




Qualification programme MANAGING “BILDUNGSLANDSCHAFTEN” FOR SUSTAINABLE DEVELOPMENT

Embedding Education for Sustainable Development (ESD) in the local and regional education community (German: *Bildungslandschaft*) as a whole can contribute to a higher education quality. On one hand, the coordinated and complementary cooperation of formal with non-formal and informal education stakeholders can create new synergies of players who usually do not work together. And on the other hand, integrating all stakeholders of the education community can activate new areas of learning and experience for a lifelong learning of children, youth, and adults in the community. In many regions – even those that have some administrative structures or an established education management system – the potential of community learning is often considered separately and therefore hardly ever reaches its full potential.

This project aims at developing a high-quality, practice-oriented qualification programme “Manager of ESD Bildungslandschaften” tailored to the specific needs of education for a sustainable future in the region. This programme is expected to create new perspectives on the opportunities for local and regional education beyond schooling, teaches current pedagogical and methodological approaches for action-oriented learning and, with its focus on sustainable development, make a contribution to social transformation towards a better future for all.


The Potential of Education for Sustainable Development: Much Know-how, Yet Still Little Transfer



In the German National Action Plan “Education for Sustainable Development”, the Federal Government emphasizes the outstanding importance of ESD *Bildungslandschaften* for ensuring high-quality education in Germany. With their structures geared towards participation and citizen involvement, education communities play an important role to actively involve a broad spectrum of actors, stakeholders, and civil society in local socio-political and environmental policy decision-making processes and thus strengthen democracy within the community.

According to experts, though, a large number of education managers today lack the specific ESD knowledge and skills that they need to adequately embed the goals, content, and methods of ESD into their activities. Vice versa, many ESD-oriented actors have little experience with the specific requirements, reference systems and instruments of education management to successfully embed ESD in an appropriate, meaningful, and beneficial way. Throughout Germany, available good quality training opportunities for professionals still very much relate to technical disciplines, refer to prevailing and traditional perspectives and sectoral thinking. Transfer and nexus thinking between the different disciplines are rather an exception and limited to individual cases.


Manager of ESD Communities: Taking Action for Change



Future graduates of this innovative new qualification programme in Germany will be able to further strengthen the position of professionally organized *Bildungslandschaften* and thus further reaching a new level of embedding education for sustainable development in their current or future fields of work, to provide new impulses to the dissemination of the ESD concept with structurally anchored ESD *Bildungslandschaften*, e.g. experts in local government, associations, funding agencies and extracurricular educational institutions or as self-employed persons in the context of ESD.

“Manager of ESD Bildungslandschaften” create added value in all local and regional contexts. They promote the municipal education mandate in a context of ESD, orchestrating the interaction between municipalities, schools, day-care centres, independent educational institutions and initiatives, civil society, business and others, including new extracurricular learning venues and education providers, using the overall pedagogy and methods of ESD. And with their attitude and commitment to the success of the transformation, they make an important contribution to achieving the Paris agreement and the 2030 Agenda in the local and regional context.





The development of the qualification programme is specifically aimed at integrating and linking existing professional expertise and dealing productively with their diverse practical experience: All stakeholders contribute their know-how and in return receive direct access to the contents and methods of the newly emerging qualification programme “Manager of ESD Bildungslandschaften”.

Professional Profile of a “Manager of ESD Bildungslandschaften”

- ✓ Establishing and supporting a collective responsibility of local stakeholders for education at all levels to promote ESD as a whole-of-society process
- ✓ Monitoring the needs of education stakeholders to document current and define future ESD training programmes
- ✓ Initiating and coordinating relevant plans and projects, moderation, and supporting synergies amongst stakeholders and other interfaces
- ✓ Advising individual education and training providers to strengthen ESD within the institution in and beyond their programming
- ✓ Promoting the citizen participation in shaping the ESD communities and creating equitable access for all
- ✓ Addressing current (from local to global) social, political, and economic issues and localize them for the educational needs of the community
- ✓ Identifying and communicating the priorities set by ESD for long-term sustainable local and regional development

Integration into the Global Action Programme And the National Action Plan on ESD



The intentions and future activity profile of the qualification programme for “Managers of ESD Bildungslandschaften” are in line with the objectives of the UNESCO Global Action Programme on ESD and its follow-up programme “Education for Sustainable Development: Towards achieving the SDGs” – in short “ESD for 2030”. Accordingly, the National Platform for ESD in Germany has defined concrete orientations and measures to promote sustainable educational landscapes in the National Action Plan for ESD, including:

- Goal 1:** Development of a guideline for the design of *Bildungslandschaften* with a focus on ESD
- Goal 3:** Examine how multipliers for ESD management structures of *Bildungslandschaften* can be strengthened
- Goal 6:** Strengthen 150 local or regional *Bildungslandschaften* with a focus on ESD

The training programme is a substantial contribution to the implementation of the goals formulated in the National Action Plan, in particular goal 3; it is highly compatible with other activities of the programme “ESD for 2030” and aims to incorporate the expertise of the members of the expert forum “Non-formal and Informal Learning” and representatives of the National Platform in a participatory development process. It also correlates directly with the Federal Government’s current plans to create stronger support structures for ESD in municipalities (keyword: ESD Competence Agency Municipalities) by creating important substantive and operational foundations for this.

Project Structure and Funding

“Manager of ESD Bildungslandschaften” is a project of the German Society for Environmental Education (Deutsche Gesellschaft für Umwelterziehung) funded by the German Federal Environmental Agency (Umweltbundesamt). The non-profit corporate Fields Institute was commissioned with the implementation.

