

ENVIRONMENTAL Teach-In Toolkit 2017



Educate



Internalize



Act



EARTH DAY NETWORK

Education is the foundation for progress. We need to build a global citizenry fluent in the concepts of climate change and aware of the unprecedented threat it poses to our planet. We need to empower everyone with the knowledge to act in defense of environmental protection.

Environmental education leads to an internalization of environmental values. A world inspired by environmental values will take local, regional, and global actions to safeguard the Earth.

This Earth Day we are launching the ambitious goal of achieving global climate and environmental literacy by Earth Day 2020. To accomplish this goal, we are returning to the strategy of the first Earth Day in 1970: Teach-Ins. For Earth Day we are building and supporting coordinated teach-ins around the world where communities will gather to learn about local environmental issues and develop the civic engagement techniques necessary to take action.

Earth Day Network believes that grassroots activism is the best way to build a world literate in climate and environmental science.

With this toolkit, you will be able to organize an Environmental Teach-In for your local community.

TEACH•IN

n. a series of lectures and discussions on a subject of public interest

History of the Environmental Teach-In

Concerned citizens from all walks of life deployed teach-ins at the first Earth Day in 1970. Around the USA, they gathered to learn the facts about environmental degradation happening around them. Earth Day teach-ins helped educate and mobilize citizens across America to demand that Congress act to protect the environment. Ultimately, this activism led to the landmark Clean Air Act, Clean Water Act, and other groundbreaking legislative accomplishments.

What an **EARTH DAY 2017 TEACH-IN** can accomplish

Collective Civic Action is needed to make real, lasting progress for the environment. Holding a teach-in for your community will both educate others on the destruction of the environment happening around the world and provide your community members with the tools they need to advocate for policies that safeguard the local environment. Together, these actions will add up to substantive and lasting progress on a national and global scale.

The goal of an Earth Day 2017 Teach-In is to educate the members of your community about global environmental issues, how these issues impact the local area, and empower and mobilize your community to take informed civic action to protect the environment.

At the end of a successful teach-in, your audience should walk away prepared to advance progress on climate action and environmental protection.

As you read through this toolkit, think about the unique ways your community can accomplish these three objectives:

1

Educate your community about environmental and climate issues that have direct local impacts.

2

Promote internalization of environmental values.

3

Empower your community with the civic engagement skills necessary to take action to solve local environmental and climate issues.

Teach-In Preparation

1

FORMING AN
ORGANIZING
COMMITTEE

2

RECRUITING
PROGRAM
SPEAKERS

3

SELECTING A
MODERATOR

4

CREATING
AN AGENDA

5

COMMUNITY
OUTREACH

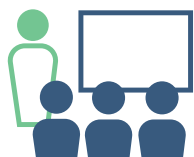
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PRE-EVENT
LOGISTICS

1 FORMING AN ORGANIZING COMMITTEE

Depending on the size of the teach-in, you may need to create an Organizing Committee to support the event and facilitate day-of logistics.

A sample Organizing Committee could include:



Chair

Tasks include coordinating support, meetings, and internal communications.



Engagement & Outreach Team

Tasks include crafting key messages about the event, working with local press to promote event coverage, and building attendance for the event. This group should have strong writing skills and preferably have or can build contacts in the local press.



Logistics Team

Tasks include securing a venue, equipment, transportation, signage, accessibility, and recruiting day-of volunteers to help direct attendees, set up equipment and more.



Program Team

Tasks include planning and setting the agenda, finding and securing speakers, identifying and securing a moderator, and planning moderator questions.

Consult Earth Day Network's Earth Day Action Toolkit for guidance on developing a team and media campaign, recruiting additional support, and more.

Earth Day Action Toolkit available at earthday.org/toolkits

TIPS ON RECRUITING SUPPORT

- Engage with local community organizations or businesses that have the skills needed for the tasks outlined above.
- Advertise a sign-up form for recruiting volunteers.

2 RECRUITING PROGRAM SPEAKERS

Recruiting engaging, inspiring, and knowledgeable speakers for your event is critical. Ideal speakers are respected subject-matter experts and active in the community. These could be heads of local organizations, teachers and professors, and/or local elected officials.

Refer to the “What an Earth Day 2017 Teach-in Should Accomplish” section on Page 3 to frame your recruitment of ideal speakers.

Ideal number of speakers: 3 to 5

Too many speakers will leave little time for audience participation.

Be intentional and strategic with whom you invite.

Create an ideal list of speakers with a few back-up names in case some of your first asks are unavailable.



Invite speakers who can bring concrete tasks for audience members to accomplish through civic action.

VIP speakers and local elected officials can draw larger audiences.

EDUCATE

Seek experts on environmental and climate science




SAMPLE SPEAKERS AND TOPICS:

-  Environmental science professor speaking on local environment issue
-  Scientist from a government or non-government organization presenting on global climate change

EMPOWER

Seek experts on civic action

SAMPLE SPEAKERS AND TOPICS:

-  Political science professor training the audience on civic engagement
-  Advocacy organizations presenting ways the audience could participate in their campaigns
-  Local or regional elected leadership addressing opportunities for public engagement

SPEAKER RECRUITMENT PITCH

Earth Day 2017 teach-ins will be occurring simultaneously around the world. Speakers will be taking part in an international movement to promote environmental and science literacy and spur action. This is an unprecedented time for action. People not previously engaged in making their voices heard are looking to participate. Now is our chance to provide them with that opportunity.

3 SELECTING A MODERATOR



The role of the moderator is to:

- Keep the program on schedule
- Field and manage questions from the audience
- Contribute questions to stimulate discussion with the audience



Your moderator should:

- Have strong public speaking skills
- Be knowledgeable on the discussion topics
- Be generally informed on the expertise of the speakers
- Have a deep understanding of the Teach-In's goals and the event itinerary to properly facilitate discussion



Good potential moderators include:

- Professors (especially in environmental science or government)
- Heads of local environmental/civic/faith organizations, or student leaders
- Respected, charismatic individuals not directly aligned with environmentalism but influential in your community

4 CREATING AN AGENDA

The purpose of the agenda is to keep the teach-in on schedule and goal-oriented. The Program Team can take the lead in developing the agenda. Your moderator will follow the agenda to ensure the teach-in is proceeding as planned.

Utilize the ‘What an Earth Day 2017 Teach-In Should Accomplish’ section found earlier in this toolkit for reference. The important difference between a teach-in and a conference is the teach-in’s focus on educating and civic action training.

TEACH-IN

n. a series of lectures and discussions on a subject of public interest

The agenda can largely be up to you, but be sure to include the following:

- 1 An introduction speech explaining “why are we here?” with an overview of the concept and goals of the teach-in. This speech should also introduce the Program Speakers.
- 2 Viewing of the livestream or video recording of the Washington DC teach-in on the National Mall. The estimated time of the speeches in DC will be from 10AM-2PM East Coast time. Check earthday.org for updates on specific scheduling details.
- 3 A discussion educating the audience on environmental issues facing the world and the local community.
- 4 A discussion of civic action skills and methods
- 5 A closing speech addressing the question, “What are the next steps?”

SAMPLE AGENDA

15 mins	Introduction by the Chair of the Organizing Committee
30 mins	Watch speeches from the DC teach-in on the National Mall
1 hr	Education & Program Speakers: Global climate change and what it means for our community
15 mins	Q&A
30 mins	Break
1 hr	Community engagement and civic action panel
15 mins	Q&A
15 mins	Closing Speech and call to action by the Chair of the Organizing Committee or other leader

5 COMMUNITY OUTREACH

The effectiveness of your teach-in depends on attendance. Reach out to your entire community – not just environmentalists – to ensure an inclusive and diverse event. Here are some suggestions for attracting attendees:



Start advertising early. More time means more opportunities to spread the word.



Utilize social media platforms to promote the event. Create a teach-in event page and be sure to craft content and updates to regularly post. Diversify your use of platforms. When posting, be sure to tag us @EarthDayNetwork and use the hashtag #EarthDay2017.



Utilize active advertising. Create a flier with a logo or image and the details of the event. Hand out fliers in high traffic areas and consider going door to door in your communities.



Build partnerships with local businesses who can advertise the teach-in or provide sponsorships or products.



Build partnerships with local leaders who can endorse the teach-in on social media and in the press.



Inform school/college administrations who can pass along information to students.



Advertise to community clubs and other local organizations.



Ask your Program Speakers to advertise on social media and in local press.



Register your event with Earth Day Network and we will help you spread the word.
www.earthday.org/register

6 PRE-EVENT LOGISTICS

When choosing a venue, consider:

Expected attendance

Refer to similar events that have taken place in your area to get an idea of how many people might attend.

Infrastructure

Consider locations that already have in place some of the infrastructure you will need such as large monitors or projector screens, sound equipment, and seating for large audiences.

Weather

Outdoor events need a contingency plan for inclement weather.

Audio

Pick a venue where your attendants will be able to hear speeches and discussions. Avoid venues with frequent noise pollution.

Accessibility

Event attendees may require wheelchair ramps or other accommodations.

Location

Some possible event locations might include:

- Lecture hall or auditorium
- Library
- Concert venue
- Town green or park
- Sports stadium
- Theater or amphitheater
- House of worship

Equipment

Possible equipment needs:

- A projector, mics, and chairs for speakers
- Chairs and mics for the audience
- Tables for signing in and food
- Name tags
- Signage at the venue to direct attendees

Registering attendees

There are plenty of online registration options the leadership team should research and consider using. Use social and traditional medias to market the teach-in, but be sure to have an official registration tool so that you can follow-up with guests about moving forward with your planned local action.

MARCH FOR SCIENCE

EARTH DAY



APRIL 22, 2017



MARCH FOR SCIENCE & WEEK OF ACTION

Earth Day Network is organizing a teach-in on the National Mall in Washington, DC on Earth Day in partnership with the March for Science. Earth Day Network encourages and is available to provide guidance for teach-ins in coordination with any satellite March for Science around the world.

Consider collaborating with those planning a March for Science in your local area. Earth Day Network and March for Science organizers can help make that connection if needed. For more information visit our website, www.earthday.org/marchforscience.

FOLLOW US



@EarthDayNetwork

Use #EarthDay2017 to share your event with the world. You might even get a shout-out!

STAY IN TOUCH



Contact Earth Day Network with any additional questions, and be sure to Register your Teach-In at earthday.org/register to add your community's voice to the worldwide movement of Earth Day 2017 Teach-Ins.