

# *Fostering Sustainability Education Through a Film Festival*

March 18, 2015



## **Speakers:**

**Winnie Futton**, Program Manager, Sustainable Jersey

**Marnie Vyff**, Mountain Lakes Green Team

**Lindsey Kayman**, President of the Environmental Education Fund

**Tara Shepherd**, Executive Director of HART Commuter Information Services



# Agenda

- Overview of the Community Education and Outreach Action (*Winnie Fatton*)
- Case Study: Mountain Lakes Film Festivals (*Marnie Vyff*)
- Resources from Environmental Education Fund (*Lindsey Kayman*)
- Resources from HART (*Tara Shepherd*)



# Community Education and Outreach

- A film festival would be eligible for points under “Community Partnership and Education” and is worth 10 points
- The municipality must have an active education and outreach program that incorporates more than one activity listed in this action.
- Points will not be awarded for activities (e.g., Green Fairs) that earn points in separate Sustainable Jersey actions.



# Community Education and Outreach



# Community Education and Outreach

There are many options for a Community Education and Outreach program, including:

- A series of community sponsored events and activities
- Film festivals
- Lecture series
- Media/ outreach campaigns, including direct mailings to residents, a newsletter series, or a well-publicized website
- Study circles/ Reading circles
- Workshops/ Trainings/ Tours





# Community Education and Outreach

## Requirements:

- Education and Outreach events must have been completed **from within 18 months of the June submission deadline.**
- A program is defined as **more than one event on more than one topic.**



# Community Education and Outreach

## WHAT TO DO:

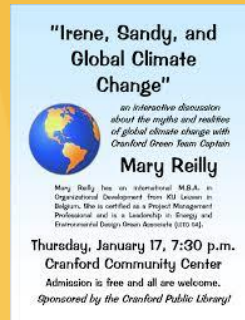
- **Establish a budget, timetable, logistics** (i.e., identify venues, speakers, resources, advertising) for the project. Establish an event registration process if necessary.
- **Advertise** the activities with articles in the municipal newsletter, flyers, posters, press releases in local and regional newspapers, or by partnering with community organizations and schools to email or distribute information about these events.
- The **Green Team should assist** in implementing the chosen activities and will **evaluate the success** of the activities once implemented.
- Once the projects have been completed, evaluate the programs' impacts on the target audience. Determine what worked well with the projects and what could be improved if these types of activities are tried again in the community.



# Community Education and Outreach

## WHAT TO SUBMIT:

- Upload: (REQUIRED) In this space, upload a sample of program outreach or educational materials, such as flyers, press releases, newspaper articles, or materials prepared as part of the activities completed in the past year.



- Upload:(OPTIONAL) Answer the Qualitative Self-Assessment questions which will be used to assist other municipalities as they work to implement a Community Education and Outreach Program.





# Community Education and Outreach

## Questions?

We will unmute you at the end of all presentations or type them into the questions pane.

