



COURSE BROCHURE **EDUCATION** **and** **COMMUNICATION STRATEGIES** **for** **SPECIES CONSERVATION**

January 9-29, 2012

Amravati, INDIA

How environmental social marketing techniques can be integrated with education and communication strategies to produce focused, effective conservation campaigns

Your “classroom” is the jungles of central India. The subject is the Bengal tiger—up close and personal. Just moments before you and your colleagues from around the world were learning techniques and strategies on how to use education to help save this magnificent cat. Now, a tiger is padding softly across the jeep track in front of you while spotted deer bark their alarm calls.

Research, anti poaching efforts, scientific habitat management, and community based conservation initiatives on the fringes of protected areas are all essential components of effective conservation efforts. However, without the support and involvement of the many publics that hold the fate of the tiger in their hands, your children will need to see their tigers in a zoo.

Whether your concern is charismatic mega-fauna like the tiger or a particular environmental issue, education campaigns can be powerful conservation tools. But these are not your parents’ education campaigns. Today they build on communication theory, borrow from the best social marketing efforts in the health field, and incorporate the techniques used to sell you your breakfast cereal.

This course will teach you the theory behind effective education campaigns, immerse you

in their planning and implementation, and provide you with the resources and skills to be successful.

The Site

As one of the hubs of higher education in the city of Amravati, Amravati University provides an ideal venue for the course. Located some 670 km (420 miles) east of Mumbai (Bombay) in India’s hill country the university has the facilities and atmosphere essential to a successful learning experience.

Field Trips

Twice during the course, you will have the opportunity to learn in the field as we visit the Melghat Tiger Reserve and the Pench Tiger Reserve. While in the reserves, we will examine existing education efforts and draw on the conservation needs of the areas to inform realistic campaign planning activities.

What You Will Learn

Because of its location and the unique expertise and background of course instructors, we will use tigers to demonstrate how a high visibility species or environmental concern can be employed as the focus of an education campaign that benefits entire ecosystems. However, we have designed the course so that you will be able to generalize from the tiger to other issues and species of

concern wherever you live. The course will cover research and theory on education and communication, environmental social marketing techniques, media production, campaign planning and implementation, and evaluation. It will also deal with techniques for building support and obtaining needed resources for effective education campaigns

How You Will Learn

During the course, a variety of education techniques will be employed to make learning effective and interesting. We will employ individual projects, small group work, case study analysis, audio-visual presentations, field experiences, and simulations. In addition, guest lecturers and development of projects based on actual issues will serve to provide a firm foundation in reality. The emphasis will be on relevant, practical instruction tailored to your needs and interests. Course instruction will be in English.

Course Participants

We have designed the course primarily for people who develop, administer, or conduct education programs dealing with natural resource conservation, sustainable development issues, or environmental and wildlife concerns. They may work for government resource agencies, zoos, universities, non-government organizations, museums, parks, etc. The course is not designed to cover education in the formal school system.

We expect about 25 participants in the course. About half will be from India, the rest from a variety of countries around the world.

Course Leaders

Ed McCrea and Kishor Rithe will lead a team of experienced and talented instructors for the course. Ed is currently President of Environmental Education and Conservation

Global and has worked with the Smithsonian Institution and the U.S. Fish and Wildlife Service to conduct education and biodiversity enhancement activities in some 15 countries. He was formerly Executive Director of the North American Association for Environmental Education. Kishor is President of the Satpuda Foundation and Executive Director of the Nature Conservation Society—Amravati. These two organizations, which he helped found, have a remarkable record for innovation and effectiveness in efforts to conserve the tiger and the habitats on which they depend.

Culture and History

India, with its complex religious and social traditions provides a fascinating backdrop for the informal discussions and exchanges that are such an important part of any course.

You will find that art, poetry, architecture, history and local cuisine stimulate these discussions at every turn and provoke an atmosphere of sharing and camaraderie that you will cherish well beyond the course graduation ceremony.

Course Costs

Tuition for Indian participants will be U.S. \$625. For international participants, the tuition will be \$1,800. Some partial scholarships will be available. Tuition includes room and board as well as course materials. You will be responsible for your incidental expenses and travel to Amravati or airfare to Nagpur, India.

For More Information

To obtain an application, receive a detailed course syllabus, or ask a question send an email to—

emccrea@eecg.org or satpuda@gmail.com or nca.india@gmail.com