

The 4 Major Thrusts of ESD

- 1 Access to quality basic education
- 2 Reorienting existing education
- 3 Public awareness and understanding
- 4 Training programs for all sectors

Agenda 21 -92, UNESCO-96, UNCSD -98, JPOI-2002

GAP Priority action areas



Step 1 - Individual Behaviour Change (IBC)

$$IBC = A + M(m1 + m2 + m3 + m4 + m5 + m6 + m7 + m8) + K + O + Sk + R + E + C(c1 + c2 + c3) + Gu$$

Step 2 - Shifting Societies (SS)

$$SS = IBC + Rew + Me + Cx + Pw + G + IC + Ent$$

M- Motivation

- m1 – commitment
- m2 – accountability
- m3 – relevance
- m4 – better, easier, etc.
- m5 – values alignment
- m6 – deemed helpful
- m7 – belief
- m8 – believed to be doable

C – Cultural acceptance

- c1 - societal
- c2 – institutional
- c3 – individual level

- **K** – knowledge
- **O** – opportunity
- **A** – awareness
- **R** – resources
- **Sk** – skills
- **E** – Ease
- **Gu** – Guilt

- **Rew** – Rewards (perceived)
- **Me** – Meaningfulness
- **Cx** – Cultural acceptance (x)
- **Pw** – Political will
- **G** – Governance
- **IC** – International collaboration
- **Ent** – Enticements (C\$)

RCEs- More Effective When Together

