.

When talking to learners about environmental challenges, be honest, share the reasons behind the decisions you make, such as choosing to have a car or not grow your own food. Talk about what you would like to improve or change and what the barriers you have to face in making those changes.

But also acknowledge that you are realistic, we cannot all stop emitting carbon immediately, stop using oil, stop travelling, stop using water. What we want to highlight is that we have bad systems, systems that do not function well, that are ineffective in protecting our natural resources, which are whether we like it or not, the foundation of our current materials economy.

This way we separate the negative aspects of our behaviour from who we are as people. We are innovators just waiting to create new systems and new ways of doing things. Until then, we can protect our environment as best we can and invest in our natural resources by using programmes like imprint to improve biodiversity.

Slide 8

Today we would like to share with you some activities that you may find useful as you go forward to work and train with other learners about the environment.

We have some activities about sustainability, about science and nature, and about nature connection.

We will also explore why we make the choices we do and what drives our decisions and behaviours