



earth day 2011

EARTH DAY NETWORK

CAMPUS ORGANIZER GUIDE

www.earthday.org

Campus Global Day of Conversation Inspiring Dialogue on the Environment

Dynamic, aggressive action has the power to capture the attention of peers and leaders, and is most powerful when its purpose is clear. Earth Day 2011's campaign is simple: create environmental dialogues with officials and organize the world's largest environmental service movement to show our leaders the critical importance of protecting our planet. It is time to stop waiting for policymakers to enact environmental legislation and for individuals to become the catalysts for change by generating a Billion Acts of Green.

April 22
Earth Day

Every Act Matters

Introduction

Creating a Dialogue between Decision Makers and Students

Since the first Earth Day on April 22, 1970, great strides have been made in the global dialogue on sustainability. Local governments continue to drive the dialogue on sustainability and to implement innovative solutions. Local leaders understand best how the unique characteristics of their communities will affect current and future challenges such as creating healthier schools, generating green jobs, and promoting energy efficiency.

Last year, Earth Day Network and its partners, ICLEI—Local Governments for Sustainability and the Yale School of Forestry and Environmental Studies, worked with 400 local leaders to engage their communities in active dialogues on environmental issues and concerns, under the umbrella of Global Day of Conversation. These “conversations” touched on numerous issues, such as water conservation, the local green economy, sustainability planning and energy efficiency.

This year, Earth Day Network wants to increase global participation by working with student communities. Campus Global Day of Conversation is designed to help students organize constructive dialogues with campus and government officials on local environmental issues and sustainable solutions for a better future. In the spirit of Earth Day 2011, Campus Global Day of Conversation is a coordinated opportunity for student communities to work with decision-makers to host public events and dialogues in honor of Earth Day.

Organizing a Campus Global Day of Conversation event requires a group of students to organize a dialogue with decision-makers about the environment.

How Can You Participate?

The goal for organizing a Campus Global Day of Conversation is to involve as many of your peers and local community members as possible, in a dialogue with a campus, state, or federal elected official on the environment. To set up an event, all you need to do is secure a location for the meeting and invite an official to discuss sustainability and environmental challenges in your community. Arrange some general questions to ask the official, give them an opportunity to discuss their views on the issues, and then open the floor to spontaneous questions. When you have confirmed your event logistics, register it as an official Global Day of Conversation online at earthday.org/globaldayofconversation.

In summary, you can organize a Campus Global Day of Conversation in one of three ways:

- 1) Reserve a public forum on campus for students to have a dialogue with a campus administrative official. Invite the administrator and create a theme for the conversation from among the many sustainability and environmental issues, such as growing a green economy. Promote the event to the student body and encourage students to ask questions and make suggestions during the dialogue.
- 2) Organize a dialogue between students and local government officials on sustainability and environmental issues that most concern students and the community at large, in a community setting. Promote the event to the surrounding community. Great places for such community events are public libraries, town halls, high school auditoriums, campus auditoriums, etc.
- 3) Get together a group of students and arrange a Skype conversation with your Congressional Representative or Senator by emailing Campus to Congress (C2C) Director, Eban Goodstein, ebangood@bard.edu and Courtesy Copy Franklin Russell, Assistant Director of Earth Day 2011, russell@earthday.org. C2C will organize everything with the federal official; all you have to do is set up a room with a computer, a camera, a faculty moderator, and bring a bunch of students. For more information check out: C-2-C.org.

Remember to register your event online to make it an official Campus Global Day of Conversation
earthday.org/globaldayofconversation

Important Organizing Elements

Policy Research

Do research on the types of policies you and your peers would like to discuss with your campus administration or government officials. Become informed about local environmental issues and the communities' perspectives on the topics you intend to discuss with your campus administration and government officials. If you are planning a discussion with your campus administration, research what other schools are doing in regards to sustainability, whether it be courses or policies. If you are inviting local and state officials to the conversation, examine the current policies. Highlight accomplishments that your institution or community have made in regards to sustainability and the environment and encourage your decision makers to do more.

Working with the Administration, Faculty, and Staff

To have a successful event, organizers need to encourage the involvement of the administration and faculty, in the planning process as well as the event. Faculty and administrators can be used as moderators during your event and provide more organization and professionalism to your forum. Faculty members might also recruit their public policy and environmental classes to participate and may be willing to offer extra credit as an incentive for attendance.

Registering the Event as an Official Global Day of Conversation

To register your event as an official Global Day of Conversation and receive recognition for your efforts, visit our website, earthday.org/globaldayofconversation. Click on the TAKE ACTION button and fill out the registration form. By registering online, your event will become an official Global Day of Conversation, which we will help promote to your local community.

For more information visit:

earthday.org/globaldayofconversation