

Terms of Reference (ToRs)

GEAF AMBASSADOR PROGRAMME



7
YEAR 2026

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Overview

This document presents the Terms of Reference (ToRs) for the Green Earth Action Foundation Ambassador Programme, GEAF's flagship annual global initiative. It defines the programme's purpose, objectives, and structure, designed to foster environmental leadership and mobilize sustainability advocates worldwide. The document serves as a complete guide for prospective ambassadors, outlining the strategic approach to selecting and supporting emerging environmental leaders from diverse countries who will promote local initiatives and raise global awareness of pressing ecological challenges.

It details the ambassador role—key responsibilities, time commitments, and deliverables—over the six-month programme period from January to June 2026. Reporting mechanisms, ethical standards, and conduct expectations are clearly articulated.

Focus areas include forestry, biodiversity, and marine protection, highlighting how ambassadors will design and lead community-based environmental projects culminating in the Green Earth Action Day on April 29, 2026.

Through this comprehensive framework, the programme seeks to build a global network of changemakers, empower communities through education and action, and leave a lasting legacy of environmental advocacy and climate resilience. It stands as the definitive guide for every stage of ambassador engagement—from application to completion and impact assessment.



About the Green Earth Action Foundation

The Green Earth Action Foundation (GEAF) is a United Nations Environment Programme (UNEP) accredited 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.

About the GEAF Ambassador Programme

The GEAF Ambassador Programme is GEAF's flagship yearly global initiative, to cultivate environmental stewardship and mobilize sustainability champions across countries. Grounded in the United Nations' 2030 Agenda, the programme selects motivated applicants from diverse backgrounds who align with GEAF's mission and values, bringing strong organizational skills and community outreach experience.

Over the six-month programme, GEAF Ambassadors will engage in structured learning and talent development through Training & Development sessions covering outreach planning, advocacy, and leadership. GEAF Ambassadors receive one-on-one coaching and mentorship to design and deliver impactful community projects within GEAF's priority thematic.

Working in collaboration with environmental organizations, community leaders, and public influencers, GEAF Ambassadors help strengthen local environmental advocacy and foster a global network of sustainability-driven changemakers. Through diverse outreach activities and initiatives, they drive community-level climate action and inspire a culture of environmental responsibility.

The programme culminates on 4.29 Green Earth Action Day, GEAF's annual signature event held every April 29, where GEAF Ambassadors present their initiatives and celebrate their collective impact across communities worldwide.

The Power of Collective Action

Building on the success of previous cohorts, the GEAF Ambassador Programme continues to broaden its reach, deepen its impact, and refine its learning model. The inaugural edition showcased the transformative potential of youth-led environmental action, with GEAF Ambassadors from 15 countries carrying out hands-on initiatives focused on waste reduction, afforestation, water conservation, and climate education.

Across different regions, GEAF Ambassadors planted thousands of trees, collected waste, and cleaned public spaces and coastal areas, directly improving local environments while raising community awareness about sustainability. They partnered with schools, municipalities, and NGOs to organize workshops, eco-drives, and awareness campaigns that inspired citizens to take action.

Many participants continued their advocacy beyond the programme—launching independent initiatives, mentoring new changemakers, and building long-term collaborations that keep advancing environmental protection and climate resilience worldwide.

OUR IMPACT

3,000+ kg

of waste removed through cleanups and recycling initiatives

4,000+ trees

planted as part of reforestation and greening projects

3,000+

participants actively involved in our sustainability programmes

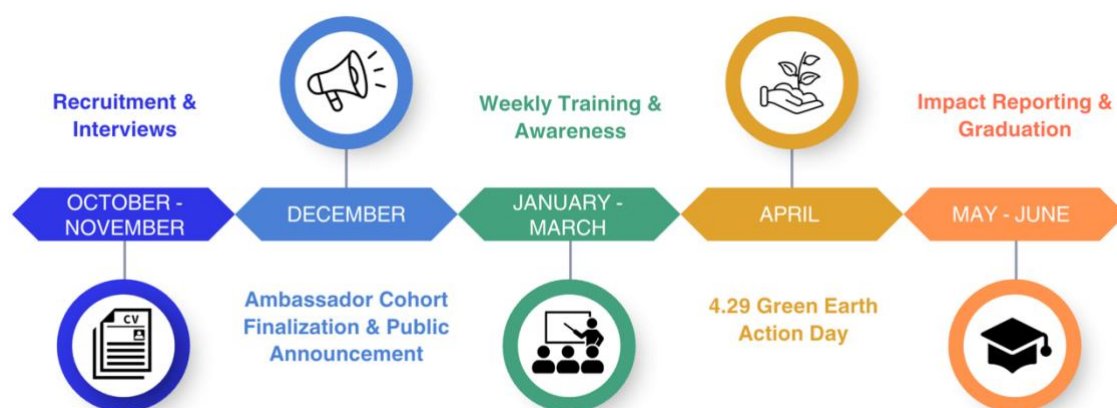
20 ambassadors

trained annually across 15 countries and 4 continents



Programme Breakdown

The GEAF 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.



Global Awareness & Engagement (January – April 2026)

This phase is about building excitement and awareness for Green Earth Action Day on April 29, 2026. GEAF Ambassadors will lead campaigns to raise awareness about key environmental issues affecting their communities — such as deforestation, waste, biodiversity loss, or water pollution. They are also encouraged to propose other topics relevant to their local context.

To reach these goals, GEAF Ambassadors will:

- Use social media (posts, videos, infographics) to share stories that make climate action relatable to everyday life.
- Host small meetups — in person or online — to discuss environmental challenges, exchange ideas, and plan community solutions.
- Collaborate with schools, local businesses, and NGOs to increase impact.
- Participate in GEAF workshops and webinars to develop skills in community engagement and advocacy while connecting with other GEAF Ambassadors to share experiences and ideas.

GEAF Ambassador Training & Development (January – April 2026)

This phase provides GEAF Ambassadors with the skills, knowledge, and tools needed to lead environmental initiatives effectively. Training takes place throughout the programme, with key sessions before 4.29 Green Earth Action Day.

Selected Ambassadors will participate in a six-month programme structured around two core components: Training & Development and the Implementation of their local Environmental Action Plan.

The Training & Development component comprises five modules:



Each module runs for one month and includes three expert-led sessions. These sessions are designed to strengthen participants' skills, supporting both the development and implementation of their Environmental Action Plan, while fostering long-term leadership and communication capacities.

All training will be delivered live online, allowing flexibility while encouraging interaction and collaboration among participants.

4.29 Green Earth Action Day (April 29, 2026)

This is the highlight of the programme. On this day, GEAF Ambassadors will organize local, hands-on events to mobilize their communities around a specific environmental issue. Each GEAF Ambassador's focus will depend on their local environment. Activities may include:

- Campaigns or workshops on local climate topics.
- Exhibitions, street actions, or public talks to educate people.
- Interactive community projects that demonstrate practical solutions.

Impact Reporting & Ongoing Action (May – June 2026)

After 4.29 Green Earth Action Day, GEAF Ambassadors will evaluate and report their results.

Each GEAF Ambassador will prepare a short impact report that includes photos, videos, statistics, and key outcomes of their activities.

Our Focus Areas

Forestry & Biodiversity

The initiatives will focus on protecting, restoring, and sustainably managing ecosystems while safeguarding the rich diversity of plant and animal life.

GEAF Ambassadors will lead projects that include forest restoration and reforestation, revitalizing degraded landscapes, and enhancing carbon sequestration. They will work to protect wildlife habitats, mitigate human-wildlife conflicts, and conserve endangered species. Community-based Forest management will be a key focus, involving local communities in sustainable practices that balance environmental conservation with livelihoods.

Through these initiatives, GEAF Ambassadors will contribute to the health and resilience of ecosystems and foster environmental awareness and stewardship among local populations.



Environmental Education & Community Engagement

The initiatives will empower communities through education and awareness programmes. GEAF Ambassadors will design innovative approaches to environmental literacy that inspire action and foster lasting behavioral change across diverse populations.

They will implement school and university environmental programmes, organize community workshops and awareness campaigns, and support youth leadership development to cultivate the next generation of environmental stewards.

Through these efforts, GEAF Ambassadors will strengthen community understanding of environmental issues and drive meaningful, positive changes at the local level.



Waste Management & Pollution

The initiatives will tackle the global waste crisis by promoting innovative solutions in waste reduction, recycling, and upcycling. GEAF Ambassadors will develop circular economy approaches that transform waste streams into valuable resources, minimizing environmental impact while creating opportunities for sustainable livelihoods.

They will lead projects focused on waste upcycling, implement zero-waste initiatives, and design strategies to reduce plastic pollution.

Through these efforts, GEAF Ambassadors will help communities adopt sustainable practices, raise awareness about responsible consumption, and drive measurable environmental improvements.



Climate-Smart Agriculture

The initiatives will transform agricultural practices to build resilience against climate change while enhancing food security. GEAF Ambassadors will promote sustainable farming techniques that protect soil health, conserve natural resources, and support the livelihoods of local farmers.

They will lead projects focused on farmer education and cooperative development, implement regenerative and organic farming practices, and restore soil health through innovative techniques.

Through these efforts, GEAF Ambassadors will empower communities to adopt climate-resilient agriculture, increase productivity sustainably, and contribute to long-term environmental and social well-being.



Marine & Water Protection

The initiatives will safeguard aquatic ecosystems and ensure water security for future generations. GEAF Ambassadors will address ocean conservation and promote sustainable water management in both urban and rural contexts.

They will lead projects focused on ocean cleanup and marine debris reduction, implement coral reef restoration and protection efforts, and support initiatives to improve water access and sanitation.

Through these actions, GEAF Ambassadors will strengthen the resilience of aquatic ecosystems, raise community awareness about water conservation, and contribute to the sustainable management of vital water resources.



The GEAF Ambassador's Responsibilities

Event Planning and Organization

- Conceptualize, plan, and execute events tailored to local community needs and environmental priorities on 29 April 2026.
- Draft detailed proposals and plans outlining event logistics, timelines, and required resources.
- Oversee the development and distribution of promotional materials.
- Coordinate with GEAF 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 events and panel discussions focused on climate education and solutions.
- Engage with participants to promote dialogue, collaboration, and 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 platforms and 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 the 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 January 2026 to June 2026, with an emphasis on major activities around 4.29 Green Earth Action Day (April 29, 2026).

4.29 Green Earth Action Day Event Requirements

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

4.29 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 GEAF Ambassadors with the skills and knowledge necessary for success. Each GEAF Ambassador will undergo an initial orientation covering event planning, climate communication, and community mobilization.

Additionally, GEAF Ambassadors will have access to skill-building sessions and resources, including templates, media guides, and social media toolkits to assist in their outreach efforts.

GEAF 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

GEAF 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.

Exceptional GEAF Ambassadors may also have the chance to represent 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 Programme, applicants must demonstrate the following:

Core Competencies

- Strong understanding and passion for climate change, sustainability, and environmental justice.
- Excellent communication, public speaking, and community engagement skills.
- Proven experience in leading or participating in environmental projects or campaigns.
- Ability to inspire and mobilize others toward shared environmental goals.
- Experience in event organization, such as workshops or community-led initiatives.
- Proficiency in social media and digital outreach for awareness and engagement.

Language Proficiency

- Fluency in French or English is required (fluency in both is an advantage).
- Strong written and spoken communication skills are essential.
- A basic understanding of English is mandatory for all participants.

Time Commitment

- GEAF Ambassadors are expected to dedicate 5–10 hours per week, with higher involvement in the month leading up to 4.29 Green Earth Action Day.
- Key responsibilities include planning community activities, establishing partnerships, and organizing local events.
- Specific tasks will vary based on local needs and will be determined in collaboration with the GEAF Project Team.
- Regular check-ins with GEAF supervisors will ensure alignment with programme objectives and provide guidance.

Application Process

Required Documents

1. **Passport Bio Page** – A scanned copy of the photo page of your valid passport.
2. **Current Resume/CV** – Highlight relevant professional, volunteer, and educational experience. Include links to professional or social media profiles.
3. **Statement of Interest** – A motivational letter (maximum 500 words) describing your interest, relevant experience, and personal commitment to environmental action.
4. **Environmental Action Plan** – A detailed proposal (maximum 10 pages) outlining your project to be implemented on 4.29 Green Earth Action Day (January–May 2026).

Your Action Plan Should Include

- **Project Overview:** Clear description of the project's goals, expected outcomes, and relevance to your local community.
- **Implementation Strategy:** Step-by-step plan, including timelines, milestones, and required resources.
- **Stakeholder Engagement:** List of potential partners, organizations, or collaborators.
- **Budget Outline:** Estimated costs for materials, venues, promotions, and logistics.
- **Impact Assessment:**
 - How success will be measured (surveys, metrics, feedback, etc.).
 - Key Performance Indicators (KPIs).

Submission Instructions

- Upload all required documents in PDF format through the online application portal.
- Only applications submitted via the [official form](#) will be reviewed.
- Applications are accepted on a rolling basis, but early submissions are strongly encouraged.

Next Steps

- Shortlisted candidates will be contacted via email for an interview with the GEAF team.
- During the interview, candidates will:
 - Present their proposed project.
 - Undergo a language proficiency assessment (French or English).

Selection Process

The selection process is inclusive, transparent, and aligned with GEAF's values. The goal is to ensure diversity in gender, geography, and perspectives to reflect the global nature of environmental challenges.

Selection Criteria

GEAF Ambassadors will be chosen based on:

- **Influence and Reach:** Ability to engage and mobilize their community.
- **Commitment:** Proven dedication to sustainability and community service.
- **Quality of Action Plan:** Innovation, clarity, and practical feasibility.
- **Language Skills:** Strong ability to communicate effectively in French or English.

Additional Information

- Applicants must have reached the **legal age of majority** in their country of residence.
- **Confidentiality:** All personal data and application materials will be handled in strict confidence, following international privacy standards.
- GEAF is an **equal opportunity organization** and strongly encourages applications from underrepresented and marginalized communities.
- GEAF Ambassadors are expected to maintain **high standards of professionalism and ethics**. GEAF 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 on the integrity of the programme, must be disclosed to GEAF at the earliest opportunity. GEAF Ambassadors will be required to sign and be bound by a formal contract and the GEAF Code of Conduct upon selection. Violation of the Code of Conduct or breach of contract terms may result in dismissal from the programme.