

BADEN-WÜRTTEMBERG

RHÔNE-ALPES

LOMBARDIA

CATALUNYA

ENVIRONMENTAL EDUCATION 4.0: »GOOGLE, FACEBOOK & CO. – HOW CAN MODERN MEDIA HELP ENVIRONMENTAL AND SUSTAINABILITY EDUCATION?«



Academy for Nature Conservation
and Environmental Protection
of Baden-Württemberg



Baden-Württemberg
MINISTRY OF THE ENVIRONMENT, CLIMATE PROTECTION
AND THE ENERGY SECTOR

ENVIRONMENTAL EDUCATION 4.0:

»GOOGLE, FACEBOOK & CO. – HOW CAN MODERN MEDIA HELP ENVIRONMENTAL AND SUSTAINABILITY EDUCATION?«

10th Baden-Württemberg Environmental Education Congress, 2nd
Baden-Württemberg Nature Protection Summit and 4th »European
Days of Environmental Education and Sustainable Development«**

In cooperation with Baden Württemberg's Ministry of the Environ-
ment, Climate Protection and the Energy Sector

Other Times, Other Forms of Communication. Life without Google,
Facebook & Co. is now almost inconceivable. Digital media play an
important role in the everyday lives of young people in particular.
They are used as sources of knowledge and information, but also for
social interaction.

In the future it will therefore be necessary to exploit these channels
of communication and sources of knowledge much more and more
effectively for the concerns and content of environmental and
sustainability education. What form might environmental education
4.0 take? This presents a challenge for everyone who is involved in
environmental education and nature preservation processes and
will be the focus of the international Environmental Congress which
will take place in the context of the Four Motors for Europe.

The Congress will enable actors from various fields of environmen-
tal and sustainability education – both national and international –
to get together to exchange ideas and experiences relating to the
topic of new media in environmental and sustainability education.
The Congress will present innovative projects and initiatives as well

as ideas for successful educational work in the future. The aim is
to offer very specific proposals for future-oriented environmental
and sustainability education 4.0 and to provide a networking forum.

The »European Days of Environmental Education and Sustainabili-
ty« have taken place every year since 2013 on a rotating basis in
each of the Four Motors regions. They focus on current issues in
environmental and sustainability education. Every year they provide
up-to-date background knowledge on a different key topic.

KEY TOPICS

- Digital media: what it can and cannot offer environmental
and nature education;
- What new media requires of environment educators;
- What environment educators require of new media;
- The competition of digital media: Ways of providing direct
nature experiences;
- Forums for in-depth discussion of specific professional
aspects and issues.

* Teachers in the State of Baden-Württemberg can apply to the Karlsruhe
Regional Authority (Regierungspräsidium, Department 77) to have their travel
expenses reimbursed.

** Europe's Four Motors are the regions of Lombardy, Catalonia, Rhône-Alpes and
Baden-Württemberg.

INFORMATION FOR PARTICIPANTS

DATE

Thursday, 23 June 2016, 9.30 AM

PLACE

70806 Kornwestheim (Lkr. Ludwigsburg),
venue: »Das K – Kultur- und Kongresszentrum«,
Stuttgarter Straße 65

PARTICIPANTS

Representatives from the world of environmental and sustainability education in kindergartens, schools, universities, associations and local authorities, as well as in public administration, museums, nature conservation associations, nature reserves, biosphere and national park centres, BANU-certified nature and countryside guides, conservation officers and similar, representatives from the media and those working in environmental and sustainability education in the Four Motors regions of Lombardy, Catalonia, Rhône-Alpes and Baden-Württemberg.

CONFERENCE COORDINATION

Dr. Karin Blessing, Baden-Württemberg
Academy of Nature Conservation and Environmental Protection

CONFERENCE FEE

None

REGISTRATION

By 17 June 2016 at the latest using the enclosed pdf or by mail to



**Academy of Nature Conservation and Environmental Protection
at Ministry of the Environment, Climate Protection and
the Energy Sector Baden-Württemberg**

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HOW TO GET TO THE EVENT

<http://www.das-k.info/das-k/faq.html>



Under www.domizil-kornwestheim.de a limited number of rooms are reserved. More room bookings under www.hrs.de.
Participants bear their own travel expenses.



Wed, 22 June 2016

Starting Get together for speakers and guests from
at 4 PM abroad in Akademiehaus, 70193 Stuttgart,
Dillmannstraße 3.

Thu, 23 June 2016 Moderation: Volker Angres, Editor-in-chief
of the ZDF environmental Department

From 9.00 AM Registration

Welcome and opening

Senator e. h. Claus-Peter Hutter,
Head of the Academy for Nature Conservation
and Environmental Protection
Baden-Württemberg

Welcome address

Ursula Keck, Mayor of Kornwestheim

Words of welcome

Ministerial Director Helmfried Meinel,
Baden Württemberg's Ministry of
the Environment, Climate Protection and
the Energy Sector

10.00 AM **Environmental Education 4.0: Experiencing nature
with digital added value!? The digitalisation
of environmental and sustainability education –
Challenges in the modern media age**
PD Dr. Marc Stadtler, Institute of Psychology,
Westfälische Wilhelms University of Münster

10.20 AM **Regional newspaper, Google, Facebook & Co. –
The role of media in environmental and
sustainability education**
Prof. Dr. Wolfgang Schweiger,
Head of the Institute of Communication
Science, University of Hohenheim

10.40 AM Coffee break and »Market of Opportunities«***

11.00 AM **The potential and limits of Smartphone & Co.
in environmental and sustainability education**
Prof. Dr. Steffen Schaal, Institute of Natural
Sciences and Technology: Biology,
PH Ludwigsburg University of Education

11.20 AM Communication and modern media
Beth Woodthorpe-Evans, Head of Media,
The Climate Group, London

11.40 AM **New but tried and tested communications
outreach in the field of environmental and
sustainability education – Brief talks from the
Four Motors of Catalonia, Lombardy, Rhône-Alpes
and Baden-Württemberg**

1.00 PM **Lunch break and »Market of Opportunities«**

*** Market of Opportunities
Organisations, institutions, associations,
etc. present »Modern Media« projects

 **2.00 PM A closer look at the topic:**

Environmental education 4.0 in four forums

Forum I

Nature experience plus – Ways of bringing together experiences of nature, sustainability education and modern media

Moderation: Stefan Flaig, oeconsult, Stuttgart

Qualimobil – Quality initiative for mobile location-based environmental education and information tools in the field

Prof. Dr. Armin Lude, Institute of Natural Sciences and Technology: Biology, PH Ludwigsburg University of Education

Tidy City – Mission Environment:

Discovering nature on a digital paper chase

Dr. Leif Oppermann, The Fraunhofer Institute for Applied Information Technology FIT, Sankt Augustin near Bonn

**Model projects from Catalonia/Lombardy/
Rhône-Alpes**



Forum II

Discovering the real world of nature via simulation?! – Sustainable learning through simulations and games

Moderation: Fritz-Gerhard Link, Academy for Nature Conservation and Environmental Protection Baden-Württemberg

Energetika – Simulation by the Baden-Württemberg Youth Initiative

Frank Ulmer, Kommunikationsbüro
Frank Ulmer, Stuttgart

Find Diversity Simulation

Sonja Schaal, PH Ludwigsburg University of Education

**Model projects from Catalonia/Lombardy/
Rhône-Alpes**

Forum III

Making good use of modern media

Moderation: Volker Angres,
Editor-in-chief of the ZDF environmental
Department

Online dialogue as a means of citizen participation – An example from the Black Forest National Park

Dr. Britta Böhr, Black Forest National Park

A journalist's perspective on the potential of modern media for environmental and sustainability education

Karin Götz, Marbacher Zeitung

Facebook – The benefits of social media in environmental and sustainability education – Baden-Württemberg's Experience Nature Week
Frank Welzel, Agency Team, Stuttgart


Encounters in the countryside – audio guides in the field


Thomas Hagenauer, Südwestrundfunk,
Tübingen Regional Studio

**Model projects from Catalonia/Lombardy/
Rhône-Alpes**

Coffee break

 **4.00 PM Brief feedback from the forums**

 **4.30 PM Followed by: »Prize draw« with attractive prizes relating to nature experiences and environmental and sustainability education.**

 **4.45 PM Quo vadis environmental and sustainability education in an age of global change?**
Volker Angres in discussion with
Prof. Dr. Armin Lude, Institute of
Natural Sciences and Technology: Biology,
PH Ludwigsburg University of Education and
Senator e. h. Claus-Peter Hutter,
Head of the Academy for Nature
Conservation and Environmental Protection
Baden-Württemberg,

End of event, approximately 5.15 PM