

**MOBILIZEU**

# Campus Teach-In Toolkit 2018



Educate



Internalize



Act



EARTH DAY NETWORK

Education is the foundation for progress. We need to build a global citizenry fluent in the issues of plastic pollution and aware of the unprecedented threat it poses to our planet. We need to empower everyone with the knowledge to act in defense of the environment and their own health and well being.

From poisoning and injuring marine life to disrupting human hormones, from littering our beaches and landscapes to clogging our waste streams and landfills, the exponential growth of plastics is now threatening the survival of our planet. In response, Earth Day Network (EDN) is positioning Earth Day 2018 to be a pivotal moment in fundamentally changing the human attitude and behavior concerning plastics and catalyzing a significant reduction in plastic pollution.

Earth Day Network's strategy to *End Plastic Pollution* has the following goals:

- inform, mobilize and help activate citizens across the globe to demand governments and corporations control and diminish plastic pollution; and,
- to support institutions and individuals to take personal responsibility for plastic pollution by choosing to reject, reduce, reuse and recycle plastics.

Over the next three years, Earth Day Network will leverage the platform of Earth Day (April 22) 2018 and the growing excitement around the 50th Anniversary of Earth Day in 2020 to engage key actors, constituencies and influencers. We will mobilize our global network of NGO's and grassroots organizations, campus youth, mayors and other local elected leaders, faith leaders, artists and athletes, and primary and secondary students and teachers to build a world of educated consumers, voters and activists of all ages who understand the environmental and health consequences of using plastics.

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 and its inhabitants.

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 to bring environmental values and expertise to your community.

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## TEACH•IN

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

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### History of the Environmental Teach-In

A teach-in is similar to a general educational gathering on any complicated issue, usually problems of importance to society. The main difference between a teach-in and a seminar is the refusal to limit the discussion to a strict academic scope. Teach-ins are meant to be practical, participatory, and oriented toward action. While they include experts lecturing on the area of their expertise, discussion and questions from the audience are welcome and at the core of the methodology.

Concerned citizens from all walks of life deployed teach-ins at the first Earth Day in 1970. Around the United States, 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 2018 TEACH-IN** can accomplish

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

The goal of an Earth Day 2018 Teach-In is to educate the members of your campus community about the dangers of plastic pollution to humans, wildlife, and our planet. A 2018 Teach-In will provide individuals with the necessary knowledge and skills to take appropriate actions to reduce and ultimately eliminate plastic waste.

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

1

Educate your school about environmental issues connected to plastic pollution.

2

Promote internalization of environmental values.

3

Empower students with the civic engagement skills necessary to take action to solve local environmental issues.

# Teach-In Preparation

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1

FORMING AN  
ORGANIZING  
COMMITTEE

2

RECRUITING  
PROGRAM  
SPEAKERS

3

SELECTING A  
MODERATOR

4

CREATING  
AN AGENDA

5

COMMUNITY  
OUTREACH

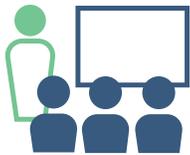
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PRE-EVENT  
LOGISTICS

# 1 FORMING AN ORGANIZING COMMITTEE

Create a Student Organizing Committee to support the event and facilitate day-of logistics.

A sample Student Organizing Committee could include:



## Coordinator

Tasks include coordinating support, meetings, and internal communications.



## Engagement & Outreach Team

Tasks include crafting key messages about the event, working with local and campus press to promote event coverage, and building attendance for the event.



## 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. Many colleges and universities have Event Scheduling Departments that will be a good resource for your event.



## 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](https://earthday.org/toolkits)

## TIPS ON RECRUITING SUPPORT

- Approach professors or other local staff members as well as local businesses that have the skills needed for the tasks outlined above.
- Advertise a sign-up form for recruiting volunteers.
- Email leaders of environmental clubs on campus to assist in the recruitment process.

## 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, professors, Administration officials at your institution, and/or elected student leaders.

Refer to the “What an Earth Day 2018 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.**

### SPEAKER RECRUITMENT PITCH

Earth Day 2018 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 to eliminate plastic pollution worldwide. 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.

## EDUCATE

### Seek experts on environmental and climate science

#### SAMPLE SPEAKERS AND TOPICS:



Environmental science professor speaking about how plastic pollution is impacting the habitats and local waterways surrounding campus.



Campus administration representatives who can discuss the solid waste process of the campus and any initiatives to reduce or eliminate plastic waste on campus.



Representatives from local companies, environmental organizations, or government agencies who work to reduce the negative impacts of plastic pollution on the surrounding areas.

## EMPOWER

### Seek experts on civic action

#### SAMPLE SPEAKERS AND TOPICS:



Political science professor training the audience on civic engagement and voter registration.



Student advocacy organizations addressing on-campus opportunities or campaigns for the audience to join.



Elected student officials presenting on how to participate in on-campus governance.

### 3 SELECTING A MODERATOR



The role of the moderator is to:

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



Your moderator should:

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- 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:

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- Professors (especially in environmental science or government) or president of University
- Heads of campus environmental/civic/faith organizations, or student leaders
- Student leader, member or president of a popular student organization/alliance
- Someone who can inclusively represent the entire school community

## 4 CREATING AN AGENDA

The purpose of the agenda is to keep the event 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 2018 Teach-In Can 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.

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 A discussion educating the audience on environmental issues facing the local community stemming from plastic pollution.
- 3 A discussion of civic action skills and methods
- 4 A closing speech addressing the question, “What are the next steps?”

15 mins	Introduction by the Coordinator of the Organizing Committee
1 hr	Education & Program Speakers: Plastic Pollution on our campus and in our community. Understanding the impacts to human health, wildlife, and our environment.
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 event depends on attendance. Reach out to the entire school – 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 Facebook 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 #EarthDay2018 and #EndPlasticPollution.



**Utilize active advertising.** Create a flyer with a logo or image and the details of the event. Hand out flyers in high traffic areas; post flyers in dormitories, apartments, and other student housing. Write event details in chalk on sidewalks throughout campus.



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



**Discuss the event with your professors** and ask them to share information with their different classes. Reach out to the president of your university and invite them to attend or participate.



**Inform school administrators** who can pass along information to students. Email specific colleges (engineering, business etc.) to put the event in the newsletters.



**Contact university groups, clubs, and organizations** for help getting people to an event. Examples include Greek Fraternities and Sororities, intramural sports teams, and student alliances.



**Ask your Program Speakers to advertise** on social media. Have them reach out to the editor of the school paper to advertise the event.



**Register your event with Earth Day Network** and we will help you spread the word. [www.earthday.org/register](http://www.earthday.org/register)

## 6 PRE-EVENT LOGISTICS

When choosing a venue, consider:

### Expected attendance

Refer to similar events that have taken place at your school before to get an idea of how many people might attend.

### Infrastructure

Consider locations on your campus 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 park or field
- Sports stadium or arena
- Theater or amphitheater
- House of worship
- Campus Quad Space

### Equipment

Possible equipment needs:

- Many institutions have technology services that allow students to rent equipment
- 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.

### Plastic Free!

Be sure there are zero single-use plastics at the event! Instead of offering bottled water, provide water coolers to refill reusable water bottles. Invite vendors who can showcase a variety of plastic-free alternative products. Coordinate with your campus solid waste entity to ensure that recycle bins are prominently featured and there are also trash bins and, if possible, compost bins for food waste.



## **EARTH DAY NETWORK**

Earth Day Network's mission is to diversify, educate and activate the environmental movement worldwide.

Growing out of the first Earth Day, Earth Day Network is the world's largest recruiter to the environmental movement, working with more than 50,000 partners in nearly 195 countries to build environmental democracy. More than 1 billion people now participate in Earth Day activities each year, making it the largest civic observance in the world. We work through a combination of education, public policy, and consumer campaigns.

The first Earth Day on April 22, 1970, activated 20 million Americans from all walks of life and is widely credited with launching the modern environmental movement. The passage of the landmark Clean Air Act, Clean Water Act, Endangered Species Act and many other groundbreaking environmental laws soon followed. Twenty years later, Earth Day went global, mobilizing 200 million people in 141 countries and lifting environmental issues onto the world stage.

As the 50th Anniversary of Earth Day approaches, the time is long overdue for a global outpouring of energy, enthusiasm, and commitment to create a new environmental paradigm.

## FOLLOW US



**@EarthDayNetwork**

Use #EarthDay2018 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](http://earthday.org/register) to add your community's voice to the worldwide movement of Earth Day 2018 Teach-Ins.