

GEEP Annual Delegation Meeting Notes

Meeting Location: Washington, DC

Hotel: [Carlyle Hotel](#)

Monday, October 16: Defenders of Wildlife

Tuesday, October 17: National Geographic Society

Objectives for the Meeting:

- Identify specific ways to support our goal of being a “network for networks” to build capacity for environmental education. Discuss what it takes to be global network for social change and how that links to measuring our success with the GEEP.
- Review the Call for Action strategy (including videos) and develop an action plan for receiving global feedback on the Call and how it can be used as a tool to strengthen the field and focus attention on key priorities for the next decade. Discuss a possible social media campaign as a tool for advancing the field and communication strategies when the voting ends.
- Review the work of the GEEP to date and discuss ideas for strategic approach to future work, including small grants, fellowships, case studies, country profiles, white papers, eePRO for other countries, translation, 30 Under 30, policy analysis, how EE can help address the SDGs, the SE Asia Strategy, and more.

Meeting Participants:

Name	Country	Title	Organization
Alan Reid	Australia	Associate Professor	Monash University
Arjen Wals	The Netherlands	Professor	University of Wageningen
Mphemelang Ketlhoilwe	Botswana	Associate Professor	University of Botswana
Gus Medina	Canada	Environmental Education Consultant	
Kartikeya Sarabhai	India	Director	Centre for Environmental Education

Paul Ofei-Manu	Japan	Senior Policy Researcher, Education	Institute for Global Environmental Strategies
Margie Simon	Mexico	Director General	CICEANA
Alex Kudryavtsev	Russia	Consultant	Cornell University
Anita Anderson	New Zealand	Education Manager	Department of Conservation
Jan Eriksen	Denmark	Former President	Foundation for Environmental Education
Ian Humphreys	Northern Ireland	Executive Director	Keep Northern Ireland Beautiful
Benjamin Caceres Murrie	Chile	Co-founder	Museo de Historia Natural Rio Seco
Nicole Ardoin	United States	Associate Professor	Stanford University
Pepe Marcos-Iga	United States	Chief Operating Officer	Western National Parks Association
Charlotte Clark	United States	Assistant Professor	Duke University
Reiji Ikeda	Japan	Deputy Director	Ministry of the Environment
Marcia McKenzie	Canada	Professor	University of Saskatchewan
Joe Heimlich	United States	Evaluator	Center for Research and Evaluation
Tsung Yung Liu	Taiwan	Director General, Department of Comprehensive Planning	Environmental Protection Administration- Taiwan
Ling-Chu Wu	Taiwan	Senior Executive Director	Environmental Protection Administration- Taiwan
Tim Hsu	Taiwan	Professor	National Dong Hwa University

Wen-Feng Chang	Taiwan	Environmental Coordinator, Department of Comprehensive Planning	Environmental Protection Administration- Taiwan
Hrung-Jyhun Wang	Taiwan	Professor	National Dong Hwa University
Angela Lu	Taiwan	Engineer	Environmental Protection Administration- Taiwan
Rhea Liu	Taiwan	Engineer	Environmental Protection Administration- Taiwan
Ginger Potter	United States	Senior Education Specialist	U.S. Environmental Protection Agency
Justin Harris	United States	Manager, International Environmental Partnership	U.S. Environmental Protection Agency
Judy Braus	United States	Executive Director	North American Association for Environmental Education
Bill Finnegan	United Kingdom	Founder	Tamarack Media
Melissa Taggart	United States	Fellow	North American Association for Environmental Education
Amanda Luh	United States	Environmental Education Specialist	North American Association for Environmental Education

Monday, October 16, 2017

Meeting Location: Defenders of Wildlife (1130 17th St NW, Washington, DC 20036)

- 8:00 Meet in hotel lobby to walk together with NAAEE staff person to meeting location; walking directions [here](#).
- 8:30 Breakfast Goodies
- 9:00 Welcome to the GEEP Annual Delegation Meeting
- Judy Braus, NAAEE
 - Justin Harris, US EPA
 - Director General Liu, EPA Taiwan
 - Ginger Potter, US EPA

- 9:15 Getting Started and Meeting Overview
- 9:45 GEEP overview and progress to date
- 10:15 BREAK
- 10:30 New Thinking about Networks
- Maggie Ullman, Founder, Ullman Consulting
- 11:45 Stretch Break
- 12:00 Evaluating a Network: Baseline Assessment
- Joe Heimlich, Center for Research and Evaluation, Lifelong Learning Group
- 12:45 Lunch
- 1:45 Next steps from morning discussion
- 2:15 BREAK
- 2:30 GEEP Call for Action: Next steps and promoting to your networks
- 3:00 Small groups to talk about how to best use the Call for Action to elevate the field and the GEEP
- 3:45 Report Outs and Discussion of Next Steps
- 4:20 Super Quick Highlights
- 5:00 Meeting wrap up and plan for Tuesday
- 5:10 Meeting close
- 5:20 Free wine in hotel lobby!
- 7:00 Dinner at [Ankara](#)

Tuesday, October 17

Meeting Location: National Geographic, Hubbard Dining Room (1145 17th Street NW; Washington, DC 20036)

- 8:30 Breakfast
- 9:00 Getting Started
- Overview of National Geographic by Mary Ford, Director of Education Programs, National Geographic, and NAAEE board member

- Recap of Monday

9:15 Looking Ahead: Creating a collective work plan for the year ahead

Overview of 2018 Activities

- How to use the Call for Action to help frame our work?
- How to integrate the Sustainable Development Goals to help frame our work?
- How to use our strategic plan to frame our work (strengthen policy and practice, networks for networks, pushing the field ahead)

9:30 Small Group Work

- Goal 1: Building capacity to advance policy and practice (How can the case studies and small grants support best practice and link to the SDGs?)
- Goal 2: Foster strategic partnerships to create a “Network for Networks” (How can we develop a SE Asia strategy to show how we can help support regional efforts? How can we share network mapping and best promote collaboration, discussion, and learning?)
- Goal 3: Promote innovation through a Global EE Think Tank (How can the GEEP push the envelope in 2018? What is the most innovative and helpful thing we can do? How can we measure impact?)

10:30 Break

10:45 Report outs and discussion from small groups

11:15 Final updates and closing thoughts

11:45 Wrapping up: virtual conference week and beyond

12:00 Meeting close

LUNCH in the National Geographic cafeteria

12:30 Leave for Livestreaming Opening of the Virtual Conference (a few GEEP delegates will participate)

Free afternoon to tour DC / National Geographic/ etc.

5:30 Networking Reception at the St. Gregory Hotel (walking directions [here](#))

7:30 Dinner on your own

New Thinking about Networks Presentation: Maggie Ullman

The presentation focused on defining a network and describing various models and components of a network as they might be relevant to the GEEP. Groups discussed new ideas at intervals throughout the presentation. Some discussion highlights from Maggie included:

- The group considered the difference between national and international networks. For international networks, promises made during large meetings can be hard to keep once participants return to their home countries. Additionally, education is directly related to culture and language and that adds a layer of challenge to international networks.
- People are part of networks that connect in to additional networks. This overlap can strengthen the GEEP if we work to strengthen these connections instead of focusing on GEEP as a singular entity.
- Network development requires that network leaders invest time and effort into cultivating users and building lasting connections. Without this, many networks go defunct.
- Connections are forged through trust and relationship building. In order to get to a point of honesty and vulnerability, the network needs more structured time together to work and deliver outcomes.
- Networks may not have an unlimited lifespan; moving forward involves asking tough, but important questions. One such question is asking members if the network has run its course, and being open to their responses, even if they are tough to hear.
- Alex commented that providing members with multiple ways of engaging can encourage participation. Maggie replied that this speaks to the need for flexibility as members “vote with their feet.” Mechanisms and processes for gauging input is an important aspect.

After this discussion, the presentation continued to address the role of emotion, trust, optimism, and participation in networks. Participants noted they have felt a range of emotions when joining a network such as: gratitude, positivity, joy, and admiration. Arjen also noted that people get involved in networks based on negative emotions, too. Even so, the intention is that a group move from negative to positive emotions as it becomes a productive network.

Evaluating a Network – Joe Heimlich

Delegates took about 20 minutes to complete survey worksheets that asked each person to peruse a list of environmental education networks from around the world, and to highlight the strength of connection they might have. Delegates were also asked to add to the list if they knew of a network that was not listed. Web call follow ups will be scheduled with individuals after the baseline evaluation results are disseminated. After this, the group returned to discussion. Highlights include:

- The group determined that GEEP cannot reach out to each network, so we must consider how to reach out intentionally. This baseline network evaluation is a tool for assessing:
 - How relationships are strengthening with time
 - How the network is performing
- Joe and Maggie shared their thoughts on the GEEP network to date and suggested:
 - The strategic plan as a living document meant to evolve along with the GEEP. The current plan led to products (case studies, country profiles, etc), but this may not always be the need moving forward.

- Governance and membership: flexibility is important in the beginning, but as the network grows consider who is in charge, involved, and what is expected of members.
- What else do we (GEEP) need to know about ourselves?
 - Do we have right people at table?
 - Do we know is what we do has an impact, and to what extent?
 - Who knows about GEEP?

Action Items:

- Joe will analyze the network worksheets, conduct interviews with delegates, and produce a summary baseline report for GEEP delegates, along with recommendations for next steps.
- GEEP needs to dig in to membership and governance as we evolve.

Call for Action Small Groups & Discussion

After previewing the new video animations and the ActNowForEE.org website, small groups broke out to discuss next steps for the Call for Action. Groups presented 3-5 highlights from their discussion, as summarized below.

- The Call for Action naturally leads to a plan for action and this plan will need a timeline for reporting results, developing next steps, and deciding on when to end the feedback window. First, there needs to be marketing and promotion to encourage people in the networks we have identified to participate in the campaign.
- The group discussed the importance of moving forward all 10 of the actions, not just the top three as identified by the campaign. Working groups for each action within GEEP were suggested as an option, with a goal of producing a timeline, survey, and metrics to culminate in a one-pager from each action group.
- The Call for Action was framed as a living document and as a guideline for excellence that can involve new contributors and users from businesses, communities, and civic groups. Gaining signatories or commitments for action during a specified time by mayors or other local officials was also suggested.
- Groups discussed the need to define membership and governance as the GEEP expands by potentially targeting developing countries for representation, or those most in need of environmental assistance/education, as well as countries currently leading on issues related to SDGs.
- Ideas for encouraging feedback on the Call for Action included adding ActNowForEE.org to email signatures, websites, and social media accounts, and considering accessibility for non-English speaking communities (maybe making it available in the seven languages used by the UN). We also discussed the possibility of seeing results in real time (or close to it) which could drive participation, creating forums or webinars for each goal, and inviting professors to integrate the Call for Action into their curriculum.
- Ideas for how to use the results included: creating a global blueprint for people to develop their own local environmental education plan (LEEP), gathering both global and regional results,

promoting results to all contributors and groups of interest, gathering feedback on local uses, and coordinating assistance within local networks.

Follow up thoughts after small group sharing included:

- We should involve youth (e.g. 30 Under 30) to expand the campaign and its relevance to younger demographics.
- Governance emerged as a common theme to consider the role of GEEP as the network for networks: what are we doing and who is doing it?
- Kartikeya mentioned that we have shifted from tools to programs, but the Call for Action can be viewed as a tool for others to use to take action in their local contexts.
- Nicole suggested that we consider opportunities available in the cross-cutting networks and communities that are not geographically-bound

Small Group Work for 2018 Goals

Small groups worked on ideas for the 2018 goals: Case Studies & Small Grants, SE Asia & Networking, and the Innovation Think Tank.

Case Studies & Small Grants

Group 1: Nicole, Alex, Judy, Anita, Benja

Since case studies are already being used by university instructors, it was suggested that case studies be organized into an e-book or a living document online to be connected with short introductory videos as a way to provide context and attract new users. Case studies, which are already linked to relevant SDGs, could also be connected to relevant Call for Action items and a 3D matrix based on SDGs, CFAs, and best practices could be created to make case studies easier to find and sort according to user interest. Finally, the use of metrics was suggested in order to see what people are accessing, how much time they are spending there. The group also discussed ways to use small grants to support bring young people into the network who can create more case studies and enhance their accessibility.

Group 2: Ian, Paul, Reiji, Angela, Charlotte

The group suggested adding additional ways to keep people's attention once they have first found the case studies by adding features such as thumbs up/down/likes and a place to add comments or notes about each study. The group also suggested promoting the case studies via social media, perhaps developing a theme of the week to drive people to related case studies and providing a way for them to leave feedback.

Group 2 also supported using small grants to focus on bringing young people (like the 30 Under 30) into the GEEP network to provide support for placement in externships or fellowships in areas of particular need. Another suggestion was to use small grants as a way to support the GEEP network through funding meetings and reviving defunct networks in struggling yet relevant areas. Finally, the small grants could be organized under an annual message or theme for people globally to submit proposals for work they are doing in areas of need for EE.

SE Asia & Networking

Group 1: Joe, Director General Lui, Ling-Chu, Justin, Melissa, Susan

Group 1 discussed the idea of a SE Asia Summit on environmental education with the Ministries of Environment from currently participating GEEP countries was suggested as a next step in the SE Asia strategy. The group discussed the possibility of providing translators as well as asking for a report or presentation from each country, possibly following a provided template. It was added that as more partnerships form, it is important to consider the process and meaning of membership in GEEP.

Group 2: Kartikeya, Bill, Wen-Feng, Pepe, Alan, Tim

Group 2 considered how the GEEP network can add value to all that is happening in the world of EE, where those involved are not always connected or aware of each other. It was agreed that eePRO adds value at global level but further contributions could include bringing in speakers to meetings and conferences (“GEEPx”) and setting up a protocol for participation that regions could use to approach GEEP and build a partnership. This type of protocol could provide more opportunity for young people in the field to transfer between regions for internships, fellowships, and other opportunities.

Innovation Think Tank

Group 1: Ginger, Arjen, Hurng-Jyung, Amanda, MJ, Marcia

Group 1 discussed optimizing current systems to create change and connecting the Call for Action to the SDGs, particularly to goals 9, 10, and 12. The group focused on the opportunities in public-private partnerships to emphasize the potential of circular economy, especially at local, community levels (including schools). These partnerships can be integrated with the GEEP through sponsored or endorsed case studies linked to the Call for Action and SDGs.

Group 2: Gus, Kim, Rhea, Anne, Margie

Group 2 focused on ideas related to funding and partnerships. GEEP could partner with countries or organizations that pay fees, so that GEEP can provide external rewards such as funding and develop something like the “IEEF” (International Environmental Education Fund) to move objectives forward.

Commitments

Each GEEP participant identified their individual commitments to the GEEP for 2018.

Name	Commitment 1	Commitment 2	Commitment 3
Reiji Ikeda	Adding to the case studies related to SDGs 1, 2, and 7		
Mele Wheaton	Proofing the Call For Action for inclusive language related to sustainable development	Follow up on networks that were included in Joe's survey	

Margie Simon	Call for Action #10 funding working group	Network analysis	GEEP Ambassador
Justin Harris	Governance and membership	IEP connection	SE Asia summit
Angela Lu	Case study translations	GEEP Ambassador	
Nicole Ardoin	Case studies by interested graduate students		
Anita Anderson	Case studies	Call for Action follow up	
Alex Kudryavtsev	Case study e-book for use in universities		
Arjen Wals	Case Study and a Country Profile from Sweden	GEEP Ambassador	Think Tank: circularity, public-private partnerships, change/transition/reconfiguring EE
Joe Heimlich	Network analysis	Write up of notes from GEEP meeting (end of day activity)	Interviews of GEEP members
Jan Ericksen	Governance and membership		
Marcia McKenzie	Assist with network analysis	Assist with Call for Action survey data	Identifying case study gaps in "action" areas: partnership, leadership, higher education, & indigenous communities
Tim Hsu	SE Asia summit strategy		
Alan Reid	Case Study next steps	Call for Action next steps	
Charlotte Clark	Network analysis	Governance	
Benja Caceres Murrie	Two Case Studies from Chile	Case Study translation to Spanish	
Hurung-Jyuhn Wang	Country Profiles	SE Asia Summit and strategy	
Gus Medina	Work group for global fund	Will follow up on previous commitments	
Paul Ofei-Manu	Follow up on policy analysis -- impacts/achievements of EE law and the overall implementation of EE in these countries	Develop 20-25 page summary document of the policy analysis report	
Kartikeya Sarabhai	Case Study "gaps" -- good cases where impacts of programs are measured	Governance model	SE Asia network and summit

Ian Humphreys	Small grants development	Complete a Northern Ireland case study	Leadership and capacity building goal; links to FEE
MJ Ketlhoilwe	GEEP Ambassador	Contribute a Case Study	