

Learn How to Persuade Parents in Engaging Students in Climate Change

**OPEN: WIDE MINDS WILL FIND ECO VIRTUAL
STEAM SOLUTIONS TOWARDS CLIMATE CHANGE**

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"The greatest threat to our planet is the belief that someone else will save it."
– Robert Swan



DON'T CHOOSE EXTINCTION - UNDP | UNITED
NATIONS | JACK BLACK | CLIMATE ACTION -
YOUTUBE



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OBJECTIVES

By the end of this webinar, participants will:

- Communicate the importance of climate education to parents.
- Organize effective parent-teacher meetings on climate topics.
- Develop resources to support climate learning at home.
- Showcase successful student climate projects.
- Engage parents in school-based climate initiatives.
- Address parental concerns and misconceptions about climate change.
- Foster collaboration for a sustainable future.



INTRODUCTION

Learn more about the project:
Open: Wide Minds will Find Eco Virtual
STEAM Solutions towards Climate change



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ICEBRAKER: YOUR CLIMATE STORY

YOUR CLIMATE STORY –



What's the biggest environmental change you've noticed in your area?

What's one simple eco-friendly habit you've adopted?

What's a common concern parents have about climate education?



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SESSION 1: COMMUNICATING THE IMPORTANCE OF CLIMATE EDUCATION TO PARENTS



Why Climate Education Matters for Parents?



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WHY CLIMATE EDUCATION MATTERS FOR PARENTS?



1 Prepares Children for the Future

Climate change will affect jobs, health, and daily life — education equips children with the knowledge and skills to adapt.

Sustainability is shaping future careers, from renewable energy to green technology.

2 Develops Critical Life Skills

Climate education teaches problem-solving, critical thinking, and responsibility — skills essential for success in any field.

Encourages innovation and leadership in tackling global challenges.



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WHY CLIMATE EDUCATION MATTERS FOR PARENTS?



3 Protects Children's Health

- Air pollution, extreme weather, and water scarcity impact children's well-being.
- Understanding climate science helps children and families make healthier, more sustainable choices.

4 Empowers Parents to Take Action

- Children model behaviors from their parents — when families engage in sustainable habits, children are more likely to do the same.
- Parents who understand climate issues can better support their child's learning and encourage real-world applications at home.



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WHY CLIMATE EDUCATION MATTERS FOR PARENTS? 🌍



5 Creates a More Sustainable Community 🏠

- Schools and families working together amplify positive environmental impact.
- Small daily actions — like reducing waste, saving energy, and choosing sustainable products — add up to big changes.



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ROLE PLAY



- **The Skeptical Parent** 🤔:
 - "Climate change is exaggerated. Schools should focus on traditional subjects."
- **The Busy Parent** 🏃:
 - "I support climate education, but I don't have time to get involved."
- **The Concerned Parent** 😟:
 - "Climate change is scary — won't this stress my child?"
- **The Engaged Parent** 🌱:
 - "I want to help — how can I support my child's learning?"



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ROLE PLAY



- Each group discusses how they would communicate the importance of climate education to their assigned parent.
- They craft a one-sentence key message and a simple action step they'd suggest to this parent.
- Example response for The Skeptical Parent:
- Key Message: "Climate education is about preparing students for real-world challenges, just like math and science."
- Action Step: "Let's focus on facts — would you be open to a quick info session on how climate affects jobs and health?"

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YOUR OPINION

What do you think is the biggest reason parents may resist climate education?



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SESSION 1: COMMUNICATING THE IMPORTANCE OF CLIMATE EDUCATION TO PARENTS



Strategies for Effective Communication with Parents



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SPEAK THEIR LANGUAGE



- Use real-life examples: “Your child learning about sustainable farming today may help them make better food choices tomorrow.”
- Frame climate education in terms of health, financial savings, and jobs: Parents connect with topics that affect their family’s well-being.
- Avoid politicizing the discussion — focus on science and solutions.



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ADDRESS CONCERNS PROACTIVELY



- If parents say, "Isn't my child too young for this?" Emphasize age-appropriate learning and the importance of starting early.
- If parents say, "What can one child really do?" Share success stories of student-led environmental projects.



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MAKE IT RELATABLE & ACTIONABLE



- Highlight small actions they can take as a family (e.g., reducing waste, saving energy).
- Provide conversation starters: “Your child learned about recycling today—ask them to show you how it works at home!”

INTERACTIVE ACTIVITY: “SELL THE IDEA” CHALLENGE



- Craft a one-sentence pitch that would convince a skeptical or hesitant parent about the value of climate education.
- The message should be clear, engaging, and solution-focused.

Examples for Inspiration:

- *“Climate education isn’t just about science—it’s about preparing our children for the future they will inherit.”*
- *“Teaching kids about climate change today means giving them the skills to solve tomorrow’s challenges.”*
- *“Understanding our planet isn’t political—it’s practical, and it helps children make informed decisions in life.”*



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SESSION 1: COMMUNICATING THE IMPORTANCE OF CLIMATE EDUCATION TO PARENTS



Session 2: Strategies for Organizing Parent- Teacher Meetings with a Focus on Climate Topics



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SESSION 2: STRATEGIES FOR ORGANIZING PARENT-TEACHER MEETINGS WITH A FOCUS ON CLIMATE TOPICS



Why Focus on Climate in Parent-Teacher Meetings? 🌍

- Shows parents that the school values real-world, future-focused learning.
- Opens space for collaboration and builds trust.
- Encourages families to support sustainability initiatives at home.
- Quick Discussion Prompt (Chat or Poll):

“Have you ever included environmental or climate topics in a parent meeting? What was the response?”



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KEY STRATEGIES FOR EFFECTIVE CLIMATE-FOCUSED MEETINGS



A. Plan with Purpose

- Define the meeting's climate-related objective (e.g., inform, involve, inspire).
- Keep the message positive and action-oriented: focus on solutions, not fear.

B. Use Clear, Parent-Friendly Language

- Avoid jargon like "carbon neutrality" or "greenhouse gas mitigation."
- Instead: "ways to save energy," "how climate affects our daily lives."



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KEY STRATEGIES FOR EFFECTIVE CLIMATE-FOCUSED MEETINGS



C. Show Relevance to Their Children

- Link climate learning to health, jobs, and values like responsibility and teamwork.
- Example: “In our science class, students are learning how clean air affects their health.”

D. Use Visuals & Examples

- Share student projects, photos, or short videos that show climate learning in action.
- Invite a student or class to present briefly (live or recorded).



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KEY STRATEGIES FOR EFFECTIVE CLIMATE-FOCUSED MEETINGS



🤝 E. Involve Parents in the Conversation

- Allow time for parents to ask questions, express concerns, or share ideas.
- Provide a short feedback form or digital poll during or after the meeting.



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INTERACTIVE ACTIVITY: “DESIGN YOUR AGENDA”



Task:

- Participants are asked to outline a short agenda for a climate-focused parent meeting.
- Include:
 1. A welcoming message
 2. One key climate topic to highlight
 3. A student showcase or parent engagement activity
 4. One takeaway message or resource for parents

Sharing: Participants drop their ideas in breakout groups. The facilitator summarizes key points and shows sample templates.



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MORE IDEAS



Themed Parent-Teacher Meetings

- Organize the meeting around a specific climate theme, e.g.:
 - “Healthy Planet, Healthy Kids”
 - “Green at School, Green at Home”
 - “Raising Climate-Smart Children”
- Create a visual identity (posters, invites, eco-decor) to build interest.

Student Co-Presenters

- Invite students to co-host or present during the meeting:
- Showcase class projects, eco-club activities, or even a short role-play.
- Pre-recorded student messages like “Why I care about the climate” can be very powerful.



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MORE IDEAS



Mini Climate Workshop for Parents

- Turn part of the meeting into an interactive learning session:
 - Short quiz, hands-on demo (e.g., sorting waste), or group discussion on “What can we do as families?”
 - Pair parents up for a 2-minute “eco-idea exchange.”

Use Real Stories and Testimonials

- Share quotes or short video clips from other parents who support climate education:
- “I wasn’t sure at first, but now my child reminds me to turn off the lights!”
- Makes it feel more relatable and less “educator vs. parent.”



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MORE IDEAS



Offer "Take-Home Climate Kits"

- Give parents something to bring home:
 - A simple guide: "5 Things You Can Do This Week with Your Child for the Planet"
 - QR code sheet with links to videos, games, and activities
 - Recycled-paper bookmark with a climate fact + eco-tip
- **Collaborative Goal-Setting**
 - Involve parents in setting small eco-goals for the school community:
 - "Reduce plastic in lunchboxes"
 - "Start a green team with parents and students"
 - Use a shared online board (e.g. Padlet) for parents to post ideas before or after the meeting.



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INTERACTIVE QUESTION IDEAS FOR THE MEETING



- “What climate topics are your children already talking about at home?”
- “What small change has your family made recently to help the planet?”
- “How can the school support families in living more sustainably?”



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Session 3: Developing Resources to Help Parents Support Climate Learning at Home



RESOURCE BRAINSTORM: “IF I COULD CREATE ONE TOOL...”



Small group or chat-based activity:

- Each group/person completes the sentence:
- “If I could create one tool to help parents support climate learning, it would be...”
- Encourage a mix of creative and practical ideas (apps, games, guides, calendars, etc.)
- Share top ideas with the group — create a live board or visual map.



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SUGGESTED RESOURCES FOR PARENTS



Printable & Digital Guides

- “Talking to Kids About Climate Change” – Age-specific communication tips.
- “Everyday Eco Habits” – A checklist of 10 simple actions for families.
- “Your Green Home” – How to save energy, reduce waste, and eat sustainably.



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SUGGESTED RESOURCES FOR PARENTS



Family Activity Packs

- “7-Day Eco Challenge” – Daily missions like turning off unused lights, a meat-free dinner, picking up litter, etc.
- Home Experiments – Simple science activities (e.g., greenhouse in a bottle, solar oven, water cycle bag).
- Garden Together – Start a balcony herb garden or compost bin.



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SUGGESTED RESOURCES FOR PARENTS



- NASA Climate Kids – Fun explainer videos, games, and projects.

What it offers: Games, videos, home experiments, and simple explanations of climate science for children.

- WWF Green School Resources – Activities and parent guides.

What it offers: Activities, challenges, printable materials, and educational guides designed for schools and families.

 <https://www.wwf.org.uk/get-involved/schools>

- TED-Ed: Climate Lessons – Short animated educational videos ideal for explaining climate issues to students and sparking discussion at home.



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SUGGESTED RESOURCES FOR PARENTS



Earth Rangers (for kids aged 6–12)

What it offers: Eco missions, animal facts, games, podcasts and challenges to do with parents at home.

 <https://www.earthrangers.com>

Recycle Now – “What to Recycle and How”

What it offers: Simple guides and videos to help families understand recycling at home.

 <https://www.recyclenow.com>



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INTERACTIVE TOOLS & APPS



- **JouleBug** – App for gamified sustainability at home.
- **Oroeco** – Track your family's carbon footprint.


Ecosia – Tree-Planting Search Engine

What it offers: Free search engine that plants trees with every search — easy habit for families to adopt.

 <https://www.ecosia.org>

Love Food Hate Waste

What it offers: Guides for reducing food waste, planning meals, and saving money — ideal for eco-conscious family living.

 <https://lovefoodhatewaste.com>




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ECO-THEMED GAMES & QUIZZES FOR FAMILIES



- **Planet Protector Game**
- **WWF Footprint Calculator Game**

What it offers: An interactive game that helps children and families calculate and understand their ecological footprint.

-  <https://footprint.wwf.org.uk>
- **Printable card games** – Match items to recycling bins, eco choices vs. wasteful ones.

Carbon Footprint Calculator (For households)

What it offers: A simple calculator that helps families understand and reduce their impact.

 <https://www.carbonfootprint.com/calculator.aspx>




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ECO-THEMED GAMES & QUIZZES FOR FAMILIES



30-Day Eco Challenge (Printable or digital)

What it offers: A calendar-style daily challenge for families to adopt green habits together.

 <https://www.greenschoolyards.org/blog/2020/3/18/30-day-nature-challenge>



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RESOURCES

<https://youtu.be/WkvPdUtYhX8>

1. Video Resource: "How and Why to Talk to Kids About Climate Change"

This video offers insights into effectively discussing climate change with children, emphasizing the role of parents in these conversations. [YouTube](#)

2. Article: "Are Kids the Best Climate Teachers?"

This article explores the significance of climate education for both children and parents, highlighting how children can influence their families towards sustainable practices.

3. Organization: Cool the Earth

An American non-profit organization that educates children and their families about climate change, encouraging actionable steps to reduce carbon footprints. [Wikipedia+1](#)

<https://www.youtube.com/watch?v=ztWHqUFJRTs>

<https://www.youtube.com/watch?v=Sv7OHfpIRfU>



HOW TO USE CANVA FOR CREATING CLIMATE EDUCATION RESOURCES FOR PARENTS



✓ 1. Printable Guides / Tip Sheets

- Template to use: Search “infographic” or “checklist.”
- Example: “10 Easy Eco-Habits for Busy Families”
- Include icons, bullet points, and family-friendly language.
-

✓ 2. Weekly or Monthly Eco-Challenge Calendars

- Template to use: Search “calendar” or “planner.”
- Example: “30-Day Family Climate Challenge”
- Include daily action boxes like “Meatless Monday” or “Pick up 5 pieces of litter.”
-

✓ 3. Home Activity Sheets

- Template to use: Try “worksheet” or “kids activity.”
- Example: “Sort the Waste” matching game or “Draw Your Eco-Home”
- Fun for kids to do with parents after school.



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HOW TO USE CANVA FOR CREATING CLIMATE EDUCATION RESOURCES FOR PARENTS



✓ 4. Parent Info Flyers or Posters

- Template to use: Search “parent flyer” or “environment poster.”
- Example: “Why Climate Education Matters: A Guide for Parents”
- Use Canva’s graphics and icons (search “climate,” “nature,” “recycling”).
-

✓ 5. Social Media Posts / Digital Reminders

- Template to use: Search “Instagram post,” “Facebook post,” or “announcement.”
- Example: “Eco-Tip of the Week” or “Did You Know?” climate facts to share in parent groups.

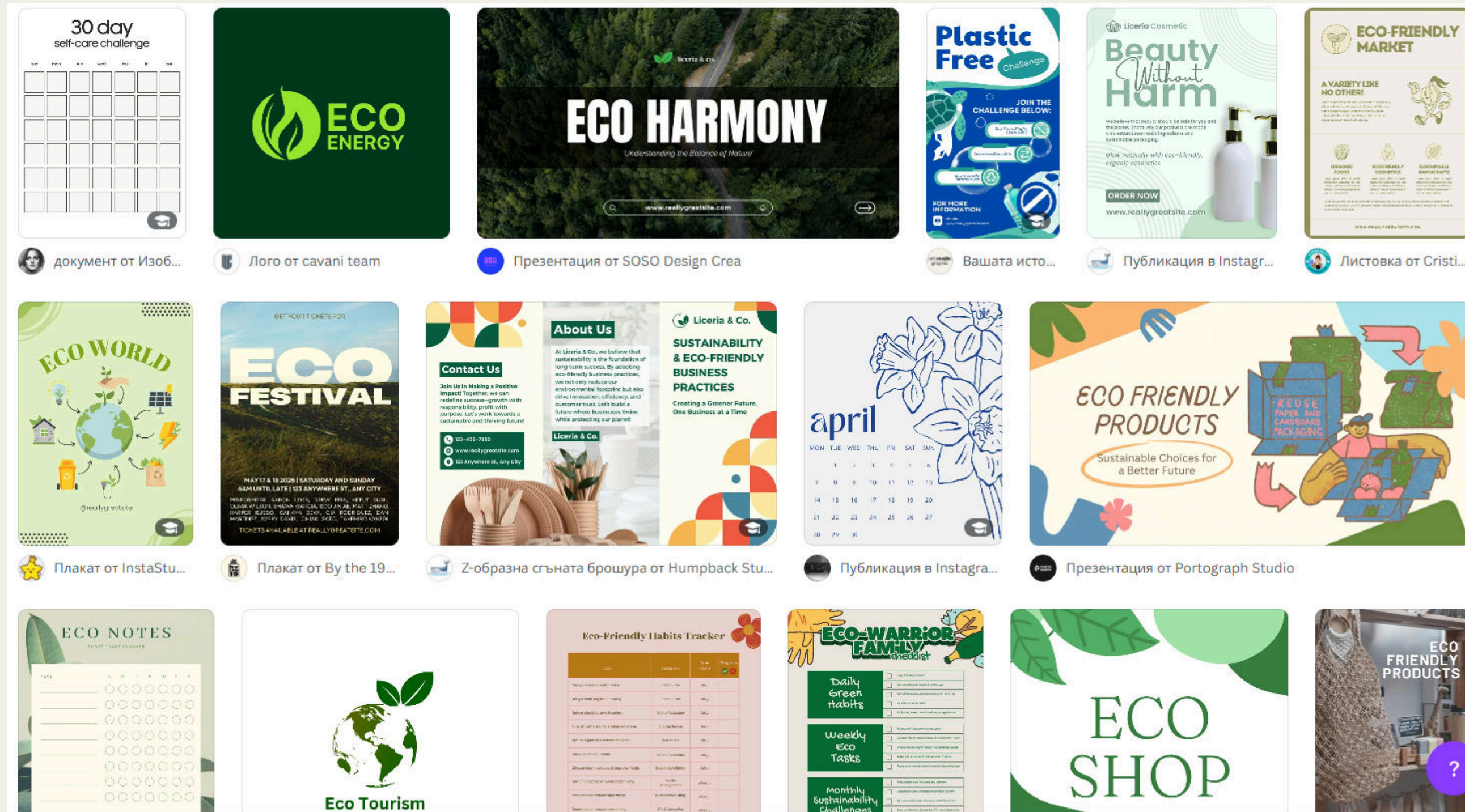
✓ 6. QR Code Posters for Resource Access

- Add links to online videos, games, or your school’s sustainability page.
- How: Click “Apps” Choose “QR Code” Paste your link Canva generates it!



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HOW TO USE CANVA FOR CREATING CLIMATE EDUCATION RESOURCES FOR PARENTS



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HOW TO USE CANVA FOR CREATING CLIMATE EDUCATION RESOURCES FOR PARENTS





Reducing Air Pollution in Cities...

Презентация (16:9) • 1920 × 1080 px

От [Portograph Studio](#) Следване

Персонализиране на този шаблон

☆ ...



Още като това





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Session 4: Sharing Success Stories: Showcasing Student Engagement in Climate Projects



INSPIRING STUDENT PROJECTS SHOWCASE



- “Green School Garden” – Students built and maintain a vegetable or pollinator garden.
- “Plastic-Free Campaign” – A student-led initiative to reduce single-use plastics in school cafeterias.
- “Climate Podcast” – Students created short episodes on environmental topics and shared them with the school community.
- “Eco Art Exhibition” – Students used recycled materials to create art with environmental messages.
- “Youth Climate Ambassadors” – Older students mentoring younger ones on sustainability.



STUDENTS QUOTES

- “When I planted my first tree, I realized I can do something real to help.”
- “We made a campaign, and people actually listened to us.”
- “My parents started recycling again after I taught them how!”



Session 5: Involving Parents in School-Based Climate Initiatives and Events



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EXAMPLES OF SCHOOL-BASED CLIMATE INITIATIVES INVOLVING PARENTS



✓ 1. Tree-Planting or Garden Days

- Invite families to help plant trees, herbs, or pollinator gardens on school grounds.
- Combine with a “Green Picnic” or outdoor classroom day.

✓ 2. Climate Action Day or Eco Fair

- Students present their projects and eco-actions.
- Parents participate as audience, judges, or workshop hosts (e.g. composting, upcycling crafts).

✓ 3. Family Eco-Challenges

- Launch a “Plastic-Free Lunchbox Week” or “Walk to School Month.”
- Track participation and celebrate family efforts.



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EXAMPLES OF SCHOOL-BASED CLIMATE INITIATIVES INVOLVING PARENTS



✓ 4. Green School Committees with Parent Members

- Create a parent-teacher-student group to plan and lead eco events.
- Invite suggestions, collect feedback, and share leadership.

✓ 5. Reuse & Recycle Drives

- Collect used clothing, books, electronics with help from parents.
- Organize a swap event or donate items to a local cause.

✓ 6. Climate-Themed Parent Workshops

- Host short sessions on sustainable living, waste reduction, or climate communication with kids.
- Co-lead with local environmental groups or knowledgeable parents.



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EXAMPLES OF SCHOOL-BASED CLIMATE INITIATIVES INVOLVING PARENTS



"Imagine your school wants to organize a climate-related event next month and you need to involve parents. You have limited time, limited budget — but lots of creativity."

Use an Event Builder Template with 5 Prompts:

Participants can work in small breakout groups, or on a shared Jamboard/Google Doc.

Step	Prompt	Example
1	Name of the event	"Green Together Day"
2	Main goal	Teach families about zero waste
3	Role of students	Create posters, run eco-stations
4	Role of parents	Attend, donate materials, help run stations
5	One creative feature to make it special	"Eco Passport" with stamps from stations



Session 6: Addressing Parental Concerns and Misconceptions About Climate Change



WHY PARENTS MIGHT BE CONCERNED



- Fear-based concerns: “Isn’t climate change too scary or stressful for kids?”
- Misconceptions: “The climate has always changed — this is normal.”
- Misinformation from media or social groups
- Perception of politicization: “Schools shouldn’t push an agenda.”
- Belief that kids are too young: “Let them be kids — this is too heavy.”



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ACTIVITY: “WALK IN THEIR SHOES” – UNDERSTANDING PARENT PERSPECTIVES



Step 1: Introduce 4 Common Parent Profiles

- Assign or let groups choose one of the following personas:

The Skeptical Parent

- “I don’t believe climate change is man-made. I don’t want my child learning biased information.”

The Overwhelmed Parent

- “I know climate change is real, but there’s already so much stress at home — I can’t take on more.”

The Protective Parent

- “My child is sensitive. I don’t want them anxious or scared about the world ending.”

The Curious but Uninformed Parent

- “I care about the planet, but I don’t know enough to help my child learn at home.”



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🌍 ACTIVITY: “WALK IN THEIR SHOES” – UNDERSTANDING PARENT PERSPECTIVES



Step 2: Group Discussion Task

- In small groups or breakout rooms, each group answers:
- What does this parent need to feel supported?
- What might you say to open the conversation?
- What resource could help them most?



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FINAL Q&A AND WRAP-UP



- “What’s one insight from today that changed the way you think about working with parents on climate education?”
- “What’s one small action you’ll take this month to engage parents in climate learning?”
- “Which session or activity stood out to you the most, and why?”
- “What challenges do you still face when it comes to involving parents — and what support would help?”
- “In one sentence, how would you explain the importance of climate education to a parent?”



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Thank you!

