



**GREEN EARTH ACTION FOUNDATION**

## **Green Earth Action Day Ambassador Programme**

### ***Terms of References (ToRs)***



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## The Green Earth Action Foundation

The Green Earth Action Foundation (GEAF) is an international non-profit organization (NGO) established in Switzerland in 2023 and located in Geneva. GEAF is dedicated to fostering global environmental protection and sustainable living practices. Through strategic partnerships, projects, and initiatives, GEAF empowers individuals, communities, and organizations to champion sustainability and build a resilient future for all life on Earth.

### Overview

This document outlines the aims, objectives, structure, governance, and operations of the Green Earth Action Ambassador Programme. The programme is designed to enroll environmental ambassadors from various countries to promote local initiatives and enhance global awareness of environmental issues.

### Background

The Green Earth Action Ambassador Programme is a flagship initiative designed to mobilize environmental ambassadors from different countries. This programme aims to strengthen local environmental advocacy while fostering a global network of sustainability champions. By collaborating with environmental organizations, community leaders, and public influencers, the programme encourages participation in green initiatives. Ambassadors will play a key role in driving community-level climate action and inspiring a culture of environmental stewardship through diverse outreach methods and events, including the annual **Green Earth Action Day**, the GEAF's signature event, taking place on **April 29, 2025**.

### Programme Objectives

**The primary objectives of the programme are to:**

- Raise awareness about climate change and its global and local impacts.
- Promote and implement sustainable practices within communities.

- Encourage community and volunteer participation and grassroots-level activism for environmental protection.
- Strengthen partnerships with local organizations to amplify the reach and effectiveness of events and initiatives.
- Inspire systemic change through education, advocacy, and proactive environmental action.

## **Programme Breakdown**

The Green Earth Action Ambassador Programme is designed to inspire, empower, and guide individuals to champion sustainability and take meaningful action within their communities. The programme is divided into several phases, each with specific objectives and actions to ensure a lasting impact. Ambassadors will play a crucial role in mobilizing their local communities, raising awareness about climate-related issues, and fostering long-term change.

### **Awareness and Engagement (Ongoing Throughout the Programme, with a Strong Focus Leading Up to Green Earth Action Day)**

This phase focuses on building momentum for the Green Earth Action Day through awareness campaigns and community engagement. Ambassadors will work to sensitize their communities to critical climate issues relevant to their local conditions (such as deforestation, waste management, biodiversity conservation, or water pollution) and lay the groundwork for active participation in the April 29 event.

To achieve these goals, ambassadors will engage in social media advocacy by creating and sharing posts, videos, and infographics that highlight specific environmental challenges. Through storytelling, they will connect climate action to the everyday lives of their communities, making the issues more relatable and urgent. They will also organize small meetups (which could also be online) to discuss local environmental issues, educate peers, and brainstorm actionable solutions. Collaborating with schools, local businesses, and NGOs will amplify their outreach efforts. Additionally, ambassadors will participate in and/or initiate and implement GEAF online events, such as workshops and webinars, to strengthen their skills in community mobilization and sustainable advocacy. These sessions will also provide a platform for exchanging ideas with fellow ambassadors, fostering collaboration and innovation.

## **Green Earth Action Day (April 29, 2025)**

This phase culminates in Green Earth Action Day, where ambassadors host impactful and interactive in-person events within their local communities. The objective of this phase is to mobilize diverse groups—students, professionals, and other community members—around a targeted environmental cause.

On this day, ambassadors will lead impactful campaigns centered around the specific climate local issue they have chosen to address, and conduct workshops or exhibitions to build community skills on this topic. Awareness drives, such as public talks or street exhibitions, will further educate community members about pressing environmental issues. Each ambassador part of the programme will focus on a climate cause relevant to the ambassador's region. For instance, ambassadors in mountain regions might address glacier retreat or deforestation, while those in urban areas might tackle plastic waste and air pollution. Coastal communities, on the other hand, might focus on ocean pollution or the impacts of rising sea levels.

## **Impact Reporting and Ongoing Action (Focusing on the Outcomes of Green Earth Action Day but also Sustaining Efforts Throughout the Duration of the Programme)**

This phase emphasizes assessing the impact of the Green Earth Action Day activities and ensuring that the efforts lead to continuous, sustainable practices within communities. Ambassadors will prepare detailed reports on their initiatives, documenting participation, outcomes, and the measurable impact of their events. These reports will include photos or videos to showcase tangible results, along with numbers and/or statistics, as outlined in the ambassadors' requirements and project documents submitted by the ambassadors in their application.

To sustain momentum, ambassadors who join the movement after Green Earth Action Day will focus on establishing lasting initiatives, based on the knowledge shared by their peers. By encouraging community members to take ownership of these efforts, they will help ensure the initiatives continue independently. Additionally, ambassadors will share their success stories and best practices through blogs, social media, and presentations at local institutions, inspiring others to get involved and drive the movement for change forward.

Duration and time commitment expected from the ambassadors for these different phases are outlined in the following pages of this document.

## Goals and Expected Outcomes

**By September 2025, the programme aims to:**

- Enlist and train 30+ global ambassadors.
- Engage and educate local communities, creating a significant increase in active participation.
- Establish a legacy of sustained environmental advocacy and actionable change.

To ensure the effectiveness of the Green Earth Action Ambassador Programme, GEAF will conduct a **mid-programme review**, assessing each ambassador's progress and the impact of their initiatives. During this review, adjustments to objectives and strategies may be made to optimize outcomes. Ambassadors will have the opportunity to discuss challenges and receive targeted support to enhance their engagement.

At the programme's conclusion, a **comprehensive evaluation** will assess the achievements and lessons learned. This will include both quantitative metrics (such as event attendance and engagement statistics) and qualitative feedback from participants. A final report will summarize outcomes, success stories, and recommendations for future initiatives.

## The Ambassador's Responsibilities

**Event Planning and Organization:**

- Conceptualize, plan, and execute events tailored to local community needs and environmental priorities on 29 April 2025.
- Draft detailed proposals and plans outlining event logistics, timelines, and required resources.
- Oversee the development and distribution of promotional materials.

- Coordinate with the GEAF marketing department to document events, ensuring adherence to media guidelines.
- Prepare comprehensive reports and maintain detailed technical documentation post-event.

### **Advocacy and Representation:**

- Represent the programme during events, and any media engagements.
- Deliver impactful presentations and speeches addressing climate change, sustainability, and actionable solutions when needed.

### **Community Engagement:**

- Design and facilitate interactive events and panel discussions focused on climate education and solutions.
- Engage actively with participants to promote dialogue, collaboration, and ongoing community involvement.
- Encourage local volunteerism and the establishment of community-led environmental groups.

### **Content Creation and Outreach:**

- Develop and distribute educational materials, presentation slides, speeches, and articles.
- Utilize social media platforms and other digital tools to expand event reach and foster continuous engagement.
- Manage a local newsletter or blog series highlighting success stories and upcoming events.

### **Networking and Partnership Building:**

- Establish relationships with local environmental NGOs, governmental agencies, and community leaders to strengthen programme reach and sustainability.

- Initiate and maintain collaborations to support ongoing environmental projects and future initiatives.

### **Logistical and Administrative Support:**

- Coordinate any administrative logistics for event participants and partners if needed.
- Oversee budget planning and ensure cost-effective use of resources to achieve programme objectives.
- If applicable, support the procurement of event supplies and coordinate with service providers for seamless event execution.

### **Duration and Time Commitment**

The programme will run from **November 2024 to September 2025**, with an emphasis on major activities around **Green Earth Action Day (April 29, 2025)**.

### **Green Earth Action Day Event Requirements:**

- **Duration:** 2-hour in-person event in the Ambassador's country; optional live streaming for up to 50 participants.
- **Expected Attendance:** 25-50 in-person attendees; outreach potential of 100-200 individuals per event.

### **Green Earth Action Day Commitments:**

- Setting clear objectives and timelines for each event.
- Creating event budgets and managing resources.
- Ensuring high-quality content and audience engagement strategies.
- Managing post-event follow-up and success evaluations.

## Training and Support Provided by GEAF

GEAF is committed to empowering ambassadors with the skills and knowledge necessary for success. Each ambassador will undergo an **initial orientation** covering event planning, climate communication, and community mobilization. Additionally, ambassadors will have access to **skill-building sessions and resources**, including potential templates, media guides, and social media toolkits to assist in their outreach efforts.

Ambassadors will receive **logistical and financial support for approved activities**, as well as a direct point of contact within GEAF for assistance with project coordination.

## Recognition and Opportunities for Environmental Ambassadors

Environmental Ambassadors will be honored with the title of **GEAF Global Environmental Ambassador** along with a **certificate of achievement**, recognizing their commitment to sustainability. In addition, they will have access to **funding** for local environmental projects, helping to support their initiatives. Ambassadors could also be eligible for GEAF **sponsorship** to attend prestigious international environmental conferences and exchange events, expanding their global impact.

Each year, the **Best Environmental Ambassador of the Year Award** will be presented, accompanied by significant rewards to recognize outstanding contributions.

Exceptional ambassadors may also have the chance to become a **GEAF brand ambassador**, representing the organization at major global environmental events. Furthermore, those who make notable contributions could be offered **opportunities for long-term collaboration** with GEAF or partner NGOs, participating in the planning and execution of additional international environmental projects.

These rewards are designed to recognize the **hard work** and **dedication** of Environmental Ambassadors.

## Qualifications and Requirements

**To be considered for the ambassador role, applicants should demonstrate:**

- A strong understanding and passion for climate change, sustainability, and environmental justice.
- Exceptional communication, public speaking, and community engagement skills.
- Proven experience in leading or participating in environmental projects or campaigns.
- The ability to inspire and mobilize community members towards shared environmental goals.
- Experience in organizing and managing events, workshops, or community-led initiatives.
- Proficiency in social media and digital outreach strategies.
- A comprehensive environmental action plan detailing their approach to community engagement and event facilitation.
- **Language Proficiency:** Fluency in either French or English (both are an advantage), with strong written and spoken capabilities.

Ambassadors are expected to commit a minimum of **5-10 hours per week**, with higher involvement in the month leading up to Green Earth Action Day.

Ambassadors should prioritize planning community engagement activities, establishing partnerships, and organizing local events, as these tasks are central to achieving the programme's objectives.

Specific tasks may vary depending on local needs and will be outlined in collaboration with the GEAF Project Team. Regular check-ins with GEAF supervisors will ensure alignment with programme goals and provide opportunities to address challenges.

## Reporting Structure

Ambassadors will **collaborate closely with and report to the GEAF Project Team** and designated members of the Green Earth Action Day Ambassador Programme organizing committee. They will provide regular updates to their assigned GEAF mentors during **weekly online meetings**, focusing on the progress and outcomes of their projects. The frequency and structure of these reporting sessions may be adjusted based on the milestones and achievements outlined in their project plans.

## Selection Criteria

**Ambassadors will be chosen based on the following:**

- **Influence and Reach:** Existing connections within their community and proven ability to drive participation.
- **Commitment:** Demonstrated dedication to environmental protection and community service.
- **Quality of the Action Plan:** Clarity, innovation, and feasibility of the proposed community engagement strategy.
- **Language Skills:** Strong communication skills in French or English to effectively lead events and engage diverse audiences.

### Recruitment Methods:

- **Partnership-based Recruitment:** Engagement with local organizations, NGOs, educational bodies, and government agencies for candidate recommendations.
- **Self-Nomination:** Open application process on the GEAF website for environmental advocates, youth leaders, and public figures.

## Selection Process

The selection process for the Green Earth Action Ambassador Programme is designed to be inclusive, transparent, and aligned with the core values of the Green Earth Action Foundation (GEAF). We are committed to fostering **gender and geographical balance** among our ambassadors to ensure diverse perspectives and solutions that reflect the global nature of environmental challenges. Applications will be reviewed in multiple stages, starting with an initial evaluation of qualifications, experience, and the proposed project's feasibility and potential impact. A committee of GEAF members and environmental experts will assess submissions using a structured scoring system that prioritizes innovation, commitment, and the alignment of the project with the programme's objectives.

We particularly encourage applications from individuals of all backgrounds, including underrepresented and marginalized communities, as we believe diversity enriches the collective approach to sustainability. GEAF is dedicated to promoting **equal opportunities** for all applicants, regardless of gender, nationality, ethnicity, or socio-economic status. Shortlisted candidates will be invited for an interview, where they will present and defend their project proposal. During the interview, candidates' language proficiency in **either French or English** will be assessed to ensure effective communication and leadership capabilities.

**Applicants must have reached the legal age of majority** according to the laws of their country of residence in order to apply.

**Confidentiality** is a cornerstone of our selection process. All applications and personal information submitted will be treated with strict confidentiality, ensuring that data is protected in compliance with international privacy standards.

## Ethics and Conduct

GEAF ambassadors are expected to maintain **high standards of professionalism and ethics**. Ambassadors must demonstrate **respect, inclusivity, and cultural sensitivity** when engaging with community members and partners. Any **conflicts of interest**, such as affiliations with organizations that could impact the integrity of the programme, must be disclosed to GEAF

at the earliest opportunity. Violation of the code of conduct may result in dismissal from the programme.

## Application Process

Candidates interested in joining the Green Earth Action Ambassador Programme should follow the application steps outlined below.

### Application Requirements:

- **Current Resume/CV:** Please provide your current resume/CV, highlighting your relevant work and volunteer experience, as well as your educational background. Additionally, we kindly ask that you include links to any relevant professional platforms/social media profiles you use/plan on using within your ambassador activity.
- **Statement of Interest:** A brief motivational letter (maximum 500 words) detailing your motivation for applying, relevant experience, and personal commitment to environmental action.
- **Environmental Action Plan:** Submit a comprehensive proposal (maximum 10 pages) for a community-based environmental project that could be implemented as part of the Green Earth Action Day Ambassador programme, along with the initiative you envision to implement **before** (from your nomination to the Green Earth Action Day), on the **Green Earth Action Day**, and **after** (from the Green Earth Action Day to September 2025). This plan should include:
  - **Project Overview:** Clear description of the project's goals, expected outcomes, and its relevance to the local community.
  - **Implementation Strategy:** Detailed steps on how the project will be executed, including timelines, key milestones, and necessary resources.
  - **Stakeholder Engagement:** Identify potential local partners, organizations, or influencers that could collaborate on the project.

- **Budget Outline:** Provide an estimated budget, including costs for materials, venues, promotional efforts, and other logistical needs.
- **Impact Assessment:** Explain how the project's success will be measured. Detail what will be included in your evaluation reports, how you will measure the impact (e.g., with surveys, performance metrics, or qualitative feedback), and a list of the KPIs you plan to use and apply to your project. Examples might include pre- and post-project surveys to track knowledge improvement, behavior change metrics such as increased adoption of sustainable practices, or digital analytics to measure reach and engagement.
- **Language Proficiency:** Candidates must exhibit strong fluency in either French or English to ensure effective communication and leadership during project implementation. The language proficiency will be evaluated based on the quality, clarity, and thoroughness of the submitted documentation.

### **Submission Process:**

- All application materials (3 separate files) should be sent in **PDF format**.
- Please submit your application through the designated **application portal** on our website using the form available. Kindly note that only applications submitted via the correct form will be reviewed.
- Applications are accepted on a **rolling basis**, but **early submissions are encouraged**.

### **Next Steps:**

- Shortlisted candidates will be contacted by the GEAF team for an **interview**.
- During the interview, applicants will have the opportunity to present their proposed project to the GEAF Project Team. Language proficiency will also be assessed during the interview.

**Join the Green Earth Action Ambassador Programme and contribute to creating a sustainable future for our planet!**