

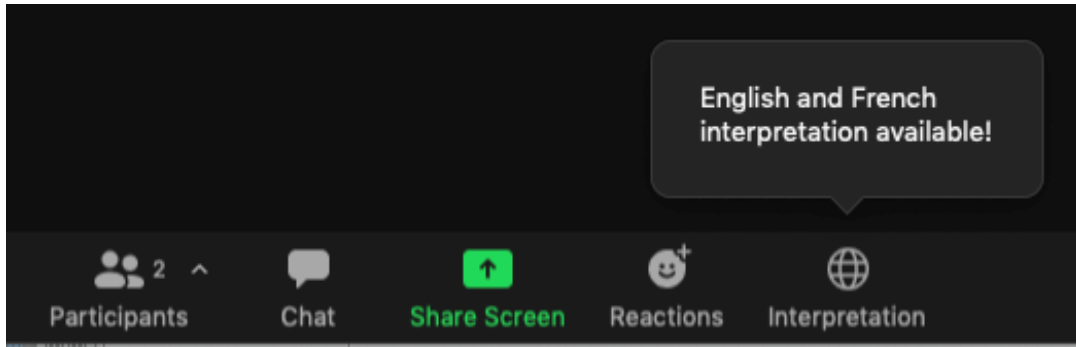
HE-2b-REG & HE-3b-REG

Final Plenary Session

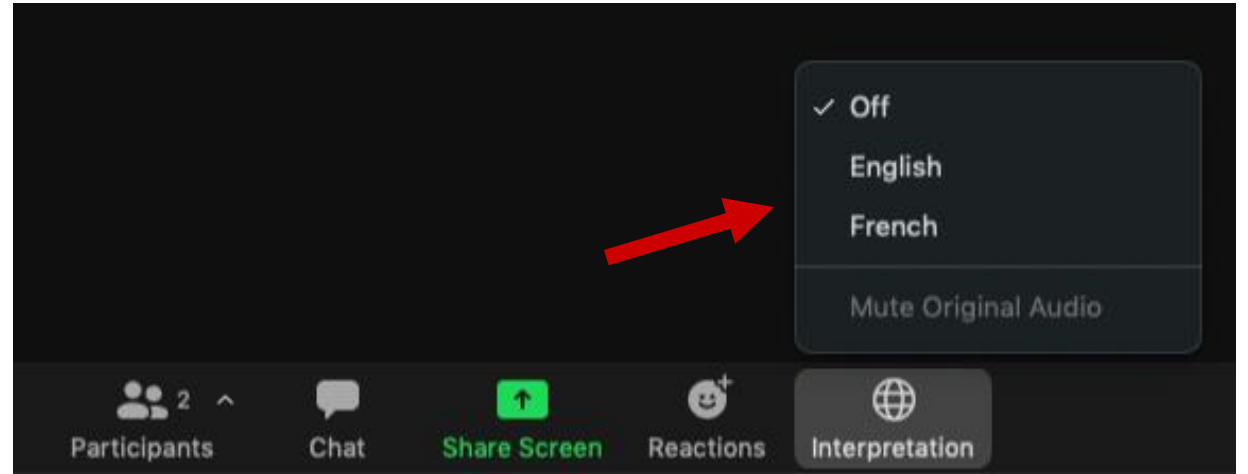
Overview & highlights of the WES
Regional Activity



1. Select your language / *Choisissez votre langue*



1

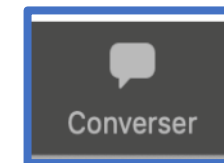
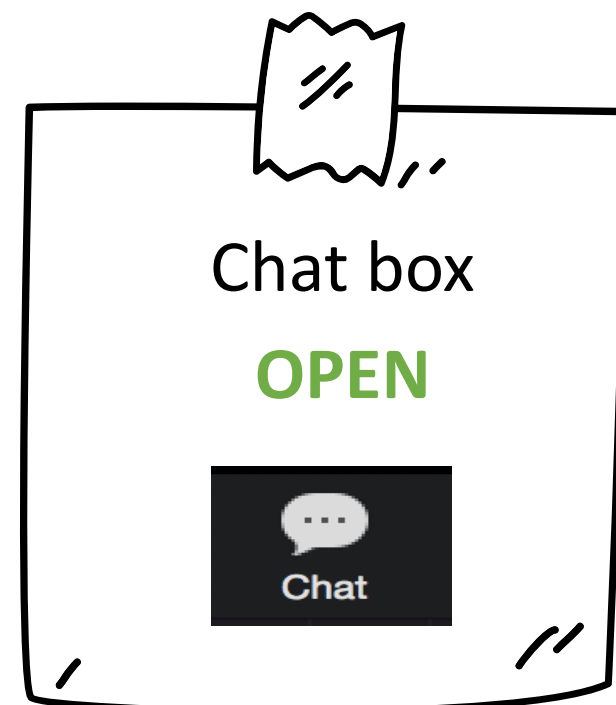
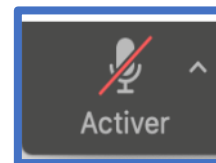
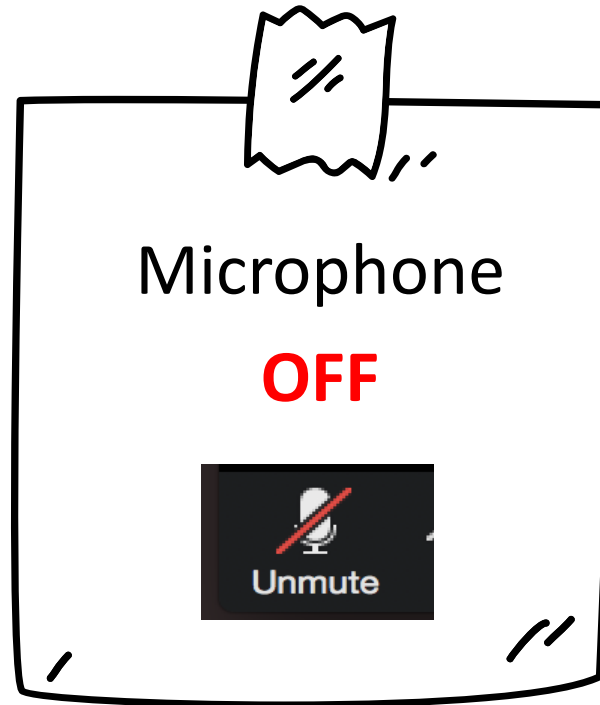
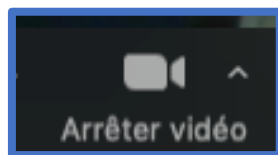
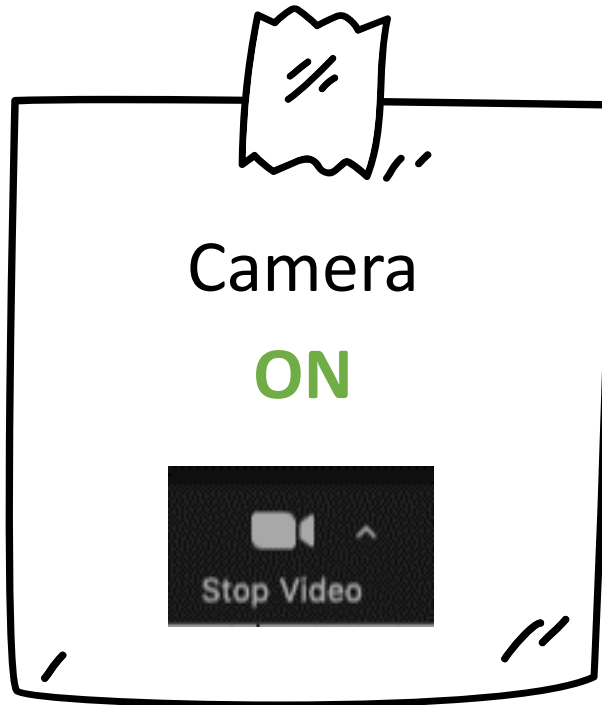


2

2. Rules Règles



Water and
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Time-line



Online survey
July - October 2023

Water and
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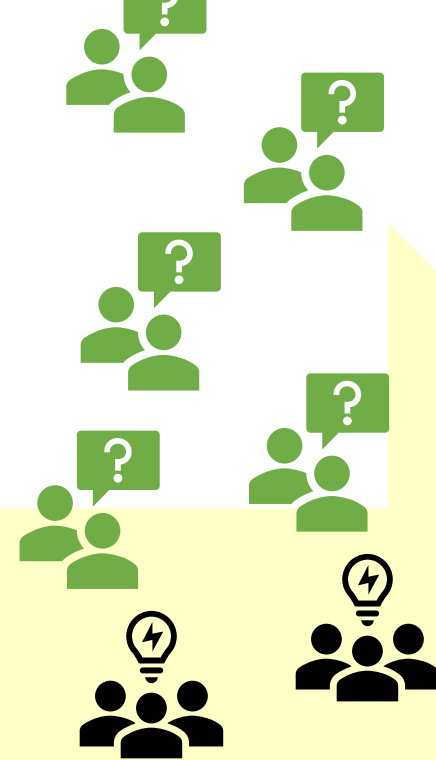


Assessment phase

8 cases on sust. Consumption
3 cases on water



1st online plenary
session [Jan 2024]



Bilateral mentoring
And 2 workshops
[January- May 2024]

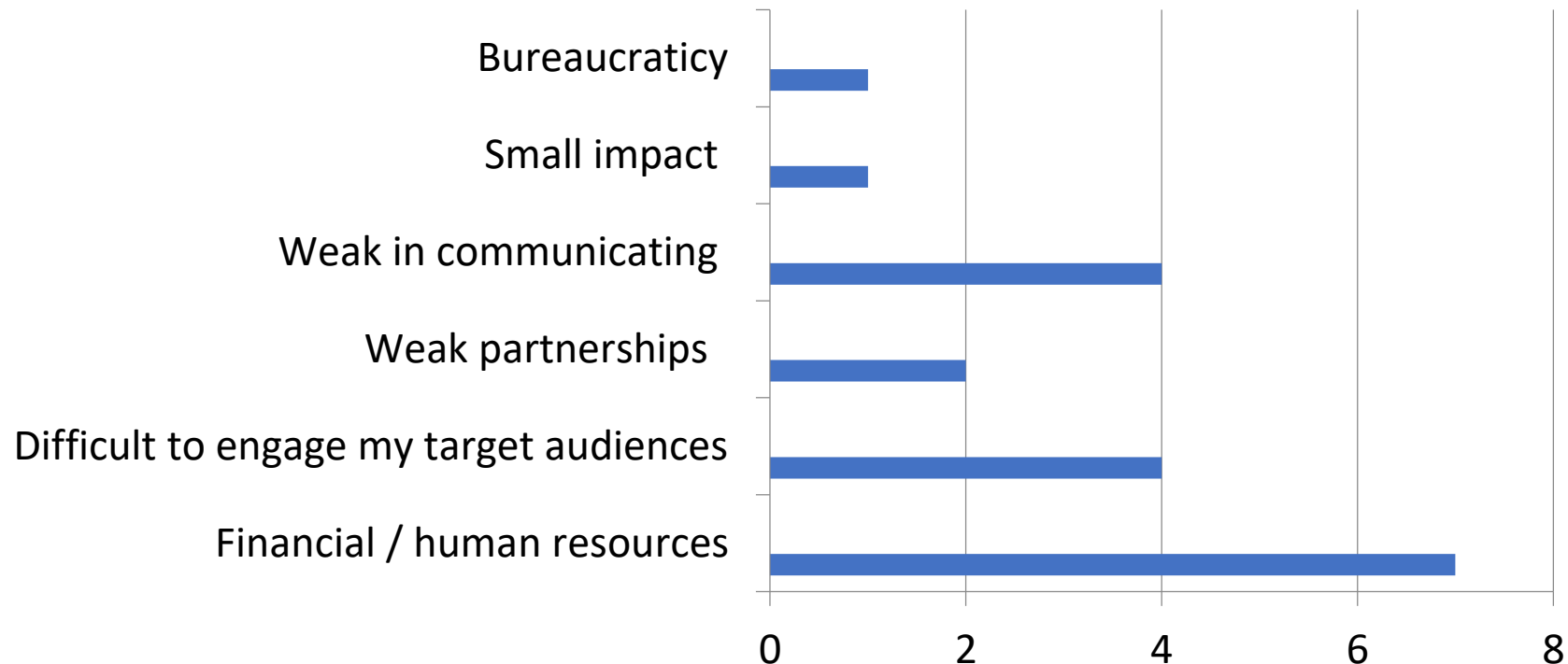


1st final
plenary
[May 2024]

Countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia and Turkey

Overview & highlights (1/4)

- **Phase 1 of this WES Activity: Assessment Phase July - October 2023**, 11 cases, Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia and Turkey.



- **Phase 2 - 1st online Plenary Session 25 January 2024**, 15 participants, 7 cases presented; discussions on the cases (regional dimension).

Overview & highlights (2/4)

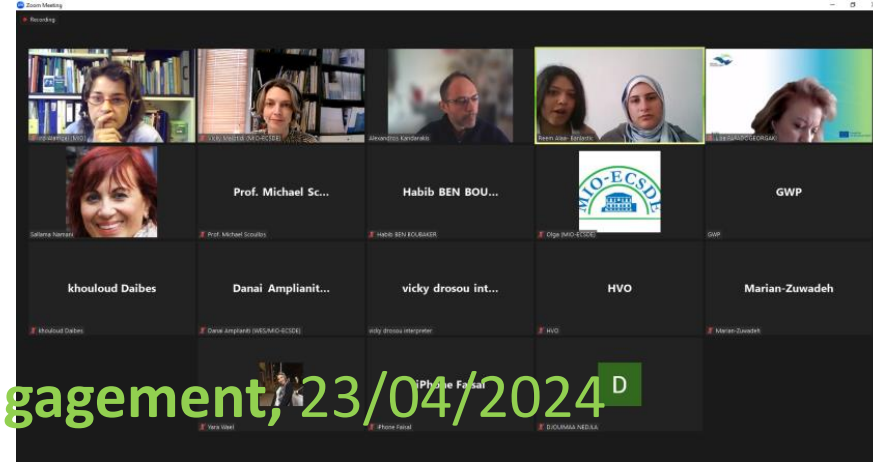


Phase 2 – Bilateral mentoring sessions, February – March 2024

- **Resources & fundraising tools** e.g. UNESCO Participation Programme, ALF grants, Erasmus+ calls, etc. | Mobilization of available (human) local resources; Partnership with local private sector;
- **Quality of ESD learning resources** e.g. fit-for-purpose formats of materials, essential content, ESD goals & principles, etc.
- **Whole Institute Approach**, a participatory and action-oriented methodology for applying ESD
- **Gaps in building evidence**: importance of proper monitoring, documentation, dissemination of the initiatives. Good practices and effective approaches/tools.
- **ESD advocacy & policy**, current regional / international frameworks and networking platforms: ESDfor2030; Greening Education Partnership (UNESCO); Action Plan of MSED towards 2030; the World's Largest Lesson, etc.

Overview & highlights (3/4)

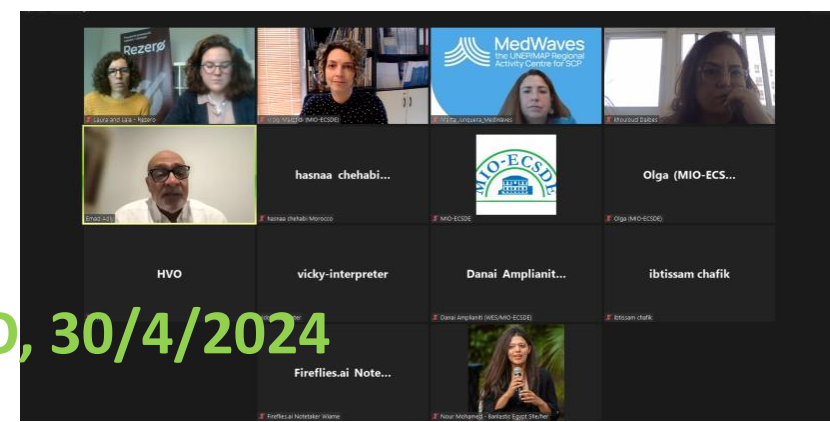
1st Workshop on Effective Communication & Community Engagement, 23/04/2024 ^D



- Know (= study / survey / ask) your ‘audience’ and build a long lasting relationship.
- Communication: A relationship that needs A. Consistency, B. Transparency, C. Mutuality
- Tailor-made messages (Who are you talking to? The ‘parent’, the ‘adult’ or ‘child’ of the personality?)
- Capitalize on your story’s assets.
- Use Local trusted Ambassadors with lived experience as entry points (e.g. fishermen).
- Journalists, an audience with their own needs (needs evidence-based & up-to-date data).
- Don’t underestimate the value of fun & participation (“What’s in it for me” question)

Overview & highlights (4/4)

2nd workshop Methodology of zero waste campaign IAMCOCO, 30/4/2024



- **What was it?** A 30 days challenge for zero-waste engaging 5 families with **diverse** lifestyles
- **Communication by design** – integrated from the start of the project including;
 - A lot of **planned media exposure** : self made videos, photos & posts by all the families
 - **Self regulated communication** channels, e.g. (whatsapp between families)
- **Personalised Kits** = gadgets to motivate commitments
- **Weekly visits by specialists** to measure the waste, keep them ‘on track’, ‘on the same page’
- Monitoring and evaluation **5 months later** (about ½ of zero-waste habits retained).
- Spread the message to celebrate the achievements!
- 5 years later ... wish for a stronger follow up, or upscaling

Material & video from all sessions:



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https://www.wes-med.eu/activities_type/he-2b-reg-educating-for-sustainable-development-focus-on-wwt-for-reuse-and-ncwrs-phase-2/

https://www.wes-med.eu/activities_type/he-2b-reg/



For more information:



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Visit our Website

wes-med.eu

info@wes-med.eu

and follow us on Social Media





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Thank you for your attention!

