

# Experiential orientation and Environmental Management Systems in Sustainability Education

**Environmental Management System for Schools  
Event Management for Sustainable Development**

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## Sustainability Events

- Experiential learning is an important means of Education for Sustainable Development. The most typical example is the series of projects "Aalen nachhaltig(er)leben" on the occasion of 10 years of Local Agenda 21 in Aalen.
- Le communication base aux expériences est un outil importante pour l'éducation pour un développement durable. Le exemple plus typique est la série des événements sur le titre «Aalen nachhaltig(er)leben»
- Erlebnisorientierung ist ein wichtiges Werkzeug der Bildung für Nachhaltige Entwicklung



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## Green Eel

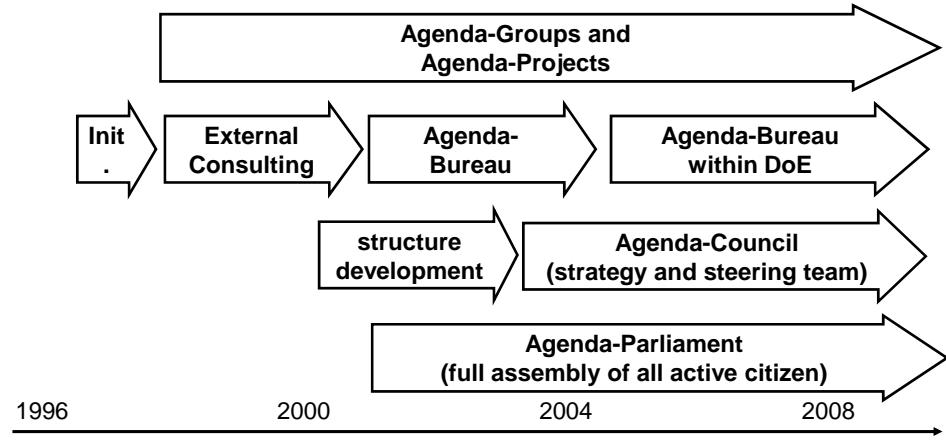
- The "Green Eel" (Grüner Aal after the eel in the coat of arms of the city of Aalen) is an environmental management system especially adapted to schools
- Le «Aiguille Vert» (nommé après l'aiguille dans le signe héraldique de Aalen) est un système de management environnemental spécialement pour les écoles.
- Der Grüne Aal ist ein speziell auf Schulen ausgerichtetes Umweltmanagementsystem.



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## Local Agenda 21 in Aalen

- Citizens engagement and support from administration
- Core Elements: Agenda-Groups and Agenda- Parliament

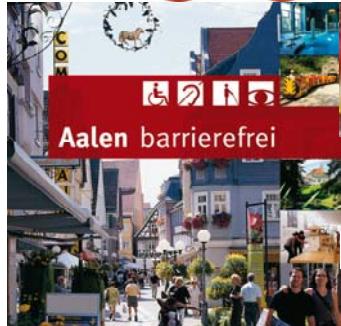


## Agenda-Parliament

- Twice a year
- Participants:
  - Members of all agenda groups
  - Representatives from the city parliament (all parties)
  - Administration Lord Mayor Mayors
  - Interested citizen
  - Representatives of the press



## KINO am KOCHER



• ...

## Aalen University

- Sustainability and Environmental protection in all faculties and courses
  - Recycling, Renewable energies
  - Sustainable Development, Regional Marketing
  - Quality and Sustainable Development:  
Module in Industrial Management  
Project of the UN decade for ESD
- Senate's delegate for Sustainable Development
- Kid's university Ecology and Energy
- Studium Generale:  
Ethics and Sustainability
- Participation in
  - Information days on energy
  - Local Agenda 21 groups
- Students' projects



Nachhaltigkeit lernen

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## Experiential orientation in ESD

- Concepts of event management:
  - Address people emotionally
  - Plan events carefully to ensure success
  - Activate and involve participants
- Experiential learning
  - Learning in an activating setting
  - Involvement of learners
  - Prepared and planned situation
  - Rational and emotional aspects
- Examples:
  - „Aalener Jugenddreieck“
  - „Aalen nachhaltig(er)leben“
  - Forest paedagogy



БИБЛИОТЕКА ЭКСПЕРТА

У. Хальцбаур • З. Йеппингер • Б. Кнаусе  
Р. Мозер • М. Цеппер

## Event- менеджмент

Преобразите мероприятие в событие!  
Создайте праздник для своего клиента  
и новый стимул для вашего бизнеса



## Aalen nachhaltig er Leben



- Aalen nachhaltiger leben
  - = live more sustainable in Aalen
- Aalen nachhaltig erleben
  - = experience sustainable Aalen
- 2008-09
- Programmes for each quarter
- Holistic impression  
Experiential learning  
Events for Education for Sustainable Development



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## Experiential orientation four the young



- Aalener Jugenddreieck:

### A triangle of

- Technology and science
  - Labs of the university
- Presentation on ecology and energy
- Sustainability
  - Presentation on ecology and energy
  - Forest paedagogy
- Sports
  - Hockey



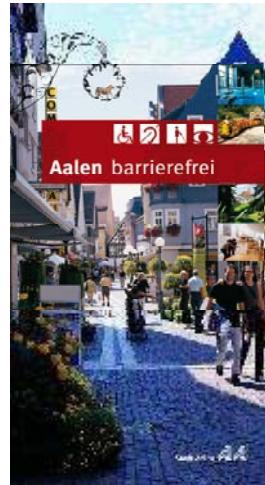
## Agenda Group for renewable resources and energy saving



- **Informationstage Energie – Energy information days**
- **Every year in February**
- Organised by the Local Agenda Group
- **Exhibition + presentations**



## Aalen for all – Barrier free



## Day of the region and regional marketing



- Aalen 2006, 2007, 2008 ...



## Steinbeis TC Applied Management Sustainability and culture



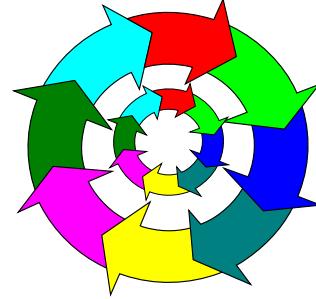
- Steinbeis Transfer Centre at Aalen
- Three women as a role model
- City of Giengen/Brenz
- Sustainability and culture
- Project of the UNESCO Decade ESD



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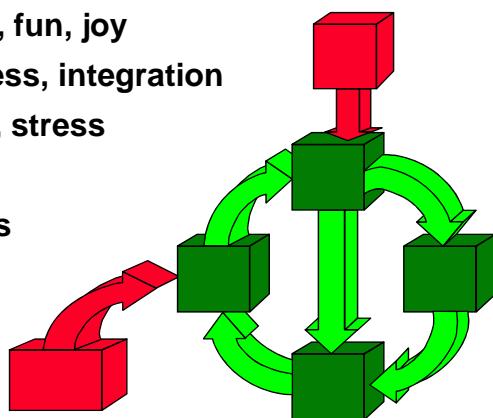
## What makes an event?

- Subjective individual and common perception
- moments emotional experience, memorability
- positivity, good/well feeling/emotion
- group/team emotional experience
- symbols, feeling/emotion
- activity, activation, action
- uniqueness
- I/me vs. we/us
- connection of impressions and symbols
- multiplicity of experience, media and perception

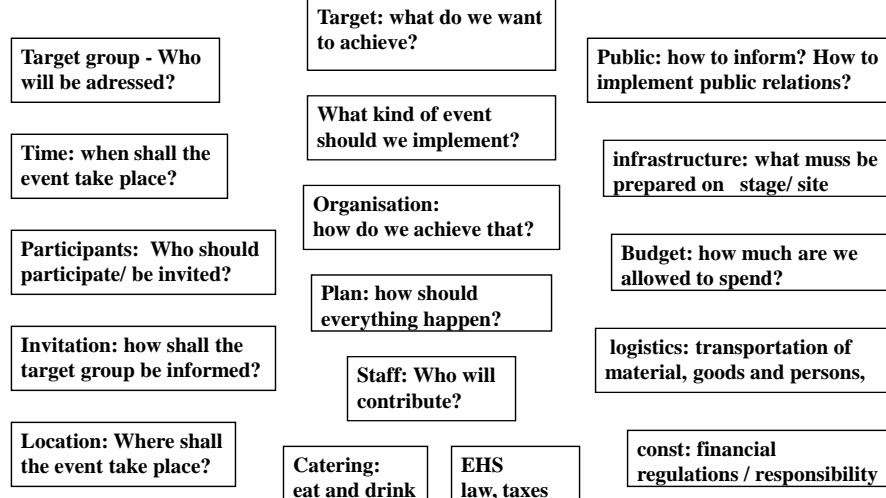


## How to make an Event?

- perception
- planning/ mise en scène, design, schedule /script
- event, experience, feeling, fun, joy
- relation, emotional nearness, integration
- activity, activation, action, stress
- emotion, euphoria
- multiplicity of impressions
- brand, notions
- added value, plus
- multiplicity



## Event planning - strategy and development



## Event management



	Vision, design, creativity	Plan, project management	Implementation, organisation, activity, controlling
The surplus: experience			
The usual			
Safe and secure (risk)			



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## Green Eel

- Project of the UN Decade Education for Sustainable Development 2006-07 und 2008-09



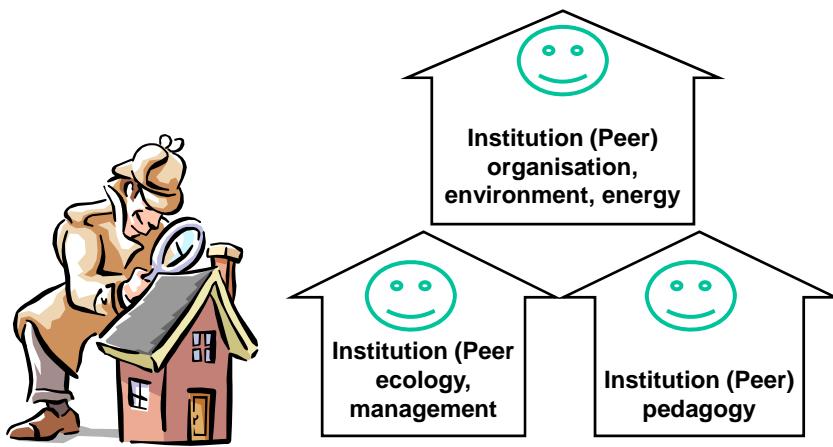
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The diagram illustrates the core elements of an Environmental Management System (EMS) through various icons and text labels:

- Policy**: Represented by a scroll and a CEO title above an organizational chart.
- Organization**: Represented by a group of diverse people.
- Training**: Represented by a person giving a presentation.
- Programme, Projects, Aims**: Represented by a large target with arrows hitting the bullseye.
- Education**: Represented by a cartoon owl reading a book.
- Documentation**: Represented by a red book.
- Assessment and reduction of environmental impacts**: Represented by a factory building with a magnifying glass over it and a bar chart.

## Peer-Audit

Peers integrate various competences and aspects



## Green Eel



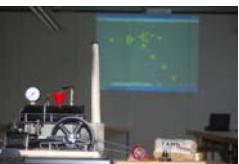
## Green Eel



## Experiential orientation four the young



- Technology and science
- Sustainability
- Sports





**The only thing  
more expensive  
than education  
is ignorance**

Benjamin Franklin