



Developing
Europeans'
Engagement for the
Eradication of Global
Poverty



DEVELOPMENT EDUCATION SUMMER SCHOOL 2012 Presentation

CHANGE LAB – Engaging Local Society in Sustainable Development

24 – 30 June 2012
Legner Hotel Zvánovice, Czech Republic¹

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¹ Legner Hotel Zvánovice, 25 km from Prague, Czech Republic www.legnerhotelzvanovice.cz



2. About DESS 2012

The Development Education Summer School (DESS) is a **week-long capacity building event** full of **learning, exchange and cooperation** for practitioners from civil society organizations (CSOs) involved in development and global education, awareness raising, advocacy and campaigns. It is open to participants both from and outside of the European Union; it brings together people of diverse background, experience, age, culture and language.

The general theme of DESS 2012 is **local engagement in sustainable development**. Participants will exchange and learn about **ways in which CSOs can address this topic**. The ultimate aim of DESS 2012 is **to improve practice**, not to make any policy decisions or engage in discussions disconnected from practice. The week-long event crowns a continuous learning process **that starts already prior to DESS 2012 through an online forum and continues afterwards in various follow-up activities**.

Participants **commit themselves to take an active part in the whole learning process: preparation for DESS, all sessions at DESS itself and the follow-up**.

DESS 2012 is co-financed by the European Commission through the **DEEEP project** (deEEP.org) and co-organized by the **Czech national platform FoRS** (www.fors.cz) together with DEEEP and **CONCORD**.

3. General theme and context

DESS 2012 will focus on **developing and sharing concrete tools and methods for engaging various target groups in the field of sustainable development at the local level**.

Development education is an active learning process enabling people to move from **basic awareness** of poverty eradication efforts and sustainable development issues **to personal involvement and informed actions**. It seeks to influence economic, social, environmental, human rights based national and international practice and policies² in order to create a **more just and sustainable world**.

Globalisation accelerates and intensifies the interconnection of economic, political, cultural and social changes. All actors – be it governments, international organisations, multinational corporations, local businesses, civil society, local municipalities, academia, but also individuals – are confronted with its impacts. In the aftermath of the financial and economic crises they face a number of new risks and try to adapt to them.

Such global processes have inevitable implications on the initiatives for poverty eradication and sustainability of development worldwide. CSOs have been making efforts to respond to the new challenges³, they **need to adjust policy and practice accordingly and improve the ways in which**

² See DEAR definitions on DEEEP website -<http://www.deEEP.org/index.php/dear-definitions>

³ See e.g. The Open Forum for CSO Development Effectiveness (<http://www.cso-effectiveness.org/>) or "Leading Edge 2020" by Trocaire (<http://www.trocaire.org/sites/trocaire/files/pdfs/policy/LeadingEd2020websizedfinal.pdf>).



they empower citizens at the local level leading towards poverty eradication and sustainable global development. This is the point where the practice of DE needs to be tackled and where DESS 2012 comes into play by focusing on the local level and overcoming the logic of "development education here – development cooperation there".

DESS 2012 will take advantage of the processes leading to the **UN Conference on Sustainable Development (Rio+20)** held in June 2012⁴ and the much needed synergies coming from the economic, environmental and social development.

4. Specific objectives

- To **reflect on the concept of sustainable development** as it is present in current debates at the international and local level and how this is mirrored in DE/AR practice.
- To **clarify particular issues of sustainable development** to be used in DE/AR, with Human Rights Based Approach and local governance as cross-cutting issues.
- To discuss **how to adapt and develop DE/AR methods with regard to diverse target groups** ranging from the public, schools, non-formal groups, private companies to local and national authorities.
- To exchange diverse **methods and tools and to find synergies** with other education areas engaged in sustainable development (e.g. Education for sustainable development, environmental education, citizenship education etc.).
- To stimulate **networking, partnerships and the exchange** of good practice among participants across regions and sectors.

5. Expected Results

- Participants **have enriched their work with relevant new topics, knowledge and methodologies** shared during DESS 2012.
- Participants have better **understanding** of particular **sustainable development issues**, with Human Rights Based Approach and local governance as cross-cutting aspects.
- Participants have better **understanding of synergies between DE and other “educations”** (environmental, citizen, intercultural, human rights etc.) dealing with sustainable development.
- Participants have shared and learned **methods and tools to engage various target audiences** for sustainable development.
- Participants continue to **exchange and share best practices across regions and sectors** and cross-sector and cross-country partnerships are initiated.

6. Outcomes and sustainability of DESS 2012

- An **on-line platform / forum** enables exchange before and after the DESS 2012, thus contributing to sharing of ideas, networking and partnerships development. Ideas for post-DESS 2012 capacity building events are shared here.

⁴ See “Rio+20” / Sustainable Development at <http://www.uncsd2012.org/rio20/> for diverse reports and publications.





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České fórum pro rozvojovou spolupráci
Czech Forum for Development Co-operation



European NGO confederation
for relief and development

CONCORD

Confédération européenne des ONG
d'urgence et de développement

- **Change Lab Toolkit** composed of reflections and findings from the DESS 2012 and drafted afterwards provides the most **relevant ideas and examples of good practice** not only to participants, but all other interested parties. After DESS 2012 it can be downloaded from the DEEEP/ FoRS websites.
- **Background documentation** on DE/AR and particular issues in sustainable development for participants prior to DESS 2012.
- EU participants organise a **capacity building event for national platform** members in order to foster multiplication and impact.

7. Methodology

DESS 2012 builds on a mixture of **methods and diverse learning styles** fostering **participation and interaction** among **experts, facilitators and participants** and elaborated in collaboration with experienced facilitators and experts that **ensure coherent and relevant methodology**. The overall stress is put on **concrete tools and case studies** and **impact**.

A special attention is given to participants' **in-depth preparation** prior to the DESS 2012. Participants **choose among working groups** (see description below). They will be given enough space for **sharing their experience and show examples of their practice**.

The **programme** consists of several **elements**:

a. Keynote speech

The keynote speech delivered by an expert in sustainable development opens the DESS 2012 learning process focusing on the objectives of DESS 2012, how these are to be carried out throughout DESS 2012 and the essentials on sustainable development with focus on the local level. The keynote speech will be critically reflected in later sessions.

b. Thematic sessions

Three thematic sessions attended by all participants and delivered by experts in specific issues of sustainable development discuss these issues in depth and bring in case studies from the local level. They are delivered by experts from the EU or overseas. Topics discussed in these sessions are discussed in the working groups from their specific perspective focusing on how we can deliver the issue to the selected target group in the most effective way. There are three specific themes, to ensure a balance of themes discussed each theme is from one pillar of sustainable development: 1) environmental sustainability, 2) economic sustainability, 3) socio-political sustainability.

c. Afternoon sessions

Afternoon sessions provide space for in-depth discussion of ideas presented in the keynote speech, look into synergies between the DE/AR and other “educations” and are a flexible space for exchange. Additional topics can be introduced, e.g. the sustainability of (global) education itself.



d. Working groups

Five working groups each composed of maximum 15 participants led by experienced facilitators provide space to link theory with skills and knowledge of the participants. With their facilitator, participants will work out and test best ways to tackle particular topics of sustainable development in their target groups. The working groups have a chance to share their results and comment on the work in progress in the morning sessions, in the daily newsletter and at a final working groups sharing session. The progress of each working group and its most important results are followed by reporters who together with the facilitator compile a report for each group which will be published after the DESS 2012. The five working groups planned are:

- **Working group 1: New ways of engaging public**

Public is the widest target group of DE/AR and major changes in attitudes of the public towards sustainable development should indeed go through campaigning and media work.

How best to address specific sustainable development issues in campaigning and other forms of addressing the public? How to make communication, fundraising and campaigning meaningful and engaging for the wider public? How to propose meaningful "supporter journeys"? How to address selected sustainable development issues in order to get the attention of the media and the public?

- **Working group 2: Community-based formal education**

Schools are one of the key agents influencing the local community through formal as well as community based education. The potential of mutual linkages in cooperation between schools and local community towards sustainable development needs to be further explored and exploited.

How best to address specific sustainable development issues in the formal education setting? How to increase the knowledge of the local community actors about each other and enhance their networking and cooperation? How to increase their notion of global responsibility and enhance their engagement for local sustainable development? How to increase motivation and participation of particular local community actors in sustainable community development? How to ensure human and financial resources for such initiatives at the local level?

- **Working group 3: Non-formal education**

Non-formal education can complement and supplement formal education in the field of education for sustainable development. Children, youth and adults who meet outside schools and other recognised educational institutions (e.g. after-school clubs, youth movements, community organisations etc.) have a great potential to develop motivation for and better understanding of issues concerning sustainable development.

How to motivate groups engaged in non-formal education for better understanding and engagement in issues of sustainable development? How to create meaningful programmes and develop useful materials – what methods to use and what issues to tackle? How to promote and create space for voluntary activities leading to better engagement of the non-formal education target groups? How to enable bottom-up process in establishing non-formal education groups and in identifying themes relevant for the local environment? What is the role of CSOs in promoting non-formal education as a means for educating about issues of sustainable development across states?



- **Working group 4: Advocacy towards decision makers and authorities**

Local and national decision makers and authorities need to be approached in order to achieve systematic changes towards sustainable development. This is in line with the HRBA / good governance concepts.

How can CSOs make the issues of sustainable development relevant to decision makers and local authorities (inc. development ministries and their equivalents)? Who are the decision makers we are able to influence and cooperate with at the local level? How can we utilize some aspects of policy coherence for development for supporting sustainable development issues at the local level? How can we keep local authorities accountable for sustainable development?

- **Working group 5: Engaging with the private sector**

Private companies have their major part in influencing production as well as consumption patterns on the global and local markets. Their roles differ widely – as suppliers, consumers, employers, donors, and also policy actors and others. However, not many CSOs working in DE/AR have been able to address private companies successfully and make them count with the complexity of sustainable development in their actions.

What are the objectives CSOs and corporations might have in common as far as sustainable development is concerned? Are there critical points and arguments in the topics of sustainable development where CSOs and private companies differ, and what are they? Are there any ways CSOs and private sector could work together for sustainable development and what to do to start and sustain such cooperation? How to increase the notion of private corporations on their accountability for sustainable development?

e. Action Day

The action day gives participants a unique chance to put their ideas from DESS 2012 as well as their work outside of DESS to practice, discuss these and give each other feedback among themselves and relevant guests from outside. Special outdoor activities are included.

f. Open space

Participants have the opportunity to present and discuss DE/AR topics, methods and tools relevant for them outside of their working group. Participants indicate in advance what topics they want to present and discuss.

g. Morning Sharing of Ideas

These brief sessions enable participants to share the most interesting ideas from the previous day. Each day the morning session has a slightly different format allowing for interactive and creative presentation of key ideas.



8. Preliminary programme structure

SUN	MON	TUE	WED	THU	FRI	SAT	
Arrival of participants	Participants' expectations; Programme and practical information	Morning sharing of ideas	Morning sharing of ideas	Morning sharing of ideas	Morning sharing of ideas	Morning sharing of ideas	
		Thematic session 1	Thematic session 2	Action Day	Thematic session 3	WG presentations	
	Coffee break	Coffee break	Coffee break		Coffee break	Coffee break	
	Keynote speech	WG	WG		WG	Closing plenary session	
	Lunch	Lunch	Lunch		Lunch	Lunch	
	Afternoon session	Afternoon session	Afternoon session		WG	Departure	
	Coffee break	Coffee break	Coffee break		Coffee break		
	WG	Open space	WG		WG		
	Market Place	Free time	Free time		Free time	Free time	
Dinner	Dinner	Dinner	Dinner		Dinner	Dinner	
Opening ceremony	Cultural / audiovisual evening	Cultural / audiovisual evening	Cultural / audiovisual evening		Free time	Farewell party	

9. Participants

Representatives of CSOs active in development education or awareness-raising (DE/AR) and other education areas connected with the topic of sustainable development, with at least two years of experience, coming both from and outside the EU:



- App. 54 participants from the EU
- App. 20 from the Economically Less Developed Countries (ELDCs - (see list on <http://www.oecd.org/dataoecd/9/50/48858205.pdf>)) and EU Candidate Countries (Croatia, Turkey, FYROM, Iceland, Albania, Bosnia and Herzegovina, Montenegro, Serbia and Kosovo)

All participants applying for DESS 2012 should:

- Be actively involved in activities/projects/programmes in DE/AR and deal with issues of sustainable development.
- Have sufficient knowledge of the subject of the chosen working group – at least 2 years of experience in DE/AR
- Be able and ready to share their learning and willing to apply it in daily practice after DESS 2012
- Have ability to work in a multicultural environment
- Have sufficient knowledge of the English language, both spoken and written

Participants from the EU: DESS 2012 is open to representatives of CSOs that are members of National Platforms or Networks members of CONCORD; and CSOs/coordination bodies from EU member bodies not yet CONCORD members but linked with TRIALOG.

The selection process:

- **Participants from the EU** will be selected based on recommendations made by the National Platforms (NP). NPs will identify a list of up to 5 adequate candidates, whereof the DESS 2012 organising team will select the final participants bearing in mind the composition of the working groups, gender, age and geographic origin.
- **Participants from ELDCs and EU Candidate countries** will be appointed by personal invitations based on recommendations made by previous DESS organisers, NP networks and contacts (TRIALOG, CONCORD's networks and partners like REPAOC and MESA). Upon receiving all applications, the team decides who participates.

10. Who is who

- **Organizers:** DEEEP and FoRS. The organisers define the content and the methodology of DESS, launch the calls for proposals, select the participants, facilitators and experts, and take care of the general logistics and budget.
- **Facilitators:** The five facilitators have the lead of methodology, are responsible of the learning process, work in close cooperation with the experts, ensure that the report of each working group prepared in cooperation with reporters is properly compiled, take part in the on-line follow up after DESS has taken place.
- **Experts:** The experts provide the theoretical input on a specific topic; give support on the content / background of the chosen topic and work in cooperation with the facilitators, take part in the on-line follow up after the DESS has taken place.
- **Keynote speaker:** Delivers the keynote speech at the beginning of DESS providing general context for the whole learning process of DESS.
- **Reporters:** Each working group has a reporter working on a voluntary basis who closely follows the learning process in the WG and compiles a report which is later finalised with the facilitator.



- **Volunteers:** Volunteers help the organisers in the preparations and the implementation of the summer school: e.g. picking up people from the airport and taking care of the logistics.
- **Change-Lab Toolkit Editor:** Drafts and finalises the Change Lab Toolkit summarising recommendations from DESS.

11. How to apply?

a. Application process

EU participants apply by sending the application (inc. motivation letter) via email **to their National Platforms by 27 January 2012**. National platforms will then pre-select several candidates and the organising team will conclude the selection process by 13th February 2012. For the contact person in your National Platform, please refer to: <http://www.deeep.org/index.php/map-contact>

ELDCs and candidate countries participants should send their applications upon invitation only directly to Cinthia Alaerts, the DEEEP coordinator at c.alaerts@deeep.org, and Tereza Rejšková, the DESS 2012 coordinator, at events@fors.cz by **27 January 2012**.

b. Participation fee

The fee rates (see below) have been established taking into account disparities of income and purchasing power across the EU. EU member countries are clustered into 7 groups, according to their Gross Domestic Product (GDP) per capita in Purchasing Power Standards (PPS). GDP-PPS is a common currency that eliminates the differences in price levels between countries allowing meaningful volume comparisons of GDP between countries. Eurostat provides indexes which can be used to compare the relative "wealth" of a country compared to the EU-27 average (index = 100): <http://epp.eurostat.ec.europa.eu/tgm/table.do?tab=table&init=1&plugin=1&language=en&pcode=tsieb010>.

This system is more accurate than other systems as it takes into account not only the GDP per capita but also the prices of goods/services in the country. Countries listed in the first 3 groups are all showing increase in GDP-PPS in 2010, that is why their participation fee has been increased with EUR 20 compared to DESS 2011. The other fee rates remain unchanged due to unchanged PPS and/or difficult economic situation.

Special reduced rates will be granted if possible on ad-hoc basis and if duly justified, upon written request from the National Platform and approval of the DEEEP Co-ordinator.

Countries – 2 participants/country	Fee (EUR)	GDP-PPS index 2010
Luxembourg	540	Above 130
Austria, Denmark, Netherlands, Sweden	520	Between 120 and 130



Belgium, Germany, France, UK, Finland	480	Between 110 and 119
Slovenia, Cyprus, Italy, Greece, Ireland, Spain	320	Between 90 and 109
Czech Republic, Malta, Slovakia, Portugal	260	Between 75 and 90
Estonia, Lithuania, Hungary, Poland	210	Between 60 and 75
Bulgaria, Latvia, Romania	160	Between 40 and 55
EU candidates and potential candidate countries	150	
ELDCs	30-80	

Participants coming from a high-income country as defined by the OECD-DAC and the European Commission will be requested to pay a participation fee of 650 EUR.

12. Costs covered

The participation fee includes accommodation, food, materials, and organisation costs. All extras will be charged to participants accordingly. For EU and Candidate Countries participants, travel costs, up to a maximum of 400 EUR, will be reimbursed after the Summer School. For participants from ELDCs, travel costs will be entirely covered by the organisers.

For contractual reasons with the main donor of the Summer School (the European Commission), travel costs cannot be reimbursed for participants coming from high-income countries located in Asia, Africa, Latin America.

Please, note that DEEEP will reimburse travel costs only for participants who attend the entire Summer School (arrival on Sunday 24 June, departure on Saturday 30 June 2012).

Participants from outside of the EU must arrange their visa if necessary. They will be assisted by FoRS in the process of applying for the visa.

13. How to pay

Participants coming from National Platforms:

National platforms or member organisations will pay the participation fee to the account number stated below by 5 March 2012. Please make sure you include payment communication as follows: DESS 2012, Participant's family name, country and organisation.

Participants from Networks, EU Candidate Countries

Participants from these categories will pay the fee directly to the account number stated below by 5 March 2012. Please make sure you include payment communication as follows: DESS 2012, participant's family name, country and organisation.





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DEEEP Account

Account holder: PLAN SUOMI SAATIO

Bank Name: NORDEA BANK FINLAND

Bank Address: Aleksanterinkatu 36 B – Helsinki – FI-00020 Nordea

IBAN: FI28 17453000098006, BIC: NDEAFIHH

Reason for Transfer: DESS 2012, Participant's family name, Country, Organisation

14. Confirmation and cancellation

Applicants will receive a confirmation letter from their National Platform/Network or from the organisers by 13 February 2012, participants must then give final confirmation of their participation to the organisers by 18 February 2012.

In case of cancellation before 15 March 2012 the participation fee can be reimbursed (bank costs deducted). In case of cancellation after 15 March 2012 the participation fee will not be reimbursed.

15. Accommodation and travel

The organisers will provide board and lodging for the participants, facilitators and the expert at the venue of the Summer School, Legner Hotel Zvánovice (www.legnerhotelzvanovice.cz), situated around 25 km from Prague. Participants will stay in twin rooms, facilitators and experts in single rooms. All meals will be provided at the hotel, taking into account special dietary needs.

Transport to and from the hotel on the arrival and departure days will be arranged by the organizers. In order to get the best fares for flights/trains we suggest making your booking as soon as your participation is confirmed.

There is reliable WiFi connection in the hotel.

16. What to bring

Bring recent information about your organisation, projects, audiovisual material and other pedagogical materials for presentation, distribution or sale. These materials are very important for the Market Place, Open Space, sharing of experiences and networking purposes. In addition, you should bring any other material concerning DE/AR and sustainable development that you would like to share with others. Bring with you also outdoor and sport clothes, swimming suit and an umbrella (just to prevent the rain from falling...). Further detailed practical information will be distributed in the coming months.

