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*Dialogue, Collaboration,
and Action for a
Sustainable Future*

“EC+10 Celebrations Report”

Earth Charter International Secretariat ▶ 2011

*This document presents the summary of the EC+10 celebrations held in 2010.
It contains brief descriptions of all events, as well as an outline of the
Communications Campaign created to promote the events and the Earth Charter.
The report concludes with key recommendations for future activities.*

EC+10 Events

All over the world, events both large and small were organized during 2010 to celebrate the Earth Charter's 10th anniversary. Their purpose was to advance the Mission, Vision, and Goals of the Earth Charter Initiative. Specifically, the events focused on: *raising awareness and promoting understanding of the Earth Charter; promoting dialogue, collaboration and action for a sustainable future; sharing experiences; and developing goals and objectives for the next decade.*

The theme and slogan for the celebrations were created in consultation with a number of individuals.

Theme: *Dialogue, Collaboration and Action for a Sustainable Future.*

Slogan: *It starts with one!*

A communication campaign and materials were produced with this slogan. Information on this campaign, as well as the most notable gatherings and activities among the EC+10 efforts, are presented below.

A collection of pictures from these events can be found in the [Earth Charter+10 Picasa album](#). The following table summarizes the events organized in 2010; more details are presented below.

APRIL	
Mexico: Launch of EC+10 year in Guanajuato with simultaneous local gatherings. 21-24 April.	
Brazil: EC+10 and Earth Day celebrations at UMAPAZ, Sao Paulo	Nigeria: Youth event in Abuja
Belarus: EC+10 campaign in Minsk	Norway: Meeting of the Oslo Ethics and Leadership Group of Tekna
Costa Rica: National University	Italy: Conference in Fano, Urbino
Ecuador: Museums Foundation in Quito	Peru: Soka Gakkai International (SGI) Peruvian headquarters, jointly with the National Major University of San Marcos and Earth Charter
Kyrgyzstan: Kizilkiya Municipality	
MAY	
Russia: EC+10 meeting at Presidential Center for Public Initiatives, Moscow. 6-8 May.	
Brazil: Seeds of Change exhibition at UMAPAZ, Sao Paulo. 20 May.	
United States: EC + 10 Dinner at Michael Murphy Gallery M, Florida. 26 May.	
JUNE	
Indonesia: EC+10 and Environment Day, Jakarta Convention Center. 5 June.	
The Netherlands: Major event EC+10 event at Peace Palace, The Hague. 28-29 June.	
SEPTEMBER	
Japan: ESD and EC+10 Conference, at Rikkyo (St. Paul) University. 10 September.	
Australia: The Australia-Pacific Earth Charter Festival in Brisbane. 16-20 September.	
Switzerland: Booth at Lifefair, Zurich. 24-26 September.	
OCTOBER	
Taiwan-China: Conference: Ancient Wisdom, Sustainable Futures, Taitung. 12-15 October.	
Spain: Open event with 3000 participants at Sports Palace, Madrid. 24 October.	
NOVEMBER	
India: Major event at CEE campus, Ahmedabad. 1-3 November.	
United States: Earth Charter +10 week at Florida Gulf Coast University. 1-5 November. Also, "Local Action for a Sustainable Future," at the University of Pennsylvania. 7 November.	
Jordan: EC+10 for Middle East and North Africa region, Dead Sea. 23-24 November.	

APRIL

Mexico

The worldwide EC+10 celebrations began in Mexico, where the Ministry of Environment and Natural Resources (*SEMARNAT*) and the University of Guanajuato organized the opening celebratory event on 21 – 24 April.

A number of Earth Charter representatives and Mexican academic and social leaders were present, including: **Steven Rockefeller**, Co-Chair of the Earth Charter International Council; Council Members **Rick Clugston** and **Brendan Mackey**; and **Peter Corcoran**, of the Florida Gulf Coast University. Mr. Rockefeller delivered a keynote address on the Earth Charter and Human Rights, while Mr. Mackey made a presentation on Ethics and Climate Change. Several youth groups and leaders shared their experiences with the Earth Charter.



On 21 April, the President of Mexico, **Felipe Calderon** celebrated Mother Earth's International Day in Veracruz and referred to the Earth Charter in his speech several times, saying:

"The International Day of Mother Earth was established by the United Nations to remind all of us around the world of our duty to care and respect our natural wealth."

"We are also celebrating the 10th Anniversary of the Earth Charter Initiative, which is a document and a call for action, which is more relevant today than ever."

At the same occasion, Mr. **Martínez Soliman**, UN Resident Coordinator for Mexico, stated:

"As Resident Coordinator for the United Nations in Mexico, it is my privilege to attend the celebration of the International Day of Mother Earth, this year in particular, in the setting of the Earth Charter's tenth anniversary."

"We feel proud that the Government of Mexico has included the Charter's initiative in its sustainable development agenda. This document, which is the result of one of the most extensive participatory processes for drawing up an international declaration, embraces a true endeavor to create an accord among peoples aimed at promoting a new sense of well-being, development, and justice in the framework of urgent challenges caused by climate change and the growing strain on ecosystems and natural resources on which every human being depends."

On 22 April, the Mayor of the City of Guanajuato, a representative from the Governor of the State of Guanajuato and the Rector of the University of Guanajuato hosted a celebration of Earth Day, together with a celebration of the 10th anniversary of the launch of the Earth Charter, at the City Hall in Guanajuato.

In similar events taking place simultaneously all throughout Mexico, over 26,000 people participated in local Earth Day and EC+10 celebrations.

Brazil

In Sao Paulo, the Earth Day celebration (22 April) took place at UMAPAZ (Open University for the Environment and a Culture of Peace), with the presence of the City Secretary of Green and Environment, **Eduardo Jorge**, the Mayor **Gilberto Kassab**, and **Cristina Moreno**, representative for the Earth Charter Initiative.

Children from the **AMECON-CEJOLI NGO** in the Americanópolis district in São Paulo participated in several of the activities, including the planting of trees at the Ibirapuera Park, as well as listening to stories from the writer **Fábio Lisboa**.

The hoisting of the following flags was carried out at the entrance of UMAPAZ: from the Municipality of São Paulo, by the Deputy mayor of Villa Mariana, **Manoel Antonio da Silva Araújo**; the Brazilian flag, by the Secretary of Environment, **Eduardo Jorge**; and the Earth flag by the Mayor **Gilberto Kassab**, with the presence of the students of the third group of the Earth Charter in Action.

In Florianópolis, **Harmonia na Terra Institute**, in collaboration with an association called **Lar Recanto do Carinho**, proposed a mural painting, involving youth, based on the Earth Charter principles, with the activity coordinated by **Samuel Casal**, a famous artist that works in close alliance with the institute.

By working together on this effort, the partners aspired to give joy to and increase the self-esteem of HIV/AIDS affected people. In addition, 150 native trees from *Mata Atlântica* were distributed within the community. Each tree

came with a tag containing instructions on how to plant it, along with the four main principles of the Earth Charter.

In another Brazilian city, **Recife**, it was a day to act and breath slowly in solidarity with the bio-energy, seeking to harmonize forces and stimulate the recycling of daily attitudes.



Thanks to **EcoCELPE** there was a handcraft workshop, with materials based on the 3R (Reduce, Reuse, Recycle) philosophy. It was a day to put in practice the concept of solidarity, as well as time for reflection and mobilization towards the preservation of the planet.

The event was attended by local educators and social leaders. They took a moment to walk without shoes and feel the soil that keeps them safe, rooted and connected to each other through the web of life.

Costa Rica

In Costa Rica, the Earth Charter 10th Anniversary celebration was also held on Earth Day (22 April). It was organized by **the National University of Costa Rica (UNA)**, a longtime supporter of the

Earth Charter Initiative. The Rector of UNA at the time, **Mr. Olman Segura**, and other authorities from the University participated in this event.

One of the highlights was the official launch of **UNA's Earth Charter Network**, involving professors and staff already using the EC. So far, 22 professors, administrative staff, and students have joined this network. The goal is to further expand the UNA Earth Charter Network as rapidly as possible.

The Faculty of Education presented two projects created with the Earth Charter: educational material that helps secondary school teachers to incorporate the Earth Charter in different subjects; and a university study programme for science teachers who have not yet completed their specializations.



The Costa Rican EC+10 celebrations were also the official launching point for **the Earth Charter Student Award**. The UNA EC Network defined the criteria for selecting students who are putting the principles of the Earth Charter into practice.

As Mrs. Elizabeth Ramirez said:

"It is very easy to grant an award to students with good grades or with good sports performance, but

no one ever recognizes those who serve the others".

Thirteen students from UNA's campuses around the country were chosen to receive the 2010 EC Student Award. The awards were granted at the closing of the event. The students were very moved, expressing their great joy in being publicly recognized for their efforts.

Italy

Also in April, an event titled **"Earth Charter and Biodiversity: Between Ethics, Religion and Science"** was organized by EC Affiliate **Federazione Nazionale Pro Natura**, along with presenters from several Italian universities. It was funded by the Marche Region, the Province of Pesaro and Urbino, and the Municipality of Fano, together with the "Casa Archelei" Environmental Education Center, the "G Torelli" Scientific Secondary School from Fano, and the "G.Vico" Social-Physical-Pedagogical Secondary School from Sulmona.

Kyrgyzstan

This year, the Earth Charter Affiliate in Kyrgyzstan - **the Sunny Country Social Fund** - held their first Earth Charter event on 22 April in Kizilkiya, a large South-East province. The event was coordinated by **Atabek Anarbaev**, an activist from the Earth Charter International Youth Network and an active participant in the e-GLO programme.

The organizers introduced the Earth Charter to the Kizilkiya mayor's office, the municipal department of education, and to secondary school teachers.

Municipality officials and teachers were given the Earth Charter text, learned about the Initiative and its history, vision and mission, and participated in a discussion on the importance of practical implementation of the Earth Charter principles in building a just, sustainable society in their country, as well as in the whole Fergana region.

Earth Charter materials, brochures, posters, and CDs were distributed during the seminar. The participants of the seminar expressed their enthusiasm about getting to work with the Charter, while the teachers decided to include Earth Charter informational and educational materials in their lessons on sustainable development.



The initiative has been followed by a series of local events aimed at celebrating the Earth Day and the Earth Charter launch in Kyrgyzstan.

Nigeria

Members of Earth Charter youth groups celebrated Earth Day by reflecting on the Earth Charter's 10th anniversary. Some of the participants came from as far as Bayelsa (Niger Delta) and Sokoto (North West) states, both more than 400 kilometers away from the event's location in Abuja

After introducing the participants, **Taiwo Oyelakin** explained the roots and meaning of the Earth Day celebration. He shared the story of many young people who are taking action across the world to help the Earth. **Esther Agbarakwe** spoke on similar themes, focusing on the Earth Charter. She underscored the Charter's inspirational role around the world, in schools, churches, government and among young people.

Participants, divided into small groups, took part in a workshop on climate change and youth action led by **Ilona Mičule**, who is an EC activist from Latvia, and **Esther Agbarakwe**. Each of the participants explained what they understood about climate change and what young people could do about it, using the Earth Charter as a guide. Various actions, such as capacity building and policy advocacy, were suggested.

Norway

In Oslo, the annual formal meeting of the NGO **Earth Charter Norway** was combined with an open house meeting with **The Oslo Ethics and Leadership Group of Tekna** - The Norwegian

Society of Graduate Technical and Scientific Professionals. The event took place on 22 April.

Halvor Stormoen, the representative for Earth Charter Norway, made a presentation on ***The Earth Charter, its History and the Way Forward***. The meeting focused on the content of the Charter and its 16 Principles, linked to recent events in Norway. The Celebration of EC + 10, the ***"It starts with one"*** campaign, and the 40 years of Earth Day were also highlighted.

Peru

In Peru, **Soka Gakkai International (SGI)**, jointly with **the National Major University of San Marcos** and with the support of **Earth Charter Peru**, opened a week of Earth Day commemorative activities.

The event took place at SGI headquarters and was inaugurated by **Dr. Luis Izquierdo Vásquez**, Rector of the UNMSM. **Dr. Fernando Quevedo Ganoza**, leading professor of the UNMSM, delivered a keynote speech titled *"Earth Day."*

The event included an open dialogue session with students. After the session, the video *"A Quiet Revolution"* was shown.

After the video presentation, the exhibition *"Seeds of Change: The Earth Charter and Human Potential"* was opened. National authorities, professors, students and the general public have been welcome to see the exhibition, whose goal is to motivate and empower people, awakening personal interest for environmental problems.

In addition to these events, students from SGI Peru voluntarily associated in a group called SEADS and carried out educational workshops titled: *"Let's Take Care of Our Biodiversity," "Water Care,"* and *"Recycling,"* among others. More than 2,700 people attended the exhibition and the workshops.



Ecuador

In Ecuador, activists from **Fundación Intiwasi** invited María Pinar Merino of Fundación Valores, Spain, to offer a workshop on the Earth Charter to the guides of the three interactive museums of Quito Museums' Foundation. The event took place on 25 April and also included a video presentation by Leonardo Boff.

Thanks to Fundación Intiwasi, the museums have agreed to display pictures representing the Earth Charter principles. Approximately 300,000 people will be able to see these in the upcoming year, giving the Earth Charter unprecedented exposure.

MAY

Russia

The event took place on 6-8 May at the Presidential Center for Public Initiatives in Moscow. It was organized by the Russian Center for Environmental Policy and **Dr. Vladimir Zakharov**, member of the Russian Public Chamber, under the auspices of the presidential advisor on innovation and sustainable development, Mr. Yurgens.

More than 60 representatives from a variety of different sectors took part in the event. The first day, Dr. Zakharov made an inspiring presentation on the ethical vision of the Earth Charter and its impact on the Russian civil movement. He recommended presenting the Earth Charter's values and principles to the presidential administration with a proposal to incorporate them into the ethical code for sustainability which is now being publicly discussed in the country.

An overview of the EC Initiative work was done, and members of an EC youth group presented the brochure "**Earth Charter for the Russian Youth.**"

During the second and third day of the conference, participants approved a proposal by the EC Russian Affiliate to establish an Institute of Sustainable Development at the Russian Public Chamber. As one of its main objectives, the new Institute will work on the Rio+20 process in Russia and use the Earth Charter as its moral and ethical framework for analysis and decision-making.

Brazil

On 20 May, the "***Seeds of Change – The Earth Charter and Human Potential***" exhibition from SGI (Soka Gakkai International) was opened at UMAPAZ (Open University for the Environment and a Culture of Peace), as part of EC+10 and the Environment Day celebrations. Eduardo Jorge, Secretary of Environment of the City of Sao Paulo, attended the event. More than 500 people visited this exhibition during a period of three days.

United States

On the evening of 26 May, various leaders from the Tampa business community, along with members of the Earth Charter's US Board of Directors, invited **Steven Rockefeller** to celebrate the Earth Charter's 10th anniversary. The Tampa EC+10 celebration was held at the Michael Murphy Gallery M, and was hosted by **Lorna Taylor**, the Chair of the Board of Directors EC US and CEO of Premiere Eye Care, and was catered by Chef **BT Nguyen** of Restaurant BT.

The dinner discussions ranged from sustainable business practices to building ethical frameworks and creating educational curriculum, along with various other Earth Charter initiatives. The menu and table designs were created with an organic focus, featuring locally farm raised products to create a truly beautiful Earth Charter event.

JUNE

Indonesia

With the slogan, ***It starts with one for future generations***, several affiliates and volunteers organized a celebration for the 10th anniversary during the World Environment Day on 5 June. The celebration took place at Jakarta Convention Center and was part of the Indonesian Environmental Week, an event hosted by the Ministry of Environment and consisting of exhibitions, seminars, program launches, and entertainment. The event was officially opened by **Ms. Sri Hudyastuti**, Assistant Minister of Environment for Economic and Poverty Eradication Affairs.



Over 100 participants attended, including students, teachers, and the general public.

The book *"Memperkenalkan Keberlanjutan di Ruang Kelas"* - a translation to Bahasa Indonesia of an Earth Charter publication called "Bringing Sustainability into the Classroom" - was presented during the event.

A panel discussion on Education for Sustainable Development (ESD) took place as well. It was moderated by **Ardina Kaidir** from Madania

Progressive Indonesian School, and panelists included **Ari Sutanti**, from the British Council; **Stien Matakupan**, from Sampoerna School of Education; and **Koen Setyawan**, from Jaringan Pendidikan Lingkungan (Environmental Education Network).

Having identified the lack of more contextualized teaching materials as one of the problems in implementing ESD, a symbolic handover of the Earth Charter guidebook translation was done by **Ms Rina Kusuma**, from The Indonesian Biodiversity Foundation, to the panelists, students and teachers Laurentia School, as well as to the Indonesian Teachers Association.

The event was supported by The Indonesian Biodiversity Foundation and the Ministry of Environment.

The Netherlands

On 29 June, more than 215 people gathered at the **Peace Palace in The Hague** in order to celebrate the anniversary of the Earth Charter on the exact day and place of the 2000 launching ceremony. This major celebration was organized by the **National Committee for International Cooperation and Sustainable Development (NCDO)**, in collaboration with the ECI Secretariat.

A special feature of the gathering was the ability to follow the event live on the Dutch Earth Charter website, at www.earthcharter.nl, where people could see and hear all the presentations. At the same time, several reporters used Twitter to comment on and summarize the main points of the presentations. With this innovation, 606

people from 43 different countries such as India, Indonesia, Kenya Nigeria, Brazil, USA, Spain and Bulgaria were able to join the event online and share their vision and ideas.

The Dutch celebrations were hosted by **Ruud Lubbers**, former Prime Minister of the Netherlands and Earth Charter Commissioner. The working plenary sessions were moderated by **Paul Hohnen** and **Ama van Dantzig**.

The main objective of the gathering was to review the achievements and challenges of the last ten years, focusing on the youth and businesses. The idea was to inspire and motivate participants to move forward with the goal of putting in practice the principles of the Earth Charter.

The event was organized in an interactive form. Four panel discussions and five thematic sessions were held. During these sessions, participants had the opportunity to discuss and share their views. **HRM Queen Beatrix** participated during the morning programme, and **Prime Minister Jan Peter Balkenende** delivered a closing speech during the afternoon.

Manuel Obregon, Minister of Culture and Youth of the Republic of Costa Rica and a renowned pianist, offered two performances during the morning programme from his work "*Symbiosis*," inspired by the author's concern for vanishing biodiversity.



Live video coverage of a children's animated performance on the Earth Charter was presented, both in the Peace Palace and in Uganda simultaneously. The Dutch performance was attended by HRM Queen Beatrix, who was handed one of the animation figures.

The **Feather Project** was launched during this event, an initiative of Earth Charter Commissioner Awraham Soetendorp. The event was very inspirational in nature, something that former Prime Minister Balkenende highlighted.¹ Another important conclusion stressed by Mrs. Mirian Vilela, ECI Executive Director, was the importance of working on intergenerational partnerships as a tool for change for businesses.

¹ More details from this event are available on the Earth Charter Netherlands website:
<http://www.earthcharter.nl/>

SEPTEMBER

Japan

The Earth Charter Japan Asia-Pacific Committee organized a Conference on Education for Sustainable Development in the Asia-Pacific Region titled, *"Mainstream, Link and Collaborate: Dialogues Toward an Expanded ESD Movement in Asia"*.

The conference took place at Rikkyo (St. Paul) University in Tokyo on 10 September, and was co-organized with the **DESD World Festival Forum** chaired by **Dr. Ryokichi Hirono**, Professor Emeritus, Seikei University, Tokyo and Vice Chair, Japan Asia-Pacific Committee for Earth Charter (JAPEC), Tokyo.

The event was supported by a number of institutions, including **UNESCO** and the **UN University**. Experts in the field of education and sustainable development from all over Asia Pacific region took an active part.

A musical performance of UN Classic Live, entitled, *'To whom does the blue Earth belong to?'* was performed in Tokyo, Kanazawa, Yokohama and Okinawa.

Australia

On 16 – 17 September, **the Earth Charter Australia Committee** and many other supporters organized the *Earth Charter Festival* in Brisbane.²

² For more details, please check the Australian Earth Charter website at:
<http://www.earthcharter.org.au/>

The *Festival* was focused on our collective ability to respond to the major impacts of climate change, the global financial crisis and regional conflicts using the values and principles of the Earth Charter as a way forward.

The programme was divided into three themes: **Inspiration, Action, and Celebration**. It consisted of workshops and plenary sessions. The first day events, held at St. John's Cathedral, focused on an interfaith approach to the Earth Charter and general reflection. During the second day three parallel sessions were held: one on business, another with primary and secondary school educators, and a third with local community leaders.

Switzerland

The Earth Charter Affiliate in Switzerland organized a booth at the **Lifefair** exhibition 2010 which attracted much attention. The fair was held from 24 to 26 September as part of the **Züspa Autumn Fair** in Zurich. The aim was to highlight the role of the Earth Charter in raising awareness and bringing about sustainable changes in people's lives.

The 10th anniversary of the Earth Charter, with its slogan **Dialogue, Collaboration and Action for a Sustainable Future**, was highlighted at the booth. Working with a wide range of partners in preparing for the Lifefair provided a great opportunity to put these key themes into operation.

OCTOBER

Taiwan/China

Earth Charter Taiwan held an anniversary event in Taitung on 12 – 15 October.



The conference, organized in collaboration with **TESA** (Taiwan Ecological Stewardship Association), focused on sharing efforts in integrating prehistoric civilization, indigenous cultures and permaculture under the framework of the Earth Charter.

There were panel discussions and open conversations on the following topics: Earth Charter and Indigenous Cultures, the Dialogue between the Ancient Wisdom and Permaculture, The Universal Declaration of Human Rights and the Earth Charter, and the Gift to the Modern World from Indigenous Peoples. The President of Earth Charter Taiwan stressed the importance of an ethical framework for the difficult unsustainable times in which we are living.

The participation of representatives from indigenous groups was remarkable. They offered reports on actions towards sustainability that they have taken, such as a forest museum, which

encompass their commitments to nature protection. They created community and cultural centers to help revive their ethnic consciousness, and have been fostering the creation of arts and crafts. TESA members have been analyzing many of the indigenous groups' actions in light of Earth Charter principles, and have found how they mirror its vision of the Earth (especially with principles: 4b, 8b, 9c, 14d, 16f).

All participants (around 120) were invited to endorse the Earth Charter, and they did in a special ceremony. Visits to the Museum of Prehistory, the Archaeological Museum, the Cultural Museum, and different tribal villages were also organized.

A small group of Earth Charter network members from other regions also participated in this event. One of them, **Fatima Almeida** from the **Portuguese Association of Environmental Education**, expressed how deeply moved she was to learn from and have personal contact with the indigenous groups they met. Through their way of living and worldview, she was able to learn about sustainability and how the Earth Charter can certainly be a reality in this world.

Spain

The Sports Palace in Madrid was the scenery for the event titled "**Contigo Somos + Paz**" (With You We are More Peace). Over 3,000 people participated in this gathering, which aimed at making the public aware of the vision of strong sustainability and the Earth Charter. The meeting was held on 24 October, and was organized by

Values Foundation (Fundacion Valores), an Earth Charter Affiliate; Culture of Peace Foundation; Ananta Foundation; the Human Potential Institute; and Hub Madrid.



Some of the presenters in Madrid were: **María Pinar Merino**, writer, psychotherapist, specialist in communication techniques and group dynamics; **Federico Mayor Zaragoza**, Earth Charter Commissioner and President of Fundación Cultura de Paz; and **Juan Antonio Melé**, Sub-director General of Triodos Bank.

NOVEMBER

India

The **Centre for Environmental Education (CEE)** and the ECI Secretariat organized a very inspiring and fruitful conference called *"Ethical Framework for a Sustainable World"* in celebration of the 10th anniversary of the Earth Charter. The event, focused on the issues of education, local communities, business, and global governance, took place at CEE campus in Ahmedabad on 1 – 3 November. The celebration was formally

inaugurated by the Hon. Governor of Gujarat, **Smt. Kamalaji**.

The conference brought together over 600 participants, from all parts of India and all regions of the world, representing a variety of stakeholder groups including government officials, representatives of UN agencies, civil society / NGOs, business leaders, academics, media, and a diverse range of people working on the environment, school and higher education, human rights, gender, peace, religion, citizenship, social justice and other issues.

Kartikeya Sarabhai, CEE Director, and **Mirian Vilela**, ECI Director, made the introductory remarks. The first conference address was offered by **Amit Khare**, Joint Secretary, Ministry of Human Resource Development, Government of India.

The UNESCO representative for India delivered a very strong and supportive speech by the new **UNESCO Director General, Ms. Irina Bokova**.

Steven Rockefeller offered a keynote address, speaking of humanity's potential to build a peaceful, just and sustainable world, as well as the need to come together and cooperate as never before, making the hard choices necessary to redirect the course of events.

An interactive video conference was held with **Ashok Khosla**, President of IUCN Council, and **Julia Marton-Léfévre**, IUCN Director General, who were both in Switzerland but were able to share their thoughts on IUCN and the Earth Charter.

Other plenary sessions and working group sessions took place during the first and second days, in addition to cultural events. The first night, **Manuel Obregon**, Minister of Culture and Youth of Costa Rica, offered a piano concert called "*Symbiosis*." On the second night, **Malika Sarabhai** and artists of Darpana offered a performance illustrating the story of Ahmedabad.

Day 3 of the EC+10 conference started with a session in the serene environment of the **Sabarmati Ashram** on the banks of river Sabarmati, from where Mahatma Gandhi had once orchestrated India's historic and unprecedented freedom struggle based on the principle of non-violence or Ahimsa. The publication, "*Earth Charter and Gandhi—Towards a Sustainable World*," compiled by **Kartikeya Sarabhai, Meena Raghunathan** and **Amishal Modi**, was released on this day.



Former Prime Minister of The Netherlands and Earth Charter Commissioner, **Ruud Lubbers**, participated at the opening and closing session.

One important outcome of this conference was the drafting of an initial plan for the Earth Charter involvement with Rio+20 (Ahmedabad process).³

United States

The Center for Environmental and Sustainability Education at Florida Gulf Coast University held its own Earth Charter +10 week on campus.

The Center organized a number of different events including an Earth Charter conversation, a student-led dialogue entitled "*E-waste and Ethics: Where do BlackBerrys Decompose?*", and a ceremonial tree planting to culminate the week. The event was meant to raise awareness about the Earth Charter and to display FGCU's commitment to the principles of the Earth Charter.

The week began with a campus-wide conversation on what it means for FGCU to be an Earth Charter Affiliate, hosted by University President **Wilson G. Bradshaw**. Bradshaw and a group of Earth Charter scholars from around the world signed the Affiliate Agreement between FGCU and the Earth Charter Initiative in February 2009. During the conversation, college deans, faculty, representatives from Student Government, students and staff assessed their commitment to the Earth Charter and shared ideas on how the Earth Charter can be better integrated into university life.

³ A full coverage of the EC+10 celebrations in India can be found at:
<http://www.earthcharterplus10.org/>

On 4 November, the Center's annual **Terry Tempest Williams Student Dialogue** was framed around Principle 7.⁴

The Earth Charter +10 week at FGCU culminated with a ceremonial planting of a "University Earth Charter Tree" to celebrate ten years of the Earth Charter, the LEED Platinum certification of one of FGCU's new buildings on campus, and the lives of three recently deceased Native American friends of the Center. During the ceremony, students, faculty associates of the Center, and Center staff read the principles of the Earth Charter and reflected on how the University community might align itself to its ethical principles, to take an active stand in promoting a sustainable lifestyle.



Another event in the United States was the celebration on 7 November at the **University of Pennsylvania**. The activity focused on networking, sharing ideas, knowledge and giving inspiration for people to contribute towards

⁴ Adopt patterns of production, consumption, and reproduction that safeguard Earth's regenerative capacities, human rights, and community well-being.

sustainability. The fifth anniversary of the Philadelphia Earth Charter group was also celebrated this day. The event included a presentation of the **"Catch a Dreamer"** movie, which celebrates children's rights.

Jordan

On 23-24 November, a special celebration took place in Jordan, under the patronage of **HRH Princess Basma** and the **Jordanian Hashemite Fund for Human Development** (JOHUD).

The objectives were to raise awareness about the EC in Jordan and MENA region (Middle East and North Africa), as well as to share experiences and forge collaboration between regional organizations. As a result, a **regional Earth Charter network for Middle East and North Africa** was created, and they discussed and agreed upon strategic actions and the way forward.

During the first day of the event, around 200 people gathered at Movenpick Hotel in the Dead Sea, Jordan, where HRH Princess Basma offered her views on the importance of the Earth Charter for the region, saying:

"The Earth Charter is in line with our region's culture and lifestyle. Our commitment to the EC is evident, but we need to do more actions, we need to do what is simply right".

The Princess offered an overview of the contributions of Jordanian society to the drafting process of the Charter, and actions that they have taken during the last 10 years.

On this occasion, IUCN's regional office launched a toolkit in Arabic on the water initiative, called WANI. In addition, they reflected on the complementary missions of IUCN and Earth Charter Initiative.

During the panel discussions, **Prof. Peter Blaze Corcoran** offered a thorough presentation of the most important highlights and outcomes of the Earth Charter in the last ten years. Many other participants had the opportunity to share their work and how it is related to Earth Charter principles.

On the second day, working groups identified priority actions for each area discussed, **developing a plan for a regional Earth Charter network.**

Participants representing organizations from 10 countries (governmental, international and non-governmental organizations) committed to being involved in the Earth Charter MENA Network. The countries represented were: Bahrain, Egypt, Iran, Lebanon, Jordan, Palestine, Saudi Arabia, Syria, Tunisia, United Arab Emirates and Yemen.

There was an agreement to have JOHUD as the coordinating entity for this network.⁵



⁵ For a detailed description of the EC+10 celebrations in Jordan please visit the EC Jordan website at:
<http://www.earthcharterjordan.org/ara/index.html>

Communication Campaign

An important part of the Earth Charter +10 anniversary celebrations was the media communication campaign, organized by the Earth Charter Communication Task Force.

The purpose of the campaign was to:

Touch hearts and move minds around the world, inspiring people individually and collectively to transform their way of thinking, becoming living examples of the Earth Charter, reflecting and acting for all – humanity, life and "Earth".

The campaign referred to the idea that the change we wish to see in the world begins with each individual. The goal had been to foster amongst the general public the concept of "Earth Citizenship," where the interest for the common good of the planet is above that of the individual.

The campaign was anchored on a 60 second **TV spot** (in English, Spanish and Portuguese) and was produced pro bono by: **EC Communication Agency; Santo Forte Digital**, as the video producer; **Sonido**, as the audio producer; and **MI4**, a media consultancy firm that planned and executed the campaign.

The creative concept included 120 children from *Casa do Zezinho* - a social organization in Sao Paulo – holding blank sheets of paper onto which animations of a just, sustainable and peaceful world were projected.

Other campaign products included radio spots, print ads, internet banners and out of home media.

The TV spot was aired worldwide on 22 April (Earth Day), through air time donated by major international TV networks, such as Cartoon Network, Discovery Channels, TV Globo and many other local and national TV channels in Latin America, the US and Europe.

As a result, there were **14.4 million insertions** (i.e., TV spots, print ads, banners, etc.) in **141 media vehicles**. It mobilized **130 communication experts** and included **US\$19.5 million** of donated media space. The cost of creating this campaign was **US\$225,000**. 96.4% of this amount was donated by media producers and individuals from Brazil. The campaign resulted in **8.8 billion impacts**.⁶



⁶ Impacts expressed as gross impressions, that is, the number of times the campaign touches the target audience.

Online Sessions

Four regional online meetings took place in 2010 as part of the EC+10 efforts, bringing together Earth Charter youth groups, affiliates, partners and council members. Each session focused on one major region of the world. These were:

Latin America, Portugal and Spain – on 6 April,
Europe and North America – on 8 April,
Africa and Middle East – on 9 April,
Asia - Pacific – on 15 April.

The meetings were facilitated by the ECI Secretariat and used the online platform of **Heart in Action Enterprises**. An average of 25 participants took place in each of the sessions.

Purpose of the online sessions

The online meetings were aimed at the following objectives:

- *Know more about those individuals and organizations active in the Earth Charter in the region.*
- *Have a short discussion about Earth Charter activities in 2010 (specifically on Earth Charter +10 anniversary).*
- *Share views regarding the Earth Charter strategy towards getting recognition at the UN.*

EC Vision for UN Recognition

During these on line sessions the *EC Vision for UN Recognition* was presented. This included the outline of ECI preparations for the upcoming Rio+20 meeting, happening in 2012 in Brazil.

According to the Vision, the Initiative should seek the possibility of granting UN recognition to the Earth Charter. National governments and ministries should be encouraged to use the Earth Charter in their efforts to promote, understand and implement the vision of a green economy and sustainability governance.

Participants' suggestions

An important element of the agenda for each of the meetings was the presentation of the Earth Charter communication strategy by **Fernanda Baumhardt** from the EC Communication Task Force.

The comments and suggestions on the communication strategy ranged from technical aspects to networking opportunities offered by the participants.

Other observations were:

- The need to strengthen the Earth Charter as an educational tool
- The promotion of Earth Charter as a policy tool and ethical framework to be included in all discussion on climate change and environmental and social challenges (on a local, governmental and international level).

In conclusion, the online sessions proved to be not only a good platform for presenting the ECI's plans and goals, but – more importantly – for gathering feedback from the Charter's network of supporters. It was also good for participants to get used to this very useful online platform powered by Heart in Action.

Analysis

Since the early preparatory process of EC+10, the main goal for the EC+10 efforts has been defined simply as:

To raise awareness worldwide on the Earth Charter

In this regard, the EC+10 events served as an ideal platform to reach out to people previously unaware of the Charter's existence. It is estimated that worldwide **over five thousand** people took part in the EC+10 events. It is hard to assess at this stage what impact this might generate; the following are some preliminary results.

Sharing experiences, resources and networking

The conferences, meetings, festivals and the other types of activities organized to celebrate the 10th anniversary of the Earth Charter helped to strengthen the network in different ways. People had the opportunity to share their experiences and projects, which opened the space for new partnerships and collaborative efforts.

As an example, a very tangible result on this regard was **the creation of the regional Earth Charter Network for the Middle East and North Africa**, with the involvement of the following countries: Bahrain, Egypt, Iran, Lebanon, Jordan, Palestine, Saudi Arabia, Syria, Tunisia, United Arab Emirates and Yemen.

The new regional EC Network expects to increase collaboration with key stakeholders for a rapid expansion of the Earth Charter in the Middle East. This has been possible due to the support of HRH Princess Basma Bint Talal, interest expressed by organizations such as the Jordanian Hashemite Fund for Human Development (who will take on the task of organizing this network), and the expressed commitment of individuals of strong position within their environments.

ECI Secretariat took advantage of these events to share different resources available, such as EC-Assess, the results of the ESDinds Project (values-based indicators for civil society projects), a syllabus for a university course on the Earth Charter, videos, and the Education Guide, and to provide comprehensive overviews of the status of the global Earth Charter Initiative.

Policy Makers

Many high level policy makers participated in EC+10 events and most of them expressed their interest and support to the vision of the Earth Charter. Nonetheless, it is still important to clarify how the Earth Charter could be helpful to policy makers. For example, the Earth Charter could be used as an ethical framework to address not only global, but also local, national and regional disputes and challenges of political nature.

By acquiring, consolidating and demonstrating the knowledge and combined wisdom of the worldwide Earth Charter framework, policy makers can improve their positive recognition amongst socially- and environmentally-conscious citizens, as well as gain new, useful perspectives

to be used in their work. With complex environmental and human issues becoming mainstream topics (including political debates), the Earth Charter proposes an organized, structured method of handling them in a holistic way.

In addition, as the Charter's position as a soft-law document becomes stronger, basic knowledge of the Earth Charter might at some point become required and expected for policy makers.

Global Governance

There were extensive discussions during many of the EC+10 events on global governance processes, and how the Earth Charter Initiative could have an influence in making the sustainability agenda more prominent for governments.

During EC+10 India, a group of participants chaired by Prof. Brendan Mackey drafted a plan of action for ECI participation at Rio+20. This plan, called the "**Ahmedabad Process**," noted the ongoing and urgent need for a holistic and comprehensive ethical framework that cuts across conventions, and the special role the Earth Charter can play in facilitating this. Participants recommended that the Centre for Environment Education work with the Indian Government and, through them, the world community, to take this message to national governments at Rio+20, the 2012 United Nations Conference on Sustainable Development.

The "Ahmedabad Process" document and many other inputs from EC+10 events are being used to draft ECI strategy for Rio+20.

Education

The role of the Earth Charter as an ethical framework and education tool was re-examined and discussed extensively.

It was suggested that it was important to infuse EC principles into national curriculum and teacher education, but not just as an intellectual discourse in the classrooms. Rather, education should be holistic and inform the whole person - head, heart and hand.

The importance of strengthening collaboration and partnerships within the framework of the Decade of Education for Sustainable Development was reinforced. There are important global networks of Higher Education institutions with which ECI should be linked and working in collaboration. Enabling platforms for sharing good practices and lessons learned continue to be seen as an important focus for ECI.

The role of the Earth Charter as a tool to assess the commitment and practice of educational institutions with regards to sustainability was also emphasized.

Appreciation of different knowledge systems (traditional, indigenous and others) was discussed as important for bringing innovations towards sustainability.

Business

The role of business actors in promoting the Earth Charter still requires stronger support. Businesses' growing interest in tools to help them follow more sustainable practices was noted during the celebrations. It seems that using the Earth Charter as an inspirational document when reviewing the vision, mission and strategic objectives, and promoting the incorporation of its principles into the organization's values, is a widely agreed upon recommendation for how the Earth Charter could contribute to move businesses towards being more sustainable. For businesses whose mission includes working for a better world, the Earth Charter could help to concretize this ideal.

In addition, there exists a strong call for practical tools to address business needs within their current framework. The EC Assess tool and materials of a similar nature should be developed in collaboration with business actors and promoted for their use.

Intergenerational Partnerships and Youth Involvement

Organizers of EC+10 events were conscious of the importance of promoting youth participation and making their voices heard in the discussions. Most of the events held had a special focus on youth. In the Netherlands, for example, the call for promoting intergenerational partnerships was very strong. ECI Secretariat realizes the importance of this call and decided to put more emphasis on promoting exchanges between ECI youth and non-youth actors in the Initiative.

The Feather Project, an initiative of the Earth Charter Religions and Sustainability Task Force and Rabbi Soetendorp, was launched during EC+10 Netherlands and offers the space to put intergenerational dialogue and collaboration in practice.

In addition, the events helped for networking and forging collaboration between youth participants.

Earth Day – a successful platform

Many EC+10 events were held during Earth Day. This was very beneficial because many actors were able to combine efforts and funding allocated for Earth Day with EC+10 celebrations.

Collaboration with other organizations, both governmental and non-governmental, has proven to be beneficial to the efforts of the Earth Charter Initiative.

Decentralized empowerment and exposure

In conclusion, it should be noted that the strategy of decentralized empowerment adopted by the ECI is very well suited to the Initiative's needs at this stage of its development. It offers a beneficial costs/results ratio, enabling the Earth Charter to be spread out without costly involvement from the ECI Secretariat. Without the semi independent network of Partners, Affiliates and Volunteers, the Initiative would not have been able to hold even a fraction of these EC+10 events.

Still, despite all of these efforts, much more exposure is needed in order for the Earth Charter to become globally used and recognized.