The 4 Major Thrusts of ESD

1. Access to quality basic education
2. Reorienting existing education
3. Public awareness and understanding
4. Training programs for all sectors

Agenda 21 -92, UNESCO-96, UNCSD -98, JPOI-2002
GAP Priority action areas

1. Advancing policy
2. Transforming learning and training environments
3. Building capacities of educators and trainers
4. Empowering and mobilizing youth
5. Accelerating sustainable solutions at the local level
Step 1 - Individual Behaviour Change (IBC)

\[
IBC = A + M(m1+m2+m3+m4+m5+m6+m7+m8) + K + O + Sk + R + E + C(c1+c2+c3) + Gu
\]

Step 2 - Shifting Societies (SS)

\[
SS = IBC + Rew + Me + Cx + Pw + G + IC + Ent
\]

M - Motivation
- m1 – commitment
- m2 – accountability
- m3 – relevance
- m4 – better, easier, etc.
- m5 – values alignment
- m6 – deemed helpful
- m7 – belief
- m8 – believed to be doable

C – Cultural acceptance
- c1 - societal
- c2 – institutional
- c3 – individual level

K – knowledge
O – opportunity
A – awareness
R – resources
Sk – skills
E – Ease
Gu – Guilt

Rew – Rewards (perceived)
Me – Meaningfulness
Cx – Cultural acceptance (x)
Pw – Political will
G – Governance
IC – International collaboration
Ent – Enticements (C$)
RCEs- More Effective When Together