

GEAF ANNUAL REPORT

**A Year of Growth,
Outreach, and Climate
Action**



71 YEAR 2025

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FROM DETERMINATION TO IMPACT: OUR YEAR IN REVIEW

As we begin a new year and reflect on the one just passed, we take a moment to recognize our journey—honouring where we have come from, where we are headed, and the distinct place we are shaping along the way.

At the Green Earth Action Foundation, we have always believed that meaningful change starts long before recognition arrives. It begins with conviction—quiet at first, then louder as each project, each partnership, each effort adds another layer of purpose and credibility. This year has shown us that our determination is our greatest strength.

We are proud of what we have built this year. We have strengthened our programmes, expanded our community, and continued to advance essential conversations on sustainability at a moment when the world needs clarity and commitment more than ever. And yet, we speak with sincerity: our journey has required resilience, adaptability, and an unwavering belief in our mission.

Our projects have been the driving force of our work. Through hands-on workshops, awareness campaigns, community initiatives, and policy-oriented dialogues, we have not only shared knowledge—we have enabled individuals, institutions, and communities to act. Our webinars have connected experts and citizens across continents, creating a space where solutions are exchanged, ideas refined, and collective responsibility deepened. Each initiative—whether local or international—has been designed with one clear intention: to transform conviction into tangible progress and to make sustainability a concrete, inclusive, and achievable reality for all.

To each partner, GEAF Ambassador, supporter, collaborator, and volunteer who has stood beside us: thank you. Your trust does more than sustain us—it elevates us. It gives strength to our work and meaning to our purpose.

As we look ahead, our ambitions remain bold and unwavering. In the coming year, we are committed to expanding the reach of our sustainability initiatives, strengthening our governance, and deepening our presence in key environmental dialogues where our voice can drive lasting change. As we enter a new year, we renew our promise: *to act with integrity, to lead with purpose, and to transform challenges into catalysts for meaningful, enduring impact.*



ORGANIZATIONAL OVERVIEW

A person is seen from the back, wearing a green t-shirt and a green baseball cap. The t-shirt features a circular logo on the upper left and three lines of text in white and purple. The background is blurred, showing an indoor setting with warm lighting.

ENVIRONMENTAL
PROTECTION
DIVERSITY &
INCLUSION
PEACE

ABOUT GEAF

The Green Earth Action Foundation (GEAF) is an international non-profit organization accredited by the United Nations Environment Programme (UNEP) and headquartered in Geneva, Switzerland—a city at the crossroads of global diplomacy, environmental governance, and multilateral cooperation.

Founded in 2023, GEAF was established in response to the urgent need for systemic solutions to the climate crisis and a growing demand for inclusive, youth-led sustainability leadership. We operate at the intersection of grassroots action and global policy, leveraging our proximity to the United Nations and other international institutions to amplify local voices and catalyze high-impact partnerships.

Our work is grounded in the conviction that achieving a sustainable future requires more than policy commitments—it demands empowered individuals, connected communities, and a bold shift in how we live, lead, and collaborate.

From supporting youth participation at global climate forums to facilitating local capacity-building programmes in underserved regions, GEAF is committed to scalable impact rooted in justice, inclusion, and long-term resilience.

Every project we undertake is aligned with the United Nations Sustainable Development Goals (SDGs) and guided by the principles of the United Nations Environment Programme (UNEP).



VISION

Our vision is bold yet urgent: to catalyse meaningful, lasting action on climate and sustainability by empowering individuals, youth leaders, and organizations around the world.

Through transformative education, community-led initiatives, and strategic global partnerships, we bridge the gap between policy and practice, turning ambition into measurable impact.

We are committed to reducing the global environmental footprint while cultivating a more just and regenerative relationship between humanity and the natural world.

In doing so, we help build resilient communities, accelerate systems change, and contribute to a future where people and planet thrive together.



MISSION

The Green Earth Action Foundation exists to advance sustainability through the empowerment of young leaders and the cultivation of broad-based environmental awareness.

Rooted in the values of the United Nations (UN) and aligned with the Sustainable Development Goals (SDGs), we design and implement education-driven, community-based initiatives that promote ecological responsibility, social equity, and systems-level change.

By fostering informed leadership and building inclusive platforms for engagement, we strive to support transformative action that contributes to resilient, sustainable, and just societies worldwide.



UNEP ACCREDITATION

The year 2025 marks a defining moment for GEAF as the organization proudly achieves accreditation with the United Nations Environment Programme (UNEP).

This recognition represents far more than a symbolic milestone: it is a testament to GEAF's growing influence, the quality of its work, and its long-term commitment to advancing environmental sustainability at both local and global levels.

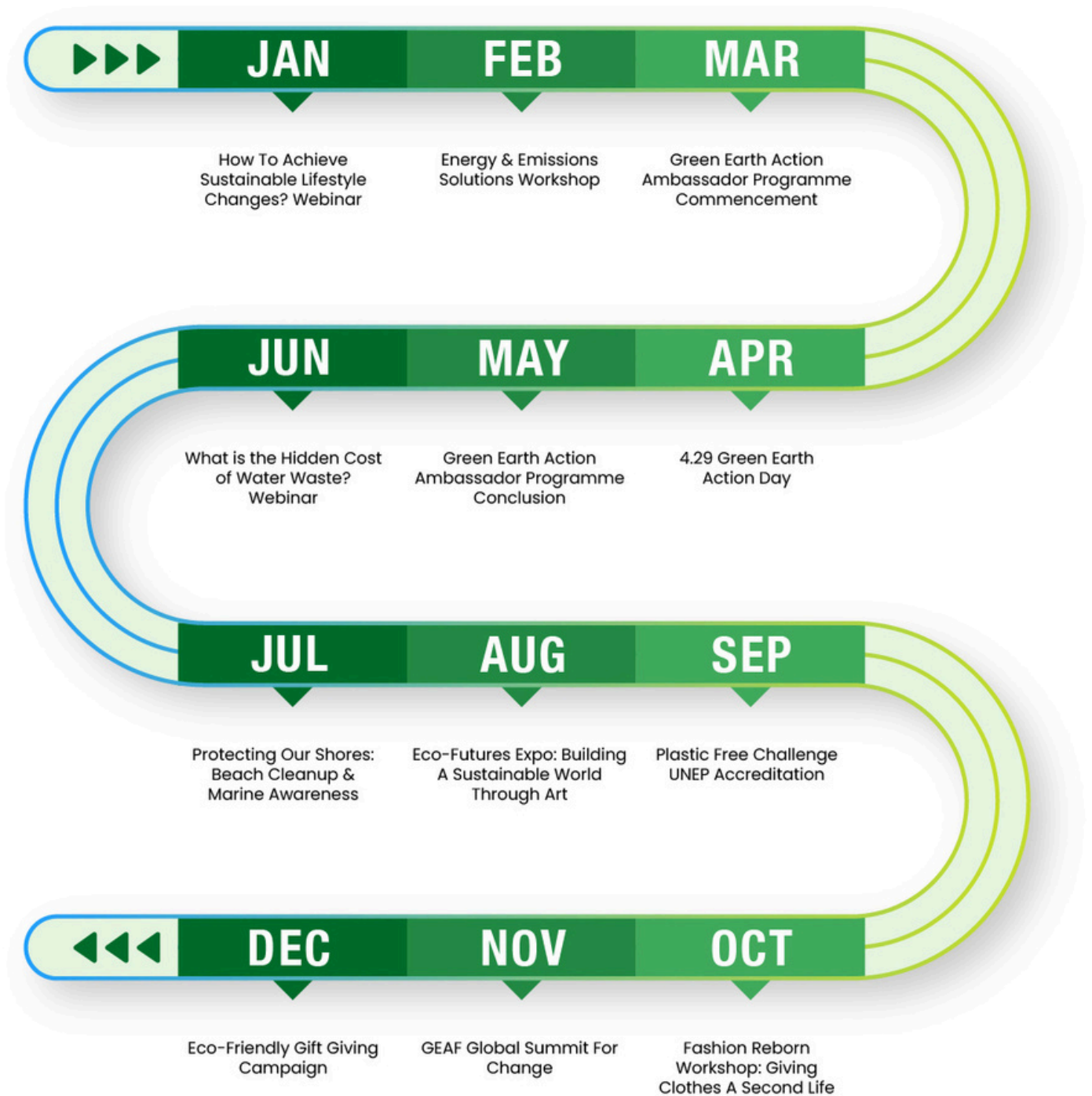
UNEP accreditation grants GEAF the opportunity to engage more actively in high-level environmental dialogues, contribute to policy consultations, and participate in UN-led processes that shape the future of international environmental governance.



STRATEGIC PRIORITIES OF 2025



THE YEAR 2025 IN REVIEW



OUR IMPACT

In 2025, GEAF strengthened its institutional credibility by expanding its project portfolio, delivering ten events and multiple online campaigns throughout the year. Acknowledging that effective climate mitigation requires coordinated global action, GEAF also placed a strong emphasis on broadening its international community of engagement.

To advance this objective, GEAF deliberately sought to engage a broad and diverse international audience. This was achieved through online events and livestreams of all GEAF activities on official channels, complemented by features in various media outlets, a diversified programme agenda, and a steadily expanding network.

These efforts substantially enhanced GEAF's visibility and further solidified its reputation as an accessible and internationally engaged environmental organization.

These efforts not only strengthened GEAF's social media presence but also reinforced its global network. In 2025, GEAF events engaged more than 2,200+ participants, both online and in person.

Additionally, GEAF's digital presence grew significantly, with some posts surpassing one million impressions and the organization gaining over 6,000 new followers across all platforms.

Collaboration remained a central focus, with each event providing opportunities to deepen connections, not only with other NGOs but also with International Organizations, fostering partnerships that support collective action on climate change.

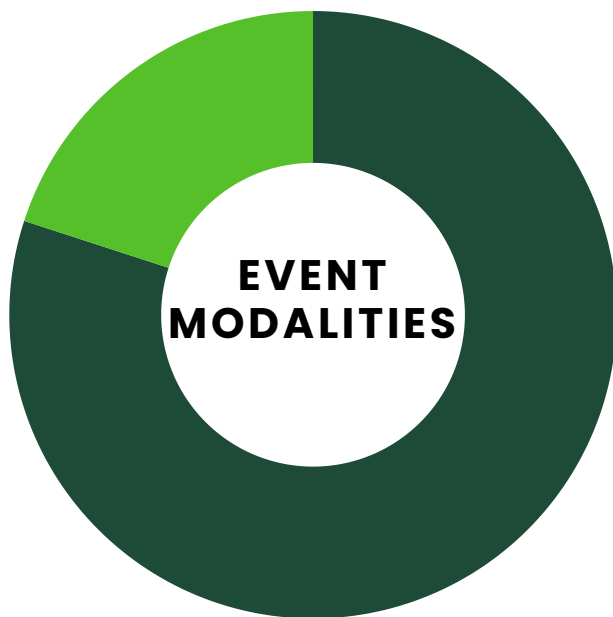
GEAF's network of partners expanded substantially in 2025, growing to include a total of 47 partners.



IMPACT IN NUMBERS

● In-Person & Broadcasted

● Online



10+

Events Conducted

12+

Major Projects Delivered

● Youth Empowerment

● Community Engagement

● Awareness & Advocacy

2,200+
Participants in GEAF Events Worldwide

290+
Global Volunteers Engaged



2025 PROGRAMMES & PROJECTS



GEAF'S CORE PROJECT AREAS

**ARTICULATED ACROSS THE THREE COMPONENTS
PRESENTED BELOW:**



YOUTH EMPOWERMENT



COMMUNITY ENGAGEMENT



AWARENESS & ADVOCACY

YOUTH EMPOWERMENT

Youth empowerment remains a cornerstone of effective climate action. Engaging and equipping young people is essential to advancing climate change mitigation and securing a sustainable, resilient future for all generations.

Young leaders contribute innovation, vision, and driving solutions to the complex environmental challenges of our time. By providing them with the knowledge, skills, and platforms to participate meaningfully, we enable youth to act as agents of change within their communities and across global networks. Investing in youth is part of a commitment to long-term sustainability, resilience, and intergenerational equity, ensuring that future generations inherit a planet capable of supporting life, prosperity, and dignity for all.

To this end, we support youth globally through initiatives and programmes tailored to their engagement and development. On an international scale, our 4.29 Green Earth Action Ambassador Programme empowers emerging climate leaders to implement grassroots initiatives, build networks, and drive meaningful environmental impact across borders. Through these efforts, we cultivate the next generation of climate-conscious leaders, capable of shaping sustainable futures worldwide.



GEAF AMBASSADOR PROGRAMME

From January to May 2025, GEAF launched the first edition of the Green Earth Action Foundation Ambassador Programme, selecting 18 ambassadors from 15 countries across Africa, Asia, Europe, and the Caribbean.

The programme was designed to empower emerging environmental leaders with the knowledge, skills, and resources needed to create lasting, sustainable impact in their communities.

Between February and April, GEAF Ambassadors participated in a comprehensive training and mentorship programme led by GEAF experts, covering environmental issues, climate action planning, leadership, community engagement, and project implementation.

Each GEAF Ambassador developed and led a local project aligned with GEAF's thematic areas, contributing to meaningful local action while strengthening a global network of environmental advocates. The programme emphasizes sustainability and foresight, ensuring that participants implement initiatives that endure while fostering ongoing collaboration and long-term engagement with GEAF. Through this approach, GEAF Ambassadors not only drive change locally but also contribute to a wider movement for environmental stewardship worldwide.



KEY COMPONENTS OF THE PROGRAMME

1

Core Capacity-Building Sessions: Ten structured trainings covering climate action planning, public engagement, communication, and report writing.

2

Educational Booklets and Toolkits: Resources on public speaking, international collaboration, and cross-cultural communication.

3

Coordination and Operational Support: Personalized 1-to-1 coaching for project tracking and support throughout the project cycle.

4

Media Support: Press release templates and guidance for engaging local media.

5

Event Implementation Grant: Funding provided for GEAF Ambassadors to organize and deliver local climate action events.

6

Global Networking and Collaboration: Virtual meetups and a shared communication platform enabled connection and knowledge sharing among GEAF Ambassadors.

This multi-tiered approach ensured GEAF Ambassadors were equipped both technically and strategically to lead impactful projects in their local communities.

4.29 GREEN EARTH ACTION DAY

During the training and development phase of the GEAF Ambassador Programme, each GEAF Ambassador led a local project in one of GEAF's thematic areas with support from the GEAF team.

The programme culminated on 4.29 Green Earth Action Day, when GEAF Ambassadors hosted engaging in-person events in their communities. All events were livestreamed across GEAF channels, amplifying their impact and reaching a wider audience.



SMART AGRICULTURE



FORESTRY & BIODIVERSITY



MARINE & WATER PROTECTION



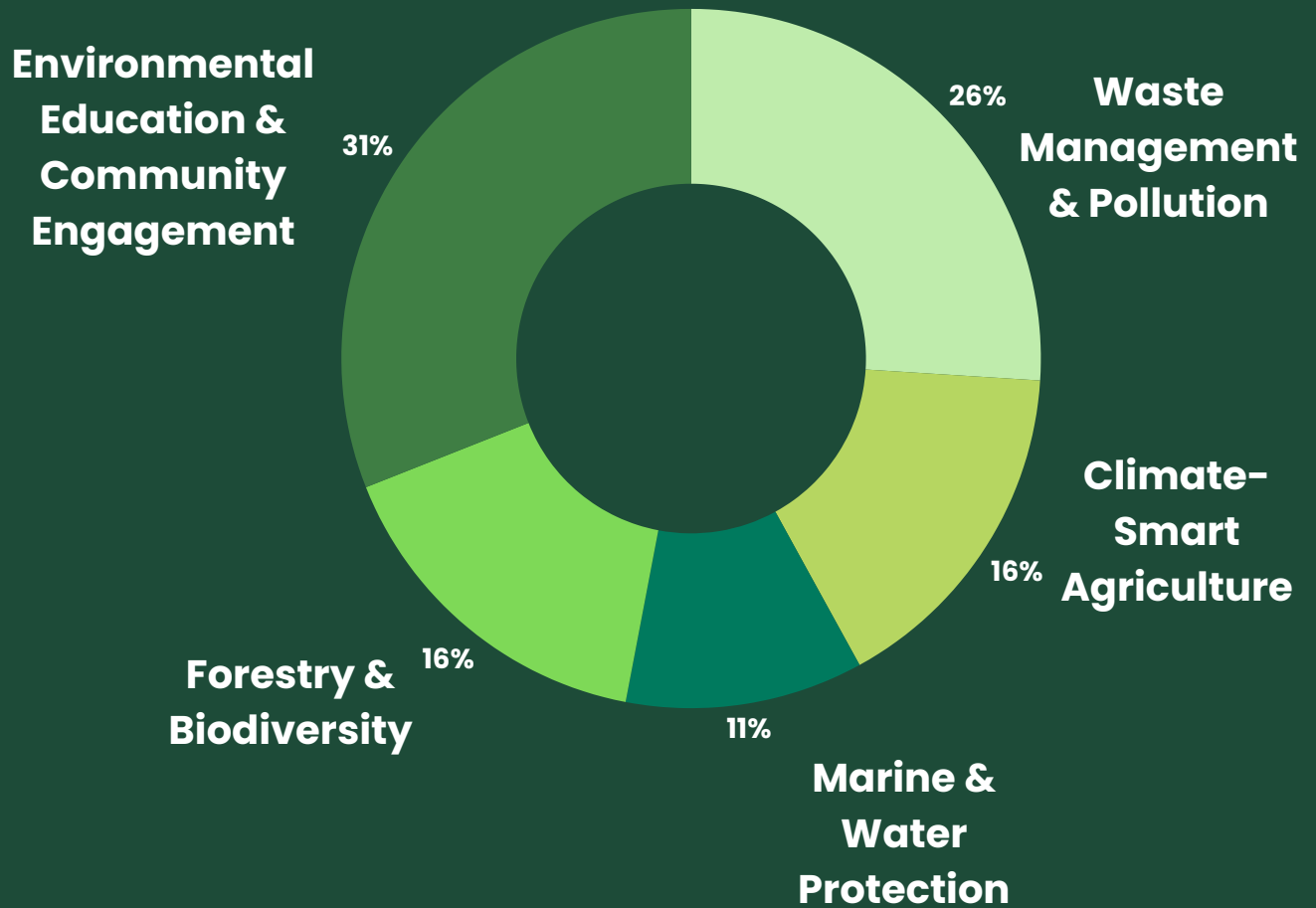
WASTE MANAGEMENT & POLLUTION



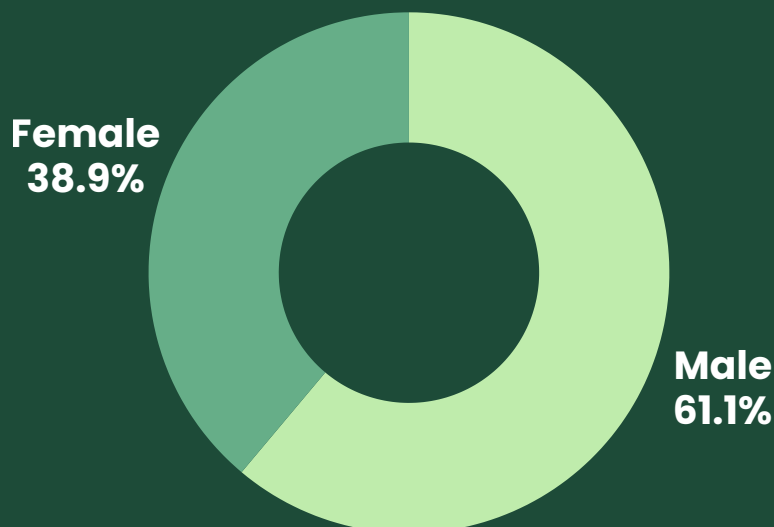
ENVIRONMENTAL EDUCATION & COMMUNITY ENGAGEMENT

4.29 GREEN EARTH ACTION DAY IN NUMBERS

AMBASSADOR'S FOCUSES



GENDER BALANCE



IMPACT

The 2025 edition of the 4.29 Green Earth Action Day achieved substantial reach and engagement. Supported by a network of more than 200 active volunteers, 18 GEAF Ambassadors carried out activities across 15 countries, mobilizing over 1,000 participants worldwide.

The image below highlights every location where a 4.29 Green Earth Action Day event was organized by a GEAF Ambassador.

The programme also generated substantial online visibility, with global engagement reaching more than 27 million impressions.

3,000+ kg

of waste removed through cleanups and recycling initiatives

4,000+ trees

planted as part of reforestation and greening projects

1,500+

participants actively involved in the sustainability programmes & activities



FEEDBACK

GEAF Ambassadors consistently reported that the training content was highly relevant to their roles. Overall, 93% of respondents indicated they are likely to apply the knowledge gained, reflecting the programme's sustainable impact. The majority found the programme very useful, with 96% expressing that they would recommend similar initiatives in the future.

During the 4.29 Green Earth Action Day, 95% of participants reported increased awareness of the topics discussed, and 94% intended to apply the knowledge acquired. The event successfully engaged young people, with over half (52.2%) of in-person participants aged 18–24, highlighting its relevance to youth, a key audience for sustainability and climate action.

Overall, the data demonstrate strong youth engagement and regional diversity, while also identifying opportunities to improve gender balance and expand outreach to underrepresented groups.





Alexander Gwanvalla – Cameroon

Spearheaded a forestry and biodiversity initiative beginning with an educational programme for school children on the importance of reforestation. Volunteers, including school teachers, guided the children in hands-on activities, planting vegetable crops such as tomatoes, cayenne peppers, and leeks.



Ankit Kumar Singh – India

Led an environmental education and community engagement programme by partnering with schools and mobilizing volunteers to teach children about climate change. To transform learning into action, participants planted trees.



Bilkisu Garba – Nigeria

Led a waste-management initiative that trained and empowered rural women. Collected and upcycled textile waste into reusable items, culminating in a showcase of the products on April 29.



Christopher Benyah – Ghana

Led a marine and water protection initiative by organizing a large-scale beach cleanup, coordinating volunteers and logistics to remove significant amounts of plastic waste from coastal areas.



Dan Clinton Semakula – Uganda

Organized an environmental education and community engagement workshop, broadcast live in Uganda and South Korea, to raise awareness on climate change mitigation and adaptation.



Dr. Mostafa Gomaa Fadl – Egypt

Led an environmental education and community engagement initiative, where attendees learned practical actions to mitigate the effects of climate change.


Eniola Victoria Omotoye – Nigeria

Facilitated a waste management and pollution reduction initiative in a local slum, collecting waste with the support of volunteers and attendees, while actively engaging local women in the process.


Farida Nabegu – Nigeria

Led a climate-smart agriculture initiative in an Internally Displaced Persons camp, working with volunteers to promote education on climate change and sustainable farming practices. The event engaged displaced students and included the distribution of plants, which the children helped to plant.


Felix Akello – Kenya

Led a forestry and biodiversity initiative, mobilizing volunteers and attendees in a large-scale tree-planting activity. Together, they planted trees that contributed to ecosystem restoration, carbon sequestration, and increased community awareness of the importance of reforestation.


Francis Jalloh – Sierra Leone

Organized a waste management and pollution reduction initiative, engaging students along with volunteers to raise awareness on the importance of upcycling. The project focused on empowering individuals to become green entrepreneurs, promoting economic empowerment through sustainable practices.


Kennedy David – Tanzania

Organized a marine and water protection initiative by hosting a beach cleanup, supported by volunteers who coordinated the event. The cleanup engaged participants who not only helped remove waste from the shoreline but also took part in an educational workshop on ocean conservation.


Ndi Nancy Saiboh – Cameroon

As the voice of the GEAF Ambassadors, she led a comprehensive training session on public relations for fellow GEAF Ambassadors, managed their content strategy, and developed standardized template guidelines for media publications to ensure consistent and professional communication.



Pirah Siyal – Pakistan

Conducted an environmental education and community engagement workshop with support from volunteers, emphasizing the importance of collective action. The event engaged participants, including young women and students, in climate education and activities designed to inspire sustainable action.



Pinehas Hilde Elizabeth – Romania

Students participated in a hands-on waste-sorting activity and an eco-friendly cleaning demonstration, learning to make natural cleaning products using simple ingredients such as vinegar and baking soda. These activities actively engaged students and encouraged reflection on sustainable practices.



Tijana Ristovska – North Macedonia

Conducted a pioneering environmental education and community engagement initiative focused on youth in her region. Working with volunteers, she successfully coordinated and organized a workshop, fostering awareness and action on climate-related issues.



Tsiaterimila Prince – Madagascar

Organized a forestry and biodiversity initiative, working alongside volunteers and engaging attendees in a large-scale tree-planting activity. They successfully planted trees, while the campaign expanded its reach to youth both online and offline, promoting environmental stewardship and climate action.



Virgilix Gustave – Haiti

Led a climate-smart agriculture initiative. The project focused on educating participants about sustainable farming practices and distributed tree seedlings, including avocado, soursop, and tamarind, to promote food security and climate resilience.

ADDITIONAL PROJECTS HELD WITH GEAF AMBASSADOR

In September 2025, the second edition of the Eco Future Exhibition was held at the Center for Art & Creative Talent (CFACT) in Abuja, Nigeria. Organized in collaboration with GEAF Ambassador Farida Nabegu, the exhibition featured an initiative involving children from the Wassa IDP School, who created an original artwork for the event. Their piece, together with works from six local artists, was showcased and made available for purchase, highlighting both community engagement and support for local creative talent.

Feedback was highly positive, participants highlighted the inspiring blend of art, education, and sustainability messaging. Many particularly appreciated the way in which GEAF combined art, charity, and environmental awareness to drive impact.

In November 2025, the Green Earth Action Foundation in collaboration with GEAF Ambassadors Bilkisu Garba and Farida Nabegu carried out a community outreach and distribution exercise at Wassa IDP Camp.

The exercise focused on supporting school children and adolescent girls with upcycled school bags and reusable sanitary pads. The intervention combined education, environmental sustainability, and community empowerment.

The initiative collected 891.34 kg of textile waste along with 148 discarded sacks. The upcycled bags reached 150 children, mostly orphans and vulnerable children, trained 45 adolescent girls on pad usage, and distributed 50 reusable pads.



COMMUNITY ENGAGEMENT

At the Green Earth Action Foundation, one of our central missions is to support and empower communities in mitigating climate change. We believe that sustainable impact begins with giving people the tools and knowledge to become climate leaders in their own contexts, translating awareness into meaningful action.

We also recognize that systemic change is driven by shifts within communities themselves, and that lasting transformation requires both collective engagement and individual empowerment. In this spirit, we have launched initiatives that blend concrete environmental engagement with the cultivation of sustainable consciousness.

In Geneva, our beach clean-ups brought communities together to restore and protect local ecosystems. Through Fashion Reborn, we taught individuals upcycling techniques, enabling them to transform clothing sustainably and reduce overconsumption. Meanwhile, the Eco Futures art exhibition fostered both creativity and reflection, showcasing works made from upcycled materials that inspire a shift in mindset toward sustainability. By combining action, education, and innovation, these initiatives empowered individuals and communities to contribute to a lasting, collective response to climate change.



GENEVA BEACH CLEAN UP

On 30 July 2025, the Green Earth Action Foundation (GEAF) held its inaugural beach clean-up along the shores of Lake Geneva. In the first part of the event, volunteers and participants worked in small teams to clean the beach and nearby areas.

In the second phase, participants carried out street-level outreach, engaging passers-by through a short, game-style activity using question cards that highlighted the impacts of plastic pollution on ecosystems and public health.

They also provided practical, sustainable items, such as reusable cups and portable ashtrays, to offer participants immediate, tangible ways to reduce their waste. For those unable to participate in person, the event was livestreamed across GEAF's channels.

Building on actions led by GEAF Ambassadors in Ghana, Tanzania, and Sierra Leone, the Geneva event linked local engagement to a growing international network and helped seed a durable volunteer community around shared environmental goal.

The initiative contributed to the Sustainable Development Goals, particularly SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production) and SDG 14 (Life Below Water), with co-benefits for SDG 13 (Climate Action) and SDG 17 (Partnerships for the Goals).

In total, fifteen volunteers supported operations. The clean-up help collected 37.5 kg of waste, filling 30 bags.

A portion was donated to The Thinker's Burden, an art installation by Benjamin Von Wong installed outside the United Nations in Geneva for the final round of the Intergovernmental Negotiating Committee (INC-5).





The event was praised by participants for offering a meaningful way to contribute directly to environmental protection, while also raising awareness among both volunteers and the general public.

Group activities and the awareness-raising component were especially valued, as they enabled dialogue across diverse backgrounds and emphasized the real-world impact of litter on local ecosystems. Notably, for all respondents, this was their first time attending a Green Earth Action Foundation event, highlighting the effectiveness of accessible, in-person activities in reaching new and diverse audiences.

ECO FUTURES: THE SUSTAINABLE EXHIBITION

Recognising that art offers a unique lens to engage, question, and inspire on environmental issues, the Green Earth Action Foundation presented Eco Futures on 29–30 August 2025 at L'IceBergues.

To extend access beyond Geneva, GEAF livestreamed the opening remarks and a guided virtual tour across its digital channels, enabling international audiences to experience the exhibition in real time. This event was a natural continuation of GEAF's collaboration with artist Benjamin Von Wong, whose large-scale installation made from collected plastic waste was exhibited outside the United Nations in Geneva during the INC-5 negotiations.

The Eco Futures initiative directly supported three critical United Nations Sustainable Development Goals (SDG): SDG 12 (Responsible Consumption and Production): By showcasing creative alternatives to waste disposal, SDG 13 (Climate Action): Through promoting resource conservation and environmental awareness, SDG 17 (Partnerships for the Goals). By fostering collaboration between artists, environmental advocates, and community member.

The exhibition featured the works of nine artists, each representing a distinct category of artistic expression including photography, painting, sculpture, moulding, and interior decoration.

Thirteen volunteers played a key role in the successful delivery of the event, supporting areas such as art installation, hospitality and front-of-house operations, technical management of the livestream, visitor services, and photo and video documentation. The event attracted just under one hundred participants.





Participants described the artworks as inspiring, and relevant, noting that the combination of artistic display with GEAF contributors' actions enriched the experience.

The event was praised for professional organisation, both for visitors and volunteers, and for creating meaningful opportunities to connect with artists, volunteers, and other attendees.

FASHION REBORN

Fashion Reborn, an initiative of the Green Earth Action Foundation, took place on Wednesday, October 22, at the Association Histoire Sans Chute, in Geneva.

The workshop was conducted in two sessions of 1.5 hours. The event centred around the Sashiko method of upcycling, a traditional Japanese technique of decorative and functional embroidery that utilizes simple running stitches to mend, reinforce, and embellish fabric.

Each session was followed by a short coffee break, giving participants the opportunity to chat and connect.

In addition to the in-person sessions, an online livestream was broadcasted simultaneously across GEAF's social media platforms. This extended the event's reach, allowing a wider audience to participate virtually, learn about sustainable practices, and engage in real time.

By promoting upcycling, the initiative supported SDG 12: Responsible Consumption and Production, encouraging participants to extend the life cycle of fabrics, reduce waste generation, and embrace more sustainable production and consumption patterns. In addition, the event contributed to SDG 13: Climate Action by raising awareness of the broader climate implications of fast fashion and unsustainable consumption. In total 20 participants took the workshops and were guided by experts from Histoire sans Chute in learning the Sashiko method.





Overall feedback was highly positive, with 100% of respondents finding the event useful and reporting that they would recommend future Green Earth Action Foundation activities to acquaintances.

Participants particularly valued the event's accessibility, hands-on, practical approach, its friendly and collaborative atmosphere, and the opportunity to develop concrete upcycling and repair skills while helping participants reflect on their personal practices and raising awareness of sustainable fashion and the environmental impact of fast fashion.

Open-ended feedback highlighted the discovery of the Association Histoire de Chutes, illustrating the value of partnering with local associations, showcasing GEAF's active engagement within the local community.

AWARENESS & ADVOCACY

At GEAF, our third strategic focus is awareness and advocacy. Raising awareness about climate change and its challenges is essential to inspiring individuals and communities to adopt more sustainable habits. We believe everyone has the right to accessible information, and we work to make climate knowledge widely available. To this end, we organize in-person and online events for both professionals and the general public, creating spaces for engagement, learning, and reflection.

Through initiatives like GEAF's Climate Action Conversations (CACs), we brought together policymakers, scientists, and civil society to advance discussions on sustainability. Our Zero Waste and Eco-Gift Campaigns utilized social media to creatively inform and involve communities, encouraging reflection on consumption through interactive challenges.

Located in International Geneva, GEAF also convenes leaders through high-level seminars and global summits. From the Building a Sustainable Future: Energy Conservation & Emission Reduction event to the Global Summit on Innovation, Technology, and Sustainability, we foster collaborations that drive systemic climate solutions. By combining education, advocacy, and inclusive dialogue, we empower individuals and communities to make informed choices and contribute to a sustainable future.



CLIMATE ACTION CONVERSATIONS SERIES (CAC)

On January 30 2025, GEAF presented the third episode in its Climate Action Conversations (CAC) Webinar Series, titled “How to Achieve Sustainable Lifestyle Changes!” This session was designed to go beyond theoretical discussions, providing participants with practical strategies to adopt sustainable habits without compromising on their quality of life.

This session was followed by a fourth edition on 30 June 2025, titled “The Hidden Cost of Water Waste”, which examined the growing challenge of water scarcity. The discussion underscored the roles of both individual and collective action in addressing this issue, outlining practical measures that individuals can adopt in their daily lives. Experts also explored how effective water governance and sustainable financing mechanisms can strengthen the resilience of vulnerable communities, particularly smallholder farmers in developing countries.

Both webinars generated strong engagement, with 157 participants joining the January session and over 70 viewers following the June edition across multiple platforms.

Each event also featured renowned experts. The January episode welcomed Dr. Manar Mfarrej (Zayed University), Ms. Vanessa Valerio (Geneva Graduate Institute), Ms. Joan Bishio (Environmental Sustainability Practitioner), and Ms. Nouf Alqadi (EAD Analyst).

The June CAC brought together Ojonugwa Yahaya (Founder, Oaklight Care Gateway Foundation), Tarteel Jaafar Mohamed Salih (Academic Advisor, Abu Dhabi University), Alicia Dauth (Water Assurance Technical Lead, Water Security Collective), Dr. Pascal Vuichard (Corporate Sustainability Consultant, Ernst Basler & Partner), and Dr. Bapon Fakhruddin (Water Sector Lead, Green Climate Fund).



CLIMATE ACTION CONVERSATIONS SERIES

CLIMATE ACTION CONVERSATIONS E3: HOW TO ACHIEVE SUSTAINABLE LIFESTYLE CHANGES



MS. VANESSA VALERIO
Geneva Graduate Institute



DR. MANAR MFARREJ
Zayed University



MS. JOAN BISHIO
Netherlands Embassy
in Nigeria



MS. NOUF ALQADI
Environment Agency -
Abu Dhabi (EAD)



CLIMATE ACTION CONVERSATIONS E4: WHAT IS THE HIDDEN COST OF WATER WASTE?



ALICIA DAUTH
Water Security Collective



PASCAL VUICHARD
Ernst Basler & Partner



DR. BAPON FAKHRUDDIN
Green Climate Fund (GCF)



OJONUGWA YAHAYA
Oaklight Care
Gateway Foundation



**TARTEEL JAAFAR
MOHAMED SALIH**
Abu Dhabi University

The strong participation reflected the audience's keen interest in the topics presented and their appreciation for the structured and well-paced format of the event.

For the January edition, participants praised the webinar's clear, engaging format and high-quality visuals, which enhanced understanding of the topics. The content was described as relevant, thought-provoking, and actionable, with many noting they could apply the strategies immediately. Interactive elements, including games and activities, were highlighted as a particularly engaging feature.

For the June edition, participants highlighted the high-quality expert contributions and the practical focus of the webinar. The session, featuring real-life examples and a documentary, was praised as educational, informative, and effective in raising awareness. Its alignment with the UN Sustainable Development Goals attracted participants, demonstrating how digital platforms can advance environmental awareness and promote inclusive, sustainable development globally.

ZERO WASTE CAMPAIGN

In September 2025, following the conclusion of the second part of the fifth session of the Intergovernmental Negotiating Committee on Plastic Pollution (INC-5.2), which took place in Geneva from 5 to 15 August, the Green Earth Action Foundation launched the GEAF Plastic Free Challenge.

This month-long initiative was designed to raise awareness about the environmental impact of single-use plastics while promoting the adoption of lasting, sustainable habits among participants.

The campaign was carried out entirely online, leveraging social media platforms and newsletters to engage the public.

Through these channels, GEAF provided practical tips, actionable strategies, and informative content aimed at helping individuals significantly reduce their plastic consumption in daily life.

Participants were invited to take part in the challenge by sharing how they had eliminated or substituted single-use plastics in their daily routines, as well as by posting updates on their progress and sharing practical plastic-saving tips while tagging GEAF.

Aligned with GEAF's mission to empower both individuals and communities, the Plastic Free Challenge reinforced the organization's core belief that meaningful, systemic change emerges from the combination of everyday personal actions and broader political and institutional efforts. By directly engaging participants, the initiative not only fostered a sense of community ownership but also raised awareness about the environmental impacts of plastic pollution and encouraged tangible contributions to the global movement toward a more sustainable future.





**Join Us,
Be the Change**

The plastic-free challenge was overwhelmingly positive: 9 participants engaged throughout the month, consistently tagging GEAF, exchanging ideas, and motivating one another.

The challenge not only fostered a sense of community ownership but also helped amplify sustainable practices far beyond the organization's usual network.

SEMINAR: BUILDING A SUSTAINABLE FUTURE

On 18 February 2025, the Green Earth Action Foundation hosted its inaugural seminar, Building a Sustainable Future: Energy Conservation & Emission Reduction at the Maison Internationale de l'Environnement II, in Geneva. This event was designed to raise awareness about the significance of energy conservation and emission reduction through everyday habits and lifestyle choices.

For those unable to attend the event in person, the event was live-streamed across all GEAF's platforms. The event also featured three distinguished expert speakers who delivered impactful talks on energy conservation and emissions reduction, Professor Martin K. Patel, from the University of Geneva, Mr. Nathan Masnada sustainability manager whose work is being carried out by 2050 Today and Mr. Chris Momo, lead consultant and founder of Climate Neutral Sports.

Thanks to the hybrid format, the event attracted a diverse audience, with 20 attendees in person at the venue in Geneva and an estimated 200 online viewers from around the globe.

The event highlighted Switzerland's leadership in energy conservation and emission reduction as a global benchmark, encouraging participants to adopt similar practices in their own communities.

The seminar showcased how reducing energy consumption and optimizing resources can lower emissions while fostering innovation, inspiring attendees to rethink their energy usage and explore new ways to promote sustainability. Informative flyers and visually striking displays at the seminar enhanced the overall experience, ensuring key messages were effectively communicated.





The audience was highly engaged and gained valuable insights into the importance of energy conservation in their daily lives, particularly within social and economic contexts.

Additionally, the audience had the opportunity to ask questions, further enhancing engagement and sparking thoughtful discussions. Following the presentations, attendees were able to network with one another, fostering connections and building partnerships with like-minded individuals, all working together toward the shared goal of creating a sustainable future.

GEAF GLOBAL SUMMIT FOR CHANGE

On 27 November 2025, immediately following COP30, GEAF convened its Global Summit for Change at the Maison Internationale de l'Environnement II.

The summit, centered on innovation in climate action and sustainability, brought together experts to explore how innovation drives progress toward the Sustainable Development Goals, the barriers to adoption, including finance, policy, and capacity, and the existing and required support mechanisms to ensure a just transition.

To enable participation from GEAF's global network, the event was also livestreamed across all GEAF digital platforms.

Anchored in the 2030 Agenda, the Summit directly advanced SDG 13 (Climate Action) and supports SDG 7 (Affordable and Clean Energy), SDG 9 (Industry, Innovation and Infrastructure), SDG 12 (Responsible Consumption and Production), and SDG 17 (Partnerships for the Goals).

The Summit brought together experts from local organizations, academia, and international institutions, including Ms. Marie-Antoinette Micheli, Founder of Green Alliance Switzerland; Ms. Clarice Mporamazina Aboagye, Partner Engagement Specialist at the World Intellectual Property Organization (WIPO); and Dr. Prof. Iryna Sotnyk, part-time Senior Scientific Collaborator in the University of Geneva's Renewable Energy Systems Group.

This diverse panel of speakers provided attendees with a comprehensive overview of how different sectors contribute to innovation in climate change mitigation, as well as the specific challenges faced by various stakeholders, from States and international organizations to local actors.





The event was highly appreciated for its well-structured sessions, practical relevance, and the depth of knowledge shared by the speakers. Participants engaged in meaningful discussions, asked questions, and connected with like-minded individuals, fostering collaboration and potential partnerships.

The moderation and expertise of the speakers were particularly praised. Notably, 100% of participants said they would recommend future GEAF events, highlighting the overall impact and value of the programme.

ECO-FRIENDLY GIFTING: A SUSTAINABLE HOLIDAY CAMPAIGN

In December 2025, GEAF launched the Eco-Friendly Gifting campaign to promote more sustainable practices during the holiday season, a period associated with increased consumption and waste, particularly related to gifts and packaging.

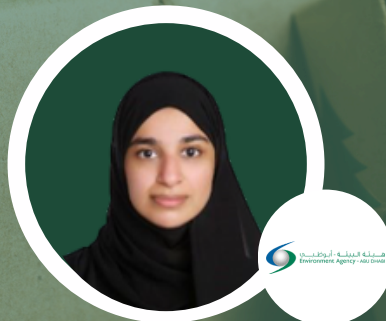
Implemented entirely online, the month-long initiative used GEAF's social media channels to share practical guidance and evidence-informed recommendations for individuals and organizations. The campaign featured three livestream sessions bringing complementary perspectives: Nouf Al Qadi, environmental researcher and blogger, presented accessible actions individuals can take to adopt more sustainable gifting habits; Alev Tulga Korkmaz (Eco-Shift) addressed how businesses can integrate sustainability considerations into corporate gifting; and GEAF Ambassador Bilkisu Garba (The Upcycled Architect) demonstrated how upcycling can be used to create durable, environmentally responsible gifts. Throughout the campaign, GEAF also disseminated tips through regular posts and encouraged participation through a public challenge inviting audiences to share examples of sustainable gifting.

Overall, the campaign contributed to raising awareness of holiday-related waste and supported audiences in making informed, lower-impact choices through clear and actionable messaging.



Alev Tulga Korkmaz

Head of Sales & Sustainable Solutions
Shift Eco



Nouf Alqadi

Analyst
Environment Agency Abu Dhabi



Bilkisu Garba

Founder, Managing Director
The Upcycle Architect (TUPA)



The Eco-Friendly Gifting campaign generated strong engagement: 7 participants took part in the challenge by sharing sustainable gifting ideas, and the three livestream sessions attracted a total of 96 viewers across GEAF platforms.

Beyond reach, the campaign helped translate awareness into practical action by encouraging audiences to adopt lower-impact habits during a high-consumption holiday period.

GEAF COMMUNITY



GEAF VOLUNTEER COMMUNITY

In 2025, the Green Earth Action Foundation (GEAF) prioritised the development and consolidation of its volunteer network, both within Switzerland and internationally, through GEAF Ambassador-led initiatives. The year began with the organization's first in-person seminar, which led to the recruitment of the first Geneva-based volunteer. Subsequent events, such as the beach clean-up, further strengthened the network, bringing in an additional 15 volunteers, while the Eco Future event engaged 12 more.

Overall, 2025 marked a significant expansion of the volunteer community, which has now reached more than 200 volunteers worldwide, including 28 based in Switzerland. The network's cohesion was reinforced by volunteer retention, with several individuals returning across multiple events. This was particularly evident at the Geneva edition of the Eco Futures Exhibition, where volunteers from the earlier beach clean-up rejoined the initiative.

In response to this growth and volunteer feedback, GEAF formalized its volunteer management framework. This included the adoption of a Volunteer Code of Conduct, the introduction of a structured onboarding pathway, the development of role-specific briefing materials, and the creation of a global volunteer database to facilitate targeted communication for events worldwide. These measures strengthen outreach efforts, ensure consistent standards, and demonstrate GEAF's organizational professionalism, clearly reflecting that volunteer and participant feedback is being translated into tangible and meaningful improvements.



VOLUNTEER'S TESTIMONIALS

Volunteering with the GEAF was a really rewarding experience to support a themed art exhibition based on sustainability and inspired dialogue on climate action.

I assisted with the event setup and participant engagement. This experience deepened my appreciation for the power of creativity in advancing GEAF's goals on building a more sustainable and inclusive future.

Macharia K. Mumba

GEAF Volunteer for the Eco Futures Exhibition in Geneva



Through GEAF, I had the opportunity to support initiatives that align with my academic and professional interests in community engagement and promotion of sustainable practices. Through my involvement in GEAF activities like volunteering at the Eco Futures Exhibition, participating in cleanup efforts, and helping raise environmental awareness, I have gained a deeper understanding of the practical actions that are needed to support environmental protection. I'm therefore grateful for the opportunity to contribute to an organization that empowers people to take practical steps toward a greener and more sustainable future.

Kalkidan Tilaye

GEAF Volunteer for the Beach Cleanup and the Eco Futures Exhibition in Geneva

THEY TALKED ABOUT US...



DRIVING AWARENESS THROUGH MEDIA

In an effort to amplify global sustainability, the Green Earth Action Foundation strategically engaged with media throughout 2025, securing extensive coverage through articles, interviews, and newspaper features.

GEAF's work captured the attention of leading national and international media outlets, reaching readers and viewers worldwide. This visibility not only showcased the impact of our programmes but also helped to inspire a growing community of sustainability advocates across the globe. Our campaigns were featured in news articles and news channels, generating unprecedented awareness and driving meaningful conversations around environmental action.

Media mentions spanned multiple continents, with significant coverage in Pakistan, Switzerland, Tanzania, Madagascar, and Nigeria, Kenya, France, Turkey and Ghana highlighting the global resonance of our initiatives. From in-depth interviews with project leaders to feature stories on local community impacts, our media presence reinforced our position as a leading voice in sustainability.

The year's press coverage not only increased visibility but also galvanized public interest and engagement, cementing our role as a catalyst for positive environmental change worldwide.



BUILDING A GREENER FUTURE: ENERGY & EMISSION SOLUTIONS WORKSHOP

Le Dauphiné Libéré
Vendredi 21 février 2025

Actu locale Sud-

Bessins

Baptistelle Paldino, animée par la protection de la planète

Originaire de Bessins, Baptistelle Paldino est directrice des offices et projets à la Green Earth action foundation, une organisation non gouvernementale et non lucrative dédiée à la préservation de l'environnement.

Depuis toujours passionnée par la protection de l'environnement et profondément attachée à la richesse naturelle de l'Isère, Baptistelle Paldino est originaire de Bessins. Un petit village où elle revient fréquemment pour se ressourcer et renouer avec ses racines.

Ses ancêtres, portant des noms familiers, tels que Duc Maugé et Vehier, témoignent de ses liens profonds avec cette terre calme et paisible. Bien qu'elle ait quitté sa région pour poursuivre ses études, Baptistelle n'a jamais perdu l'attachement qu'elle porte à ce lieu cher à son cœur.

Après avoir obtenu un bachelier en relations internationales, elle poursuit un master en management public entre Milan et Genève. Son parcours l'a ensuite conduite à l'Organisation des Nations unies, au sein de l'Institut des Nations unies pour la formation et la recherche, où elle s'est particulièrement distinguée dans la gestion de programmes de renforcement des capacités diplomatiques. Elle a d'ailleurs été nommée à la direction de la mise en place de programmes visant à préparer les membres des ministères d'Afrique de l'Ouest à des conférences environnementales internationales.

Aujourd'hui, Baptistelle occupe un rôle clé en tant que directrice des offices et projets à la Green Earth action foundation, une organisation non gouvernementale et non lucrative dédiée à la préservation de l'environnement. Son travail est à la fois actuel et innovant. « Je coordonne des projets qui visent à promouvoir le développement durable, encourager l'innovation et favoriser la communication sur des actions concrètes en faveur de la durabilité », explique-t-elle. « Cela inclut une utilisation respectueuse de nos ressources, que ce soit les habitats, les matières premières ou le travail humain, en s'appuyant sur trois piliers essentiels : l'économie, le social et l'environnement. »

Et de conclure : « Nous devons vivre aujourd'hui sans compromettre les générations futures. »

● **Danielle Carrère**

« S'engager pour un avenir plus vert »

Baptistelle Paldino organise également des conférences, souvent en direct, pour accroître la visibilité de ces enjeux, générer de l'intérêt et susciter une prise de conscience collective. « La fondation soutient toute initiative visant à préserver et à revaloriser l'environnement, dans une optique de bien-être futur. Devenir un ambassadeur de cette démarche, c'est s'engager concrètement pour un avenir plus vert », ajoute-t-elle.

Le 29 avril, la Green Earth action foundation mettra en lumière son action lors du Green Earth action day. Cet événement réunira des ambassadeurs environnementaux du monde entier, qui mettront en œuvre, en temps réel et simultanément, des initiatives en faveur de la planète, telles que la plantation d'arbres en Amérique du Sud ou le nettoyage de zones polluées en Afrique.

Baptistelle en profite pour inviter tous les intéressés à participer à la conférence en ligne qui sera diffusée en direct. « Ce sera l'occasion pour ceux qui le souhaitent de proposer leurs propres actions environnementales et de contribuer activement à cette cause. »

Site : www.greenearthactionfoundation.org

Baptistelle Paldino en action lors d'une conférence.
Photo Green Earth action foundation




Carrère, D. (21 février 2025). Baptistelle Paldino, animée par la protection de la planète. *Le Dauphiné Libéré*.

PROTECTING OUR SHORES: BEACH CLEANUP & MARINE AWARENESS

AA TÜRKİYE WORLD ECONOMIC FORUM

EUROPE

Volunteers clean waste tops 100 tons

Despite daily city efforts, plastic sources, head of Green Earth Action Foundation

Beyza Binnur Dönmez | 01.08.2025 - Update



Binnur Dönmez, B. (1 August 2025). Volunteers clean up shores of Geneva lake as plastic waste tops 100 tons a year. *Anadolou Ajansi*.

GEAF AMBASSADOR PRINCE TSIATERIMILA, MADAGASCAR



Televizona Malagasy (29 April 2025). FTVA Mouvement with GEAF Day in Madagascar.

GEAF AMBASSADOR FELIX AKELLO, KENYA



KTN New Kenya (30 April 2025). Youth movement in Homabay tackle harsh climate effects by adopting tree planting trees.

GEAF AMBASSADOR PIRAH SIYAL, PAKISTAN



Sattar, A. (30 April 2025). SAU experts push for green entrepreneurship to combat climate change, empower women. *Daily Rule*.

GEAF AMBASSADOR BILKISU GARBA, NIGERIA



Arise News (April 2025). Transforming textile waste to eco-friendly products.

GEAF AMBASSADOR ENIOLA OMOTOYE, NIGERIA



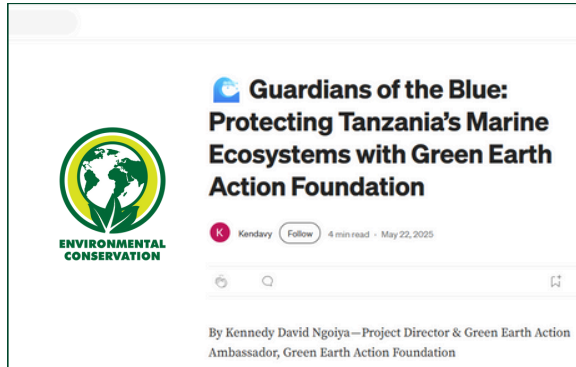
Ogunbawon, A. (3 May 2025). Green Earth Action Foundation sponsors major Makoko waterfront cleanup challenge in Lagos. *The Nation*.

GEAF AMBASSADOR CHRISTOPHER BENYAH, GHANA



Kofi Tutu. (4 May 2025). Green Earth Action Foundation partners with Zoomlion-Ghana to clean up Moree. *Kofi Tutu News*.

GEAF AMBASSADOR KENNEDY DAVID, TANZANIA



Ngoiya, K. D. (22 May 2025). Guardians of the blue: Protecting Tanzania's marine ecosystems with Green Earth Action Foundation. *Medium*.

THE SUSTAINABLE LIVING EXPO, FARIDA NABEGU, NIGERIA

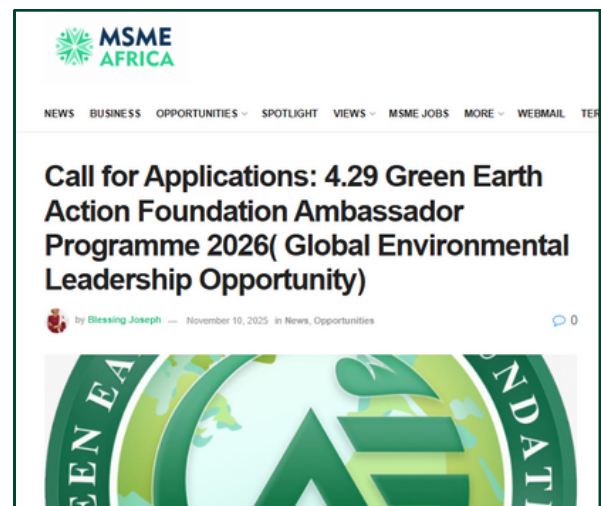


Fact News. (October 2025). Transforming Eco Futures: The Sustainable Living Expo

4.29 GREEN EARTH ACTION DAY, 2026



Sunday, P. (10 November 2025). GEAF opens 2025 4.29 Green Earth Action Ambassador Programme. *Nigeria Startup Act*.



Joseph, B. (10 November 2025). Call for applications: 4.29 Green Earth Action Foundation Ambassador Programme 2026 (global environmental leadership opportunity). *MSME Africa Online*



Opportunities For You. (11 November 2025). Entries open: Green Earth Action Foundation Ambassador Programme.



Youth for Europe. (n.d.). 4.29 Green Earth Action Day.

2025: A YEAR OF COLLABORATION



GEAF PARTNERSHIPS

In 2025, GEAF significantly expanded its network of collaborations and partnerships. A key priority was strengthening relationships with United Nations adjacent international organizations, in alignment with GEAF's UNEP accreditation and its commitment to contributing to multilateral environmental efforts. Many of these collaborations were initiated through GEAF-led events, webinars, and seminars, demonstrating the continued relevance of traditional platforms for fostering meaningful engagement. Notable examples include the June edition of the Climate Action Conversation, which featured expert from the Green Climate Fund, and the November Global Forum for Change with a representative from the World Intellectual Property Organization (WIPO), specifically WIPO Green.

At the same time, GEAF deepened its partnerships with local NGOs, reflecting its belief in the importance of diverse stakeholders and the value of bottom-up approaches in driving systemic change. This was particularly evident through the GEAF Ambassador Programme, which connected GEAF with organizations globally, such as The Upcycled Architect, Uplifting Youth and Social Development Aid (UYSDA), and Community Green Engagement Cameroon (CommGreen), and extended to high-level engagement, with GEAF Ambassador Pirah Siyal representing GEAF at the Minamata Convention Conference (COP-6) held in Geneva from 3 to 7 November 2025. Additionally, in-person events in Geneva facilitated collaboration with local initiatives including 2050 Today, Climate Neutral Sport, Green Alliance Switzerland and Association Histoire Sans Chute.

Importantly, 2025 also marked a notable shift, as GEAF was increasingly approached for strategic collaborations, an encouraging indication of the organization's strengthened credibility. Beyond the partnership with artist Benjamin Von Wong, which enabled the installation of The Thinker's Burden outside the United Nations in Geneva during the final session of the Intergovernmental Negotiating Committee (INC-5), GEAF also collaborated with 3i Sustainability on its virtual summit, "Better You, Better Business, Better World," held from 16 to 18 September 2025.



OUR KEY PARTNERS



2050 Today



3i Sustainability



Abu Dhabi University



Action for
Development
and Empowerment



Ambiento deco



Association Free Go



Association Suisse
Upcycling (ASU)



Centre For Art &
Creative Talent (CFACT)



Climate Neutral Sports



COMGREEN – Community
Green Engagement



Compost-It



Dunesi



EducAid



Environment Agency –
Abu Dhabi (EAD)



Ernst Basler & Partner



Faculty of
Sciences UniGe



Fashion-Enter &
Fashion Capital



Federal Ministry
of Environment (Nigeria)



Fikambanan'ny Tanora
Vonona Ankaramalaza
(FTVA)



Geneva Graduate
Institute



Green Climate Fund



Green Alliance
Switzerland



Green Rock
Manufacturing Group



Histoire Sans Chute



L'atelier Enchanté

OUR KEY PARTNERS

LES COUVERTS
ENCHANTES

Les Couverts
enchantes



Life in My Hands
Initiative



Lumi Lotta



Netherlands
Embassy in Nigeria



Oaklight Care
Gateway Foundation



L'iceBergues



Qatar University



Re & Upcycling Expo



Renewable Energy
Systems Group



Root to Rise



Shift Eco



Sindh Agriculture
University



The Thinkers Burden



The Upcycle
Architect (TUPA)



Tree Planting for the
Love of Nature



University of Geneva
(UniGE)



Uplifting Youth & Social
Development Aid



Water Security
Collective



WIPO (Green)



Young Leaders
Collective



Zayed University



ZOOMLION

JOIN US | BE THE CHANGE

2026 ON THE HORIZON



GREEN
FOLIO



SHAPING TOMORROW, TOGETHER

The year 2025 has shown what a committed community can achieve when conviction meets collaboration. Across continents, disciplines, and generations, the Green Earth Action Foundation has grown not only in numbers, but in depth, impact, and credibility.

From grassroots initiatives led by passionate GEAF Ambassadors, to community-driven projects, global dialogues, art interventions, and high-level summits—every action taken this year has strengthened our shared mission: empowering individuals and communities to build a more just, resilient, and sustainable world.

To our GEAF Ambassadors: your leadership, courage, and creativity have inspired thousands. You have shown that meaningful climate action begins with empowered individuals willing to step forward and transform their communities.

To our Volunteers: your energy and dedication carried our projects from vision to reality. Whether in Geneva, in your home countries, or online, you gave your time, your skills, and your passion and GEAF is stronger because of you.

To our Partners and Collaborators: thank you for believing in our mission and walking alongside us. Your expertise, trust, and continued engagement enabled us to deepen our reach, strengthen our credibility, and elevate our global voice. Our work is amplified because you chose to work with us.

As we look toward 2026, we carry forward the momentum of this remarkable year. We will continue expanding our programmes, strengthening our governance, elevating youth voices, and driving international dialogue where it matters most. We will deepen our commitment to climate justice, scale our global presence, fortify our partnerships, and empower even more leaders to shape the future of sustainability.





GREEN EARTH ACTION FOUNDATION

GET IN TOUCH

Positioned at the heart of international diplomacy, the Green Earth Action Foundation leverages Geneva's unparalleled network of global organizations to influence policy and foster collaboration.

By joining forces with the Green Earth Action Foundation, you become part of a global movement driving sustainability and environmental stewardship. Together, we can tackle climate challenges, influence international policies, and shape a future where humanity and nature coexist in harmony.



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