

## WORKSHOP 4

### Reviewing, Rethinking, and Reorienting ICTs for ESD

#### **Moderators:**

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In the last few decades, the world has witnessed a new technologically-driven revolution, popularly called as the 'Information Age'. Like the previous revolutions in the human history—agricultural, industrial, etc.—the revolution of Information Technology has also been accompanied with numerous prospects but also certain limitations. One of the main goals of the Earth Charter is to raise awareness worldwide about the importance to transform their way of thinking and lifestyles to be more sustainable, acknowledging the Earth Charter as a useful instrument for this transformation. New media and ICT can play an important role to bring about transformation. The ultimate purpose would be to inspire change in values and attitudes, at all levels of society, from the youngest to the decision makers and motivate people to take positive actions that will contribute to build a sustainable and just global community.

The Workshop would explore the impacts of ICT on 'values and principles' which form the core of Education for Sustainable Development. It will generate a discussion on educational usage of information and communication technologies that can help ensure equitable distribution of knowledge and understanding of the overarching principles of the Earth Charter. Earth Charter's principles can only be implemented if sufficient awareness raising is in place using the latest information and communication technologies. The workshop will also look at appropriate communication technologies, media strategies and social networks that can assist the transition towards sustainability using the EC as an instrument. It will involve defining ways and means for shaping social marketing strategies and action projects drawing on the innovations of the Earth Charter Strategy and Communications Task Force. Light will be thrown on some issues like questions of ICT and equity (digital divide); linguistic barrier; quality and kind of information available to the citizens; and justification of investment in ICT. Thus this workshop aims to discuss such concerns and questions and brainstorm creative ways of converting the digital divide into digital empowerment.

### **Objectives of the session**

1. Share experiences and good practices of communication campaigns that have further promoted the Earth Charter.
2. Explore ways to develop the resources and tools needed to better use new media and ICT to raise awareness about sustainability and the Earth Charter.
3. Discuss how to enhance the interest of media in the Earth Charter Initiative. Develop recommendations for the future of the Earth Charter Initiative in this field.

A summary of the discussion at the workshops will be posted on the Conference website each day. Each workshop will come up with a final report on day three. The report will include a road map for the future and a set of recommendations for the Rio plus 20 Conference proposed in Brazil 2012, the end of the Decade of Education for Sustainable Development (DESD) Conference in Japan in 2014, as well as for the next decade of the Earth Charter 2010 - 2020