

'Telling your Story'

Monitoring and evaluating the impact of your Learning for Sustainability activity

09 May 2024



@ScotCCAN
@TheRHET
@LfSScotland

1. Welcome

Kirsten Leask
Learning for Sustainability Scotland



Welcome!

- **Please introduce yourself in the chat box**
- **Mute your audio**
- **Put any questions in the chat box**
- **We will be recording the main webinar but not group discussions**

#Target 2030
#LfSforAll

Aims of today's session:

- Support you to **develop effective approaches** to monitoring and evaluating the impact of your LfS activities using storytelling
- Discuss **experiences/examples**
- Examine **successes and challenges**
- Share **resources.**

Programme

16:00 Welcome and scene-setting

16:05 'Storytelling and goal-setting': an introduction

Sara Smith, RHET

16:20 'Telling and sharing stories': SCCAN Story-weavers

Kaska Hempel, Scottish Communities Climate Action Network

16:35 Group discussions

16:50 Next steps

17:00 Close

Learning for Sustainability...

‘...empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity.

It is about lifelong learning, and is an integral part of quality education. Education for Sustainable Development is holistic and transformational education which addresses learning content and outcomes, pedagogy and the learning environment. *It achieves its purpose by transforming society.*

UNESCO 2019



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2. 'Storytelling and goal-setting: an introduction

Sara Smith
Royal Highland Education Trust






Telling your story

Monitoring and evaluating the impact of sustainability activities

What surrounds us shapes us

Our communication system is shaped around stories – lets capture this and use it to evaluate impact!



We are 22 times more likely to remember information if it is presented in a story

Learning, stories and sustainability

4

Stages of Learning

Graphic created by Yamini Bhatt; yaminibhatt4@gmail.com



Goal 0 Sustaining the Human Spirit



A Missing Piece in the Sustainability Movement: The Human Spirit

- Sustaining the human spirit ensures that we each have the **hope, clarity of vision, and courage** to do challenging work in complex organisations while bringing diverse stakeholders into the conversation.
- Sustaining the human spirit will result in sustaining our natural world while also creating communities in which the human dignity of each person is honoured.

Three components of sustainability of the human spirit

- Engage the heart and mind of those in our communities
- Nurture and sustain those who work as change agents for social justice.
- Employ ecological or context-specific, culturally responsive strategies to expand the diversity of participants and ensure equitable, democratic participation of all members of our community





7 powers of story

- Power to **transport**
- Power to **communicate**
- Power to **enable learning**
- Power to **create meaning**
- Power to **transform**
- Power to **unite**
- Power to **envision possibilities**

Story of Brazil nuts

- Buying PI'Y - the Kayapó name for Brazil nuts - strengthens the Indigenous Kayapó people, their culture and the rainforest they protect and depend on. Trading the nuts provides autonomy for around 600 families in over 50 Kayapó villages, and helps protect Indigenous lands - 40,000 square miles of Amazon rainforest.



- Power to **create meaning**
- Power to **unite**
- Power to **envision possibilities**

Utilising the power of story

- **Outcomes** are the changes or difference you expect to make. Who is changing? What is changing? How is it changing?

Teachers have improved confidence in their gardening skills

- **Indicators** are what you measure to find out whether you have made the difference you hoped to make

Ability to deliver plant and grow activities

- **Methods** how you will collect information about the indicator – including storytelling





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3. Telling and sharing stories: SCCAN Story-weavers

Kaska Hempel
Scottish Communities Climate Action Network

[Telling and sharing your story: SCCAN's 1000 Better Stories for Change \(LfS workshop\) \(canva.com\)](#)



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4. Group discussion

Everyone

Over to you...

Points for discussion:

- How could you/do you **use story-telling within your organisation/role?**
- What could be/have been the **impacts** of this approach?
- What **challenges** have you encountered or might you anticipate?
- If you prefer, you can record your thoughts and comments on our Jamboard. The link to this is in the Microsoft Teams chat.

Next steps/further resources

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Find out more:

- [Access the SCCAN Storytelling resource list](#)
- [Join a SCCAN event](#)
- [Monitoring Education for Sustainable Development in Colleges - Framework & Workshop | Sustainability Exchange](#)

Join and/or follow us:

- [Royal Highland Education Trust](#)
- [Scottish Communities Climate Action Network & Transition Scotland Hub](#)
- [Learning for Sustainability Scotland](#)



Thank you!

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