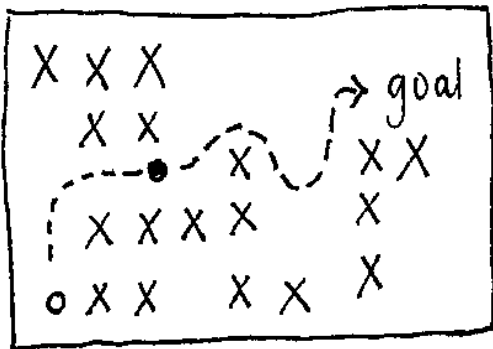


TEACH for ESD

STRATEGISE ESD ACTIONS



Plan ESD Actions



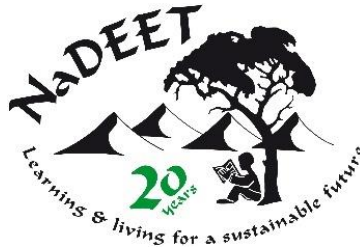
Fund ESD Actions



Environmental Club

Teach for ESD - Toolkit Guide 3.4

STRATEGISE ESD ACTIONS



Published in 2024 by the Namib Desert Environmental Education Trust (NaDEET).

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OVERVIEW

For us to have a long-lasting and positive impact on protecting the environment, we need to work towards having on-going ESD activities. One of the greatest challenges many of us face in implementing ESD activities is to maintain momentum and enthusiasm to keep going.

We can overcome many of these challenges by strategising our ESD activities. **Planning our ESD activities** well in advance is key for implementing successful and long-term ESD. Some ESD activities might require finances. We can request support from the school budget; and we can **fund ESD activities** ourselves through environmentally friendly fundraisers and by approaching potential donors. Establishing an **environmental club** or having a dedicated group of learners and other staff members that come together regularly to implement well-planned ESD activities, enables us to achieve so much more! Let us remind ourselves why we want to do ESD and thereby keep our motivations high.

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1. PLAN ESD ACTIONS

We are all at different stages of integrating ESD into our schools. Some of our schools do not yet have any ESD, or very little. Some of us may have once-off projects, while others have regular ESD programmes.

There are also some schools that have already an ESD leadership and/ or policy and may even be part of an official programme.

We can take inspiration from one another, but not judge our own progress by comparing with others.

In any of these situations it is important to develop an overall plan that accurately reflects the stage or level of ESD implementation of our school. The plan needs to be realistic, therefore should not be overly ambitious or too easy to achieve.

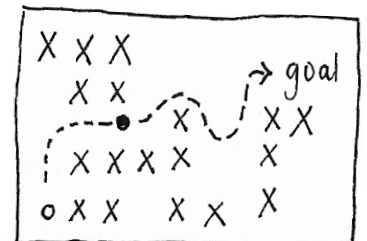


IMPLEMENTING BODY

There are many different avenues we can use to implement our ESD actions. Ideally, we can use (or establish) our school environmental club. But we can also utilise our existing school garden, agriculture, or science clubs to implement ESD activities if there are not enough resources to start another club. Our ESD Management Committees (see **Toolkit 3.3 – Develop ESD Leadership**) are there to guide us or they can also be implementers. We should build upon the existing initiatives at our school to strengthen them.

LEVELS OF PLANNING

There are many different levels on which we can plan our ESD activities. From integrating ESD into the school's overall strategic plan to adding it onto the school calendar, this is important to ensure ESD activities are prioritised.



STRATEGIC ESD PLAN

Our school board can ensure that ESD is specifically included in the School Development Plan or a school strategic plan. This strategy outlines how the school can improve and maintain standards of education and its facilities. Therefore, it is the ideal place to integrate ESD and the many activities in **Toolkit 3 – Let's Get Practical**. This plan is usually for a longer period of time and may not include specific details. If our school has an environmental policy, then these should complement each other. However, a school strategic plan can have ESD objectives even without a school policy.



Be inspired by **Kakoma Primary's Sustainability Plan** video of their plan to improve sustainability at their school in Malawi.

Be flexible!
Sometimes even the best made plans need to be changed.

ESD ACTION PLAN

We can develop an action plan for our environmental school policy, ESD management committee and/or for our club activities. An action plan helps ensure that our goals can be achieved as it determines what is to be done, by when and who is responsible for implementation.



See **pgs. 46 - 47** for a template and an example of a project planning sheet in the **NYCCC Youth Action Programme** from **Toolkit 3.3**.



Use the **Guides for Youth NGOs** for sustainable project planning and management ideas on **pgs. 7 - 10**.

If we do not have a policy, we can still develop an action plan.

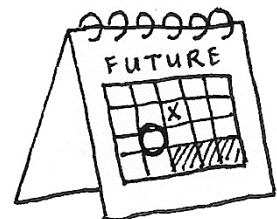
A school ESD action plan can have varying levels of detail. For many projects, a simple, short plan is sufficient. For projects that may require more funding, input or time, it may be important to develop an action plan with more details.



See the **Guide for Sustainable Schools in Manitoba** for guidance and templates on setting up a school sustainability plan. There are also many other useful sections in this resource.



See the **School Environmental Management Plan Template** for other sample templates. Remember to adapt it!



ANNUAL SCHOOL CALENDAR

One of the best ways to ensure that ESD activities will be sustained is to simply add it to the school's annual plan. Many schools begin their annual planning at the end of the school year for the next year. This includes the school's activity calendar and work plan, as well as the school budget. It is the opportunity to ensure that special environmental days will be celebrated (see **Toolkit 3.8 - Create Environmental Awareness**) and that fundraisers can be earmarked for environmental projects.

Some school circuits or regions also share their school calendars to ensure there is no conflict of community events and to look for occasions to work together. This is a good opportunity to share our ESD plans and activities further.



RESOURCES FOR PLAN ESD ACTIONS

Junior
Primary



Senior
Primary



Junior
Secondary



Senior
Secondary



Teacher

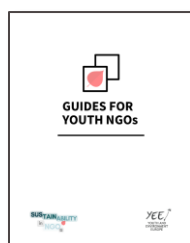


Kakoma Primary's Sustainability Plan

VIDEO: Presenting Kakoma School and its challenges, the video report introduces the school's sustainability plan, including areas of action they have identified, as *Empower Projects* aims to raise funds to implement it.

AUTHOR: Empower Projects (2018)

Link: <https://www.youtube.com/watch?v=M6wWrhnbUII>

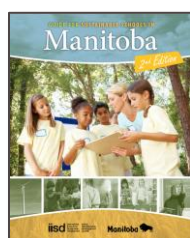


Guides for Youth NGOs

MANUAL: Aiming to improve the quality of work of youth NGOs, this easy-to-understand guide informs on fundamental basic practice techniques and principles that can assist in project management and planning.

AUTHOR: Youth and Environment Europe (2018)

Link: <https://yeenet.eu/wp-content/uploads/2018/12/Guides-for-youth-NGOs.pdf>

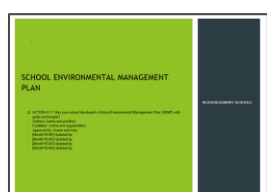


Guide for Sustainable Schools in Manitoba

MANUAL: Using a whole-school approach to sustainability, this guide is designed to help schools develop, implement and monitor sustainability plans, including relevant information, guidance and support materials.

AUTHOR: International Institute for Sustainable Development, Manitoba Education (2016)

Link: https://www.edu.gov.mb.ca/k12/esd/pdfs/sustainable_guide.pdf



School Environmental Management Plan

TEMPLATE: This document on school environmental management plans outlines the concept of a "resource smart" school, guides environmental impact evaluation, and the creation of a relevant resulting action plan.

AUTHOR: CERES School of Nature and Climate (n.d)

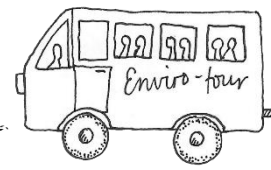
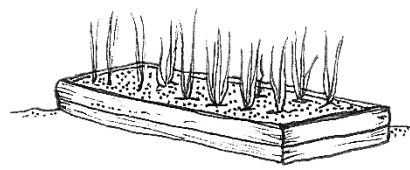
Link: <https://sustainability.ceres.org.au/resourcesmart-schools/resources/>

2. FUND ESD ACTIONS

To implement some of our great ideas, it is essential that we plan them carefully and that we can fund them. For some activities only little money is needed, while for others we may need to raise money for several months before we have reached our goal. We should try to ensure our fundraising efforts are sustainable, i.e., not a huge amount of work for little gain. Remember, we can also ask for in-kind donations as many people, organisations and companies may happily support our clubs with items, but not cash money. Choose the right approach to match the amount of funds needed.



Donors want to know why and for what purpose their money or in-kind donation will be used.



Activity / Project:	Have a Club Get Together	Paint an SDG Mural	Establish a Food Garden	Plan an Enviro Tour
Items needed:	<ul style="list-style-type: none"> ✓ Drinks ✓ Snacks 	<ul style="list-style-type: none"> ✓ Paint ✓ Brushes 	<ul style="list-style-type: none"> ✓ Shade cloth ✓ Fencing ✓ Soil ✓ Seeds 	<ul style="list-style-type: none"> ✓ Transport ✓ Food ✓ Accommodation
N\$ Amount:	SMALL	MEDIUM	LARGE	LARGE
Where to get funds / In-kind donations:	Club budget	Local companies	School budget, companies, funding opportunities	MoEAC, parents, fundraisers, local companies

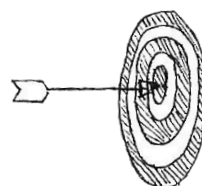


PLANNING THE FUNDING PROPOSAL

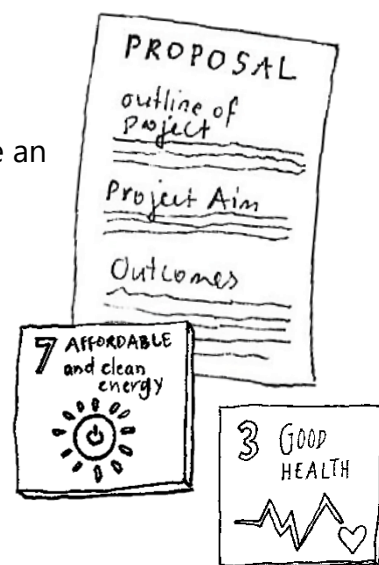
Regardless of how much money we are trying to raise, the first step is to make an outline of the project.

1. We can begin by clearly defining the **project aim**:

- **What problem do we want to address?**
- **Why is this important?**



Think about why this is important to the school, as well as why this may be important for improving conditions in Namibia or addressing the SDGs.



TOOLKIT 3.4 STRATEGISE ESD ACTIONS

2. Then we can determine the **objectives** and **outcomes** of the project and which activities will be implemented to achieve these.

→ **What actions will we take to achieve our project aim?**

3. Next, we need to make an **implementation plan**, which sets out a timeline and may also include who is responsible and what funds are needed for each activity.

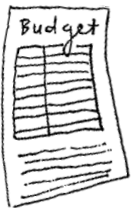
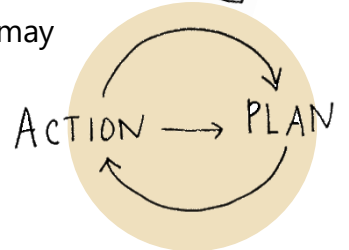
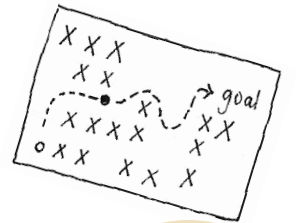
→ **How long do we need for each action?**

→ **Who is responsible for which steps?**

4. We can use this information to write our **budget** for the project. We need to determine which funds we can contribute ourselves and what we need to fundraise in-kind or in cash.

→ **What materials do we need?**

→ **Do we have these materials? Or must we fundraise for them?**



Look at **pgs. 24 - 27** in *Shambekela Guide for Environmental Clubs in Namibia* and **pgs. 51 - 54** in *Getting Started* in *Tools of the Trade* (see **Toolkit 3.9**) for advice on budgeting and making checklists.

WRITING & SUBMITTING THE PROPOSAL

We need to find organisations, businesses or government agencies who want to contribute funding to our project. It is a good idea that we first make an inquiry before submitting a full proposal. This can be a phone call, email or also a one-page concept note that states the aim, objective, activities and budget in short without details. It saves us a lot of time as only a donor that is truly interested will ask for a longer, full proposal. When we write our proposals, it is important to write in clear and concise language. We should ask others to proofread to ensure that our idea has come across correctly.

TIPS FOR WRITING A PROPOSAL:

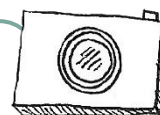
- ✓ Write clear and concisely.
- ✓ Add photographs.
- ✓ Get a letter of support.



Look at *Namibia Chamber of Environment's Apply for NCE Grant* as an example and potential source of funds, or the **CIVIC +264 Calls for Proposals** link.



See the article **NAB School Garden Funding Project**, for an example of a recent funding opportunity for school gardens.



To put together a successful proposal read through and take note of the guidance in **Writing a Funding Proposal**.



Remember to follow up with your proposal to ensure it was received.

HOSTING OUR OWN FUNDRAISERS



We should make our fundraising efforts as environmentally friendly as possible and in line with the goals we are trying to achieve - e.g. a fun community clean-up day with the opportunity for the community to help or contribute funds, or both. Use the opportunity to set an example, educate and promote sustainable development. Exchange environmental services for a fundraiser instead of just asking for money, ask to be sponsored for doing environmentally friendly actions.



Use the **Successful Fundraiser Checklist** to help get started.



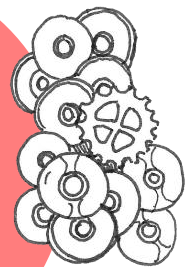
SPORTS EVENT

Host a big walk, run, netball or soccer game.



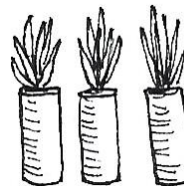
RECYCLED ART

Create decorative or useful art projects for sale or sponsorship.



DRAMA/FILM NIGHT

Host a drama or film night for learners and ask for an entry fee donation.



PLANTS

Sell tree saplings, waterwise succulents or vegetable plants.

CLEAN-UP PARTY

Ask for sponsorship per bag.



2nd-HAND CLOTHES SALE

Ask for clothes donations and then sell these.



HEALTHY FOOD

Sell vegetables from the school garden or other healthy foods.



Make sure to say "thank you" to your donors!



RESOURCES FOR FUND ESD ACTIONS

Junior
Primary

JP

Senior
Primary

SP

Junior
Secondary

JS

Senior
Secondary

SS

Teacher

T



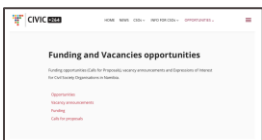
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Apply for a NCE Grant

WEBSITE: A link to the NCE grant application form, information on the NCE fund and opportunities it offers.

AUTHOR: Namibian Chamber of Environment

Link: <https://n-c-e.org/apply-for-NCE-grant>



T

CIVIC +264 Calls for Proposals

WEBSITE: A link to a database of "calls for proposals" from Namibian civil society organisations, with links to submit and get in contact with the relevant organisations.

AUTHOR: CIVIC +264

Link: <https://www.civic264.org/na/opportunities/calls-for-proposals>



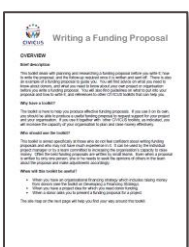
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NAB School Gardening Project

ARTICLE: Introducing the project, this summary article outlines the work of NAB in schools, explaining how they are advocating for future crop farmers through providing practical teaching-learning opportunities.

AUTHOR: Namibian Agronomic Board (2021)

Link: <https://www.nab.com.na/wp-content/uploads/2021/05/NAB-School-Gardening-Project.pdf>



T

Writing a Funding Proposal

MANUAL: This is a guide to proposal writing with the specific intention of receiving funding. It explains the necessary steps prior to writing, the writing process and the subsequent follow up once the proposal is sent.

AUTHOR: J. Shapiro, CIVICUS (n.d)

Link: <https://www.civikus.org/documents/toolkits/Writing%20a%20funding%20proposal.pdf>



T

Successful Fundraiser Checklist

HOW-TO: This is a checklist for the purpose of planning and carrying out a successful fundraiser. It goes through things that one should consider and/or ensure are in place to implement your fundraising initiative.

AUTHOR: Get Fully Funded (n.d)

3. ENVIRONMENTAL CLUBS

It is important that environmental education and ESD is not seen as an extra-curricular activity, but as part of the curriculum. Nevertheless, having an **environmental club** (or a science or sustainability club) can provide learners with the opportunity to acquire more in-depth environmental knowledge and values, as well as to take even more action for sustainability and the environment.

"If you want to go fast, go alone. If you want to go far, go together."

AFRICAN PROVERB

ENVIRONMENTAL CLUBS

usually consist of a group of learners and teachers who want to raise awareness and act for the environment. It can also involve parents, institutional workers, or community members.



It is not difficult to start an environmental club but keeping it going requires *good planning* and *good structure*. There is no right or wrong way to start an environmental club; however, there are some steps that we can take to make our environmental club an active and successful one. Here are some basic guidelines:

Before you start

- ✓ Think & brainstorm
- ✓ Get other staff members involved
- ✓ Get approval & 'buy in' from management



Establish an Environmental Club

- ✓ Advertise to attract members
- ✓ Hold the first club meeting:
 - ~ Give the club a name (& logo)
 - ~ Establish club officials and roles
 - ~ Brainstorm a club vision & mission
 - ~ Draw up an action plan

We must consider the role of the environmental club to ensure that its activities have a far-reaching impact for the entire school.

Run and Maintain the Club

- Maintain membership
- Fundraise and manage finances
- Engage stakeholders
- Plan and organise club activities

Environmental Club Activities

- Action-orientated activities
- Learning-orientated activities

ESTABLISHING AN ENVIRONMENTAL CLUB

ADVERTISE AND ATTRACT MEMBERS

We can make an announcement that we will be starting an environmental club and invite learners and other stakeholders to join (e.g. institutional workers, parents, community members). We can also hang up posters and a "Sign Up" list, where learners that are interested to join the club can put their name down. This will give us a good indication of the level of interest.



HOLD THE FIRST MEETING

The first meeting is important to set down foundations and expectations.

Discuss the following points:



- What is an environmental club? What is the purpose of the club?
- Which activities would the members like to do? What are our interests?
- How often and when will the club meet?
- What rules and expectations should be made?
- What will be the club's name and logo?

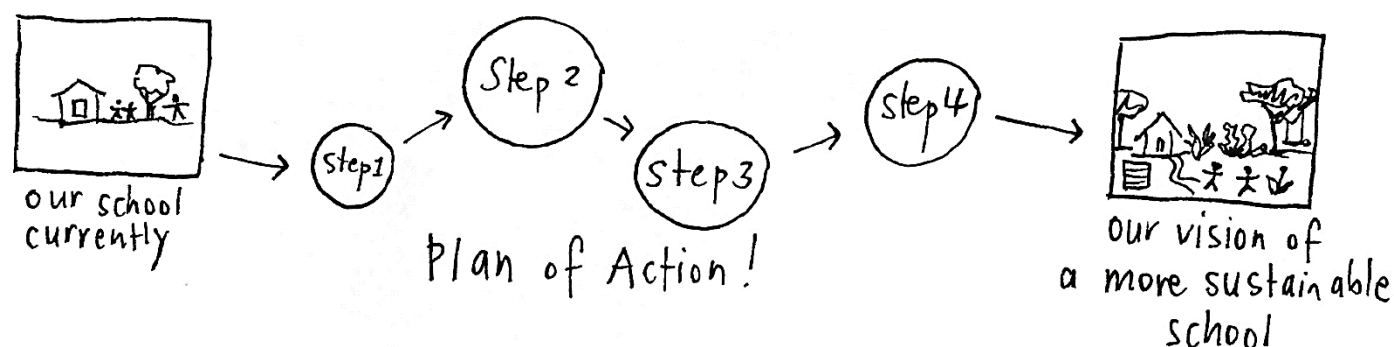
Give everyone an opportunity to ask questions. Especially if we have younger learners in the club, make sure to include a fun activity, such as an environmental game – refer to **Toolkit 3.9 Teach in Nature**.

DEVELOP A CLUB VISION & ACTION PLAN

This can be done at one of our first meetings. Have a brainstorming session to discuss and decide as a club:

CLUB VISION: What is the vision for the club? What is the main purpose of the club? What are the short-term and long-term goals?

ACTION PLAN: Which activities will be done? What resources will be needed? When will the different activities and projects be implemented?



ESTABLISH CLUB OFFICIAL ROLES AND RESPONSIBILITIES

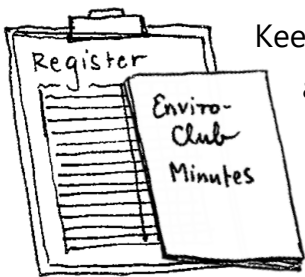
It is vital that our learners are part of the leadership and management of the club. This takes off the pressure from the coordinating teacher to organise everything and allows learners to share responsibility and gain many organisational skills. As coordinators, our role is to help our leaders understand and perform their duties well so that our environmental club can grow strong. Club official roles usually include: a chairperson, secretary, treasurer, and communications officer.



Read more about how to start a club, establish club roles and run successful club meetings on **pg. 7-9** in *Building Effective School Environmental Clubs*.

RUNNING AND MAINTAINING AN ENVIRONMENTAL CLUB

REGISTER & MINUTES



Keeping a register at each club meeting or activity is good practice. This introduces accountability and allows us to keep track of who comes regularly and is committed to the club. During meetings where club officials meet to discuss administrative and logistical issues, it is important that minutes (notes) are taken to keep a record of what was discussed.

MAINTAINING MEMBERSHIP

Besides keeping a register that holds learners accountable, **incentives** such as being able to go on an exciting field trip or environmental tour – refer to *Toolkit 3.9 - Teach in Nature* - at the end of a term or school year, can be a big motivation for many learners to join and participate continuously in club activities. We can also use this to award learners at the end of the school year with certificates in recognition of their participation at the annual award ceremony. This is part of greening special events – refer to *Toolkit 3.8 - Create Environmental Awareness*.



FINANCES

Working with money, especially other people's money, must be taken seriously and is an important responsibility. It is essential that careful record is kept of the club's income and expenditures.

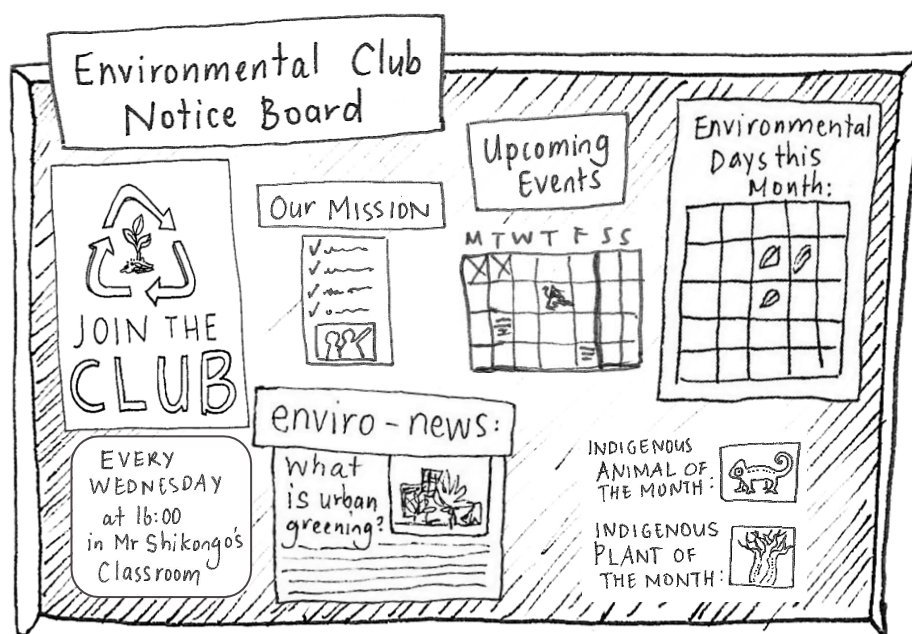


Get more tips on managing a club, keeping register, taking minutes, and managing finances on **pg. 12, 15-18** in the *Shambekela Guide for Environmental Clubs in Namibia*.



COMMUNICATION

Continuously keeping club members informed about upcoming events, and updating the information on the notice board keeps it interesting for current members and may make other learners interested to join the club as well. As the club facilitator, it is our responsibility to update other staff members about the club's activities, challenges, and achievements.



PLANNING ENVIRONMENTAL CLUB ACTIVITIES

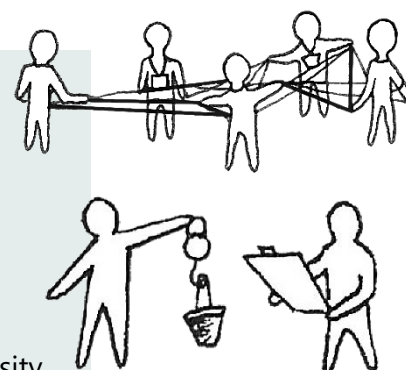
As environmental club coordinators, let us do a variety of *different types of activities*, for meaningful ESD to take place. We can implement many of the activities presented throughout **Toolkit 3 – Let's Get Practical** with our environmental clubs. Some of the activities presented are **learning-orientated activities**, whereas others are **action-orientated activities**. Ensure a good balance of both types:

LEARNING-ORIENTATED ACTIVITIES

- Watch a short video on the importance of conserving biodiversity.
- Read an article about how climate change is affecting Namibia – and what we can do to adapt and mitigate the effects.
- Teach and explore all of the SDGs.
- Invite a guest speaker to share indigenous environmental knowledge and practices.
- Explore the Earth Charter together.

ACTION-ORIENTATED ACTIVITIES

- Plant indigenous trees and bushes.
- Create habitats for birds and insects.
- Make posters about biodiversity on the schoolgrounds.
- Set up a recycling system.
- Make recycled fire balls.
- Build a solar oven.
- Set up a tippy tap.
- Audit water use at school.
- Build a compost heap.
- Start and maintain a food garden.



"Remember that club activities should be informational, creative, practical and enjoyable for students. To achieve this, meetings should comprise of a mixture of theoretical and practical activities."

BUILDING EFFECTIVE SCHOOL ENVIRONMENTAL CLUBS: A GUIDE FOR TEACHERS

RESOURCE CHECK

For more ideas on environmental club activities, see the *Gee Om!* presentation **Schools Environmental Clubs Ideas on Activities**.

RESOURCES FOR ENVIRONMENTAL CLUBS

Junior
Primary

JP

Senior
Primary

SP

Junior
Secondary

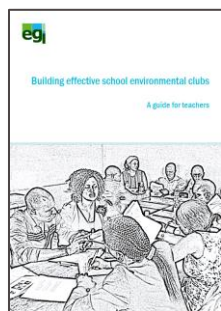
JS

Senior
Secondary

SS

Teacher

T



SS

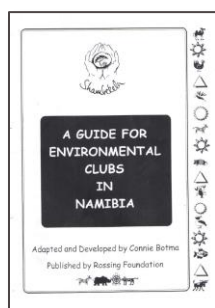
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Building Effective School Environmental Clubs – A Guide for Teachers

MANUAL: This manual advises on the development of a school enviro club through exploring fundamental principles and club management. It includes practical tools, examples and planning guides for club success.

AUTHOR: Environmental Governance Institute (2013)

Link: <http://engov-institute.org/wp-content/uploads/2016/12/EGI-Guide-Final.pdf>



JS

SS

T

Shambekela Guide for Environmental Clubs in Namibia

MANUAL: This booklet from the early 1990s provides guidance to Namibian schools in setting up and managing a club, including some ideas for activities and projects, and a list of useful resources.

AUTHOR: Connie Botma, Rossing Foundation (n.d.)



JS

SS

T

Schools Environmental Clubs Ideas on Activities

PRESENTATION: This presentation from Gee om! presents the organisation's suggestions for school clubs and their vision for the potential of clubs in Namibia. It also gives ideas of projects and tips for success.

AUTHOR: Wolfgang Schenk, Gee Om! (2018)

STRATEGISE YOUR ESD ACTIONS is part of the TEACH FOR ESD TOOLKIT

