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**PARTNERSHIP FOR SCHOOL OUTREACH PROGRAMME****I. Introduction**

1. In response to the provisions in paragraph 4 and 12 of Decision VI/19, and as part of the process for implementing the CEPA Programme of Work (Programme Element 1, activities 1(a), (b), (e) and Programme Element 3, activities 1, 2, 3 & 4), the Secretariat has initiated a series of actions designed to promote biodiversity knowledge and awareness among schools and communities. The Secretariat has held discussions with the Executive Director of the Jane Goodall Institute (JGI) and the Educational Outreach Coordinator of Roots&Shoots, a JGI community awareness programme, focusing on building synergies that would contribute to the development of appropriate networking, information exchange and capacity building in CEPA-related activities. In particular, the discussions explored the joint development of a training model for education and community awareness programmes to be shared with National Focal Points, encouraging Internet-based discussion groups among schools, teachers and other training experts, and the creation of dedicated pages on the CEPA Portal of the CBD Website.

2. The SCBD 2003 pilot school outreach initiative for International Biodiversity Day in the Montreal area was a successful beginning in community education and outreach. A results assessment indicated that if the Secretariat is to develop a CEPA model that can be shared with National Focal Points for local adaptation, it will first be necessary to expand the program in the Montreal area and work with other organizations in order to build the Secretariat's capacity to deliver professional and meaningful presentations throughout the academic year.

**II. SCBD Partner: Roots&Shoots**

3. Roots&Shoots (R&S) is JGI's environmental and humanitarian program for young people from the kindergarten to university level. It is designed to involve members in hands-on activities that will benefit the environment, non-human animals, and the human community. Members in sixty-seven countries are linked via the Internet and international summits and through the Partnerships in Understanding program ([http://www.janegoodall.ca/rs/rs\\_partner.html](http://www.janegoodall.ca/rs/rs_partner.html)). Young people learn that their daily actions do truly make a difference to the world around them. More information on R&S may be obtained from their central portal at [http://www.janegoodall.ca/inst/inst\\_rs.html](http://www.janegoodall.ca/inst/inst_rs.html).

4. Roots&Shoots made more than seventy presentations to Montreal-area schools during the 2002-2003 academic year, using interns and volunteers as presenters, as there are only 2 persons on staff. R&S staff prepares the presentations and trains the presenters. While most of the material was in English, R&S has now received a large grant from Heritage Canada to translate their material into French. The Montreal R&S school outreach program was featured on the UNEP World Environment Day (WED) Web pages.

5. At the conclusion of school presentations the students are asked to sign a pledge to do something to make a change in their environment. R&S finds that this has a very positive effect and often results in group or class projects which vary from creating a garden to fund-raising projects for school or community environmental initiatives in the developing world. Roots&Shoots also developed an appraisal form for the school presentations, ensuring feedback and on-going improvement in the presentations.

6. Roots&Shoots welcomed the proposed association with the SCBD and the inclusion of a major biodiversity component in presentations to schools.

### **III. The Joint Project**

7. The pilot project for the 2003-2004 academic year consists in six presentations:

a. Three presentations from the R&S portfolio:

- Dr. Jane Goodall and the Wild Chimpanzees;
- The Rainforest, including Introduction of Canada's own rainforest: the Great Bear rainforest;
- Freshwater, why should I care? – Community youth involvement.

b. Three presentations were prepared by the Secretariat. Based on one general presentation on Biodiversity, these specific presentations are tailored to different age groups and to three thematic programmes, chosen for their relevance to students in the Montreal area:

- Inland waters;
- Forest biodiversity;
- Mountain biodiversity.

8. Secretariat Programme Officers have also assisted in the process of "training the trainers" to ensure that R&S presenters are fully briefed and informed on the biodiversity component of all presentations.

9. The Secretariat in collaboration with R&S initiated contacts with education authorities, drew up the calendar of presentations and participated in the development of presentations, audio visual and printed materials as determined.

### **IV. Outputs and Benefits**

10. The partnership with R&S for the delivery of the School Outreach Program will strengthen the Secretariat's image and ability to deliver a professional product in the Montreal area. More importantly, it offers the opportunity to develop in cooperation with a highly reputable NGO a model for school and community outreach, which will assist National Focal Points to create similar programs adapted to their regional and cultural needs. It will also enhance the Secretariat's ability to develop specialized educational materials and possibly have them available in French, through the R&S funding from Heritage Canada.

11. Descriptions of the School Outreach Program and materials including texts and Power Point presentations are being posted on the CEPA Portal of the CBD Web site. By positioning the Secretariat as the source of biodiversity expertise in this partnership, the School Outreach Program meets one of the objectives of the CEPA Programme of Work: making *visible the expertise in biodiversity communication and education*. The cost to the Secretariat is limited to the time of staff of I&O and programme officers in preparing the materials, contacting the school and education authorities, assisting in the training of trainers and/or presenters, and in making selected presentations.

12. In addition, the association with Roots&Shoots will generate valuable experience for the Secretariat specifically from *Partnerships in Understanding*, a correspondence program that pairs R&S groups from around the world. Through this programme, partner groups exchange letters, e-mails, photos, games, video and audiotapes, cultural artifacts and Roots&Shoots projects ideas. Through *Partnerships in Understanding*, young people can discuss issues and offer solutions in a forum that transcends cultural and geographical boundaries. This model will be useful both in developing the CBD Web site and the complementary materials for distribution by traditional means, and fits with the activities proposed by the Secretariat for the early development phase of the bilateral Internet-based discussion fora.

13. The whole activity and its future developments respond directly to a number of actions included in the programme elements contained in the annex to Decision VI/19, such as Element 3 (Capacity-building), Objective 2 (*development of professional capacity of educators*), by creating and delivering a training programme that will be a generic model for adaptation by local national entities and will stimulate exchanges with and among NFPs.

## V. Next Steps

14. The Secretariat is now actively working on two fronts:

- a. The implementation of the current project, which includes: i. the preparation and delivery of the three presentations (first presentations given in mid-October 2003); ii. the fine-tuning of presentations and materials (October 2003 – May 2004); and iii. the evaluation of effectiveness and impacts (October 2003- June 2004);
- b. Expansion of the initiative to the NFPs (initial results by end-December 2003; possible presentation of model at COP-7; end-of-academic-year evaluation June/July 2004).

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