

Green Literacy Workshop Titles for Solution Tree

US Market and Canadian Markets

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CAVEAT: There is an important distinction between how *The Green Literacy Handbook* workshops are positioned in Canada versus the United States.

- In the U.S., however, the educational and political landscapes are shifting, and language around climate can be perceived as problematic in some districts. Titles avoid politically sensitive terms, emphasizing *responsible citizens*, *local connections*, and *schoolwide growth*.
- In Canada, the explicit use of terms such as climate education is widely accepted and welcomed by educators and administrators, making it possible to market the workshops with direct references to stewardship and climate-focused learning.

For this reason, while the heart of the workshops remains grounded in earth stewardship and strong literacy instruction, the U.S. versions are adapted to emphasize academic achievement, responsible citizenship, and evidence-based literacy strategies. This allows the workshops to remain compelling to administrators while staying true to the mission of *The Green Literacy Handbook*. We have created a chart after the workshop models to show the US and the Canada workshop titles side by side to see the key differences.

PDs/ Workshop Titles for the US Market

Green Literacy Now: Evidence-Based Strategies from *The Green Literacy Handbook* to Build Strong Readers, Writers, and Responsible Citizens

From Stories to Skills: Strengthening Reading, Writing, and Real-World Connections with *The Green Literacy Handbook*

The Power of Place: Boosting Reading Comprehension, Critical Thinking, and Achievement through Local Connections and *The Green Literacy Handbook*

Think Like a Problem-Solver: Innovative Literacy Approaches from *The Green Literacy Handbook* to Develop Critical Thinkers and Future Leaders

How to Use *The Green Literacy Handbook*: Practical Tools for Curriculum Design, Literacy Growth, and Schoolwide Success

PDs/ Workshop Titles for the Canadian Market

Green Literacy Now: Evidence-Based ELA Strategies for Strong Readers, Writers, and Sustainable Schools

From Stories to Stewardship: Integrating Green Literacy, Literacy Instruction, and Climate Education With *The Green Literacy Handbook*

The Power of Place: Boosting Reading Comprehension, Critical Thinking, and Achievement Through Green Literacy and Place-Based Learning

Think Like a System: Innovative Green Literacy Approaches to Build Critical Thinkers, Problem-Solvers, and Future Leaders

How to Use *The Green Literacy Handbook*: Practical Tools for Curriculum Design, ELA Growth, and Schoolwide Impact

Workshop Positioning: Canada vs. U.S.

Focus Area	Canada Market	U.S. Market
Core Framing	<i>Climate education and environmental stewardship</i> integrated directly with literacy instruction.	<i>Evidence-based literacy growth</i> with emphasis on reading, writing, responsible citizenship, and achievement.
Key Language	“Climate,” “stewardship,” “sustainable schools,” “environmental learning.”	“Academic success,” “real-world connections,” “responsibility,” “schoolwide success.”

Administrator Appeal	Positioned as supporting national and provincial goals around sustainability and climate readiness.	Positioned as strengthening ELA outcomes, critical thinking, and problem-solving while aligning with standards.
Titles & Messaging	Uses terms like <i>stewardship</i> and <i>climate education</i> openly in marketing and workshop sessions.	Titles avoid politically sensitive terms, emphasizing <i>responsible citizens</i> , <i>local connections</i> , and <i>schoolwide growth</i> .
Green Literacy Handbook Role	Highlighted as a resource for integrating <i>climate education</i> into literacy across the curriculum.	Highlighted as a resource for integrating <i>literacy with responsibility</i> , <i>achievement</i> , and <i>problem-solving</i> .
Administrator Motivation	Interest in aligning literacy with sustainability goals and climate awareness.	Interest in boosting test scores, demonstrating evidence-based literacy strategies, and providing practical tools for teachers.