

## **INTERNATIONAL TRAINING COURSE IN APPLIED ENVIRONMENTAL EDUCATION**

*Solving Wildlife and Natural Resource Problems  
Through Education, Social Marketing and Communications Strategies*

### **Course Site and Dates**

**An international course in Applied Environmental Education will be held from February 3, 2003 to February 26, 2003 at Khao Kheow Open Zoo (KKOZ), Chonburi, Thailand. The course will be sponsored and conducted by the Smithsonian Institution (SI), Environmental Education and Conservation Global (EECG), and KKOZ.** Ed McCrea, EECG President and former Executive Director of the North American Association for Environmental Education, will serve as the lead instructor. The course will be based at a training center on the grounds of KKOZ. The zoo is located about 80 kilometers southeast of Bangkok near the Gulf of Thailand. In addition to its basic mission of preserving and displaying animals from around the world, KKOZ also conducts an extensive environmental education program for teachers, schoolchildren, and visitors to the zoo.

### **Course Content and Design**

The course covers techniques in environmental education, social marketing, project planning, and communications. The goal is to demonstrate how communication and problem-solving methods can be used to encourage more environmentally sound attitudes and behaviors. Specifically, the course focuses on techniques to build basic environmental awareness and action skills in various target audiences, such as resource users, decision makers, and schoolchildren.

Extensive use is made of case studies, field trips, simulation exercises, small group discussions, demonstrations, guest speakers, school activities, and individual projects. Participants use hands-on activities to reinforce the concepts taught and are encouraged to explore how these concepts can be adapted to fit their particular cultural and geographic circumstances. The emphasis is on relevant, practical instruction tailored to the participants' needs and interests. Course instruction will be in English.

The long-term goal of the course is to foster the development of a cadre of professionals worldwide that can implement resource-based education, planning, communication, and social marketing strategies, and teach this applied environmental education to their colleagues through workshops and seminars.

### **Course Fee**

The course fee is US \$1,500. This price includes all expenses for lodging, food, local travel, course materials, facilities, and special events during the course--generally everything except airfare. All applicants must include letters confirming financial support with their applications.

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## **Who Should Apply**

The course is designed primarily for people who develop, administer, or conduct education programs dealing with natural resource conservation, sustainable development issues, or environmental and wildlife concerns. Participants may work for government environmental or resource management agencies, ministries of education, zoos, universities, non-government organizations, museums, parks, etc.

## **How to Apply**

Applicants should submit the following materials:

- ?? A 2-3 page letter of application indicating why you are interested in the course, how you will use what you learn at the course, and your long-term career goals. Please include a description of an environmental education project that you would like to develop during the course and implement later in your home country.
- ?? A current biography or résumé.
- ?? A letter from your supervisor or the director of your organization or agency indicating that you have permission to attend the course and that your organization or agency supports your efforts in environmental education.
- ?? Two letters of reference from persons who know you and can provide background on your professional and personal attributes.

## **When and Where to Apply**

The deadline for applying for the course is December 15, 2002. After this date, applications will be accepted on a first come, first served basis.

Please send application materials and inquiries for the course to:

Joan Haley  
Department of Conservation Biology  
National Zoological Park  
Connecticut Avenue, NW  
Washington, DC 20008  
Email: [haleyj@nzp.si.edu](mailto:haleyj@nzp.si.edu)  
Phone: 202-673-4844 or 202-673-4843

## **Scholarships**

A limited number of partial scholarships will be provided but they will be available only to successful applicants from developing countries. All applicants requesting partial scholarships must submit a letter justifying their need for financial support.