

# GEAF AMBASSADOR PROGRAMME

## TERMS OF REFERENCE (ToR)



7 2027 EDITION

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# OVERVIEW

These Terms of Reference provides a clear framework for the GEAF Ambassador Programme 2027, outlining its purpose, structure, eligibility requirements, selection criteria, and expected commitments.

It is designed to inform prospective applicants about the Programme's objectives, the support provided by GEAF, and the responsibilities associated with serving as a GEAF Ambassador. It also presents the application and selection process, required documentation, training and development components, support mechanisms, and the role of selected participants in implementing community-based environmental initiatives as part of 4.29 Green Earth Action Day.

Applicants are encouraged to review this document carefully to ensure that they understand the expectations of the Programme and are prepared to actively contribute to a six-month leadership journey focused on climate action, sustainability, environmental justice, and community engagement.



# ABOUT GEAF

The Green Earth Action Foundation (GEAF) is an international non-profit organisation accredited by the United Nations Environment Programme (UNEP) and headquartered in Geneva, Switzerland. Founded in 2023, GEAF was established in response to the urgent need for systemic solutions to the climate crisis and the growing demand for inclusive, youth-led sustainability leadership.

GEAF works to translate environmental awareness into measurable action. Our initiatives are aligned with the United Nations Sustainable Development Goals (SDGs) and guided by UNEP principles. From supporting youth participation in international climate forums to implementing capacity-building programmes and community-led initiatives in underserved contexts, GEAF promotes solutions that are locally grounded and scalable.

Our work spans community engagement, awareness and advocacy, and practical action, bridging grassroots mobilisation with broader systemic change.

The GEAF Ambassador Programme is GEAF's flagship initiative, designed to support emerging environmental leaders to deliver tangible impact in their communities. Over a six-month period, GEAF Ambassadors participate in structured training and development sessions, receive coordination and communications support, and access funding to implement a grassroots initiative as part of 4.29 Green Earth Action Day. Our approach emphasises foresight and sustainability: we equip participants to implement initiatives that endure, while fostering ongoing collaboration and a lasting relationship with GEAF, ensuring that their impact continues beyond the Programme.





# ABOUT THE GEAF AMBASSADOR PROGRAMME

The GEAF Ambassador Programme is GEAF's flagship initiative, designed to cultivate environmental stewardship and mobilise sustainability advocates across diverse regions and cultural contexts. Grounded in the United Nations 2030 Agenda for Sustainable Development, the Programme empowers motivated individuals to design, implement, and promote community-based projects that address local environmental challenges while contributing to global climate action.



Each year, the Programme selects a cohort of GEAF Ambassadors from diverse professional, academic, and socio-cultural backgrounds who demonstrate leadership potential, organisational capacity, and a strong commitment to environmental and social change. Over a structured six-month cycle, GEAF Ambassadors are supported through four core components: Training and Development, Personalised Support, Grants for Local Project Implementation, and access to an International Network of peers, experts, partners, and environmental actors.

The Programme is structured to accompany GEAF Ambassadors throughout the full lifecycle of their initiatives, from project design and planning to implementation, reporting, and continued engagement. Through the Training and Development component, GEAF Ambassadors participate in thematic learning sessions covering key areas such as international climate governance, sustainable development, communication and advocacy, fundraising, innovation, and sustainability. These learning opportunities are complemented by one-to-one support from the GEAF team, providing tailored guidance on planning, budgeting, communications, implementation, and reporting.

To enable concrete action, GEAF provides grants to support GEAF Ambassador-led community projects developed in collaboration with environmental organizations, educational institutions, community leaders, and local partners. Through awareness-raising activities, clean-ups, biodiversity initiatives, and climate-smart livelihood projects, GEAF Ambassadors translate knowledge into tangible action and mobilise communities around sustainable behaviours.

The Programme culminates on 4.29 Green Earth Action Day, GEAF's annual global mobilization campaign, during which GEAF Ambassadors implement synchronised community-based actions and showcase their initiatives to an international audience. Beyond its six-month cycle, the GEAF Ambassador Programme seeks to foster long-term leadership, sustained collaboration, and continued engagement within GEAF's international network.

# PROGRAMME KEY COMPONENTS

1

**Training & Development:** Expert-led thematic sessions covering climate governance, sustainable development, communication & advocacy and fundraising.

2

**Personalised Support:** One-to-One guidance on planning, budgeting, communications, implementation and reporting, accompanying GEAF Ambassadors throughout full project cycle.

3

**Structured Implementation framework:** Across the six-month cycle, clear milestones, operational guidance and reporting processes help GEAF Ambassadors organise and implement their initiatives effectively.

4

**Communication Support:** GEAF provides press release and social media templates, media engagement guidance, and uses its own platforms to amplify the reach of GEAF Ambassador-led initiatives.

5

**Grants for Local Project Implementation:** Implementation grants enable GEAF Ambassadors to translate ideas into concrete community-based action and deliver locally relevant environmental initiatives.

6

**International Network:** Access to a global network of GEAF Ambassadors from past cohorts and experts to foster peer learning, collaboration, and continued engagement beyond the Programme cycle.

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



# TRAINING & DEVELOPMENT

The Training and Development component constitutes a central pillar of the GEAF Ambassador Programme, providing GEAF Ambassadors with structured, expert-led learning opportunities throughout the six-month cycle. Through a series of thematic sessions, GEAF Ambassadors strengthen their knowledge and practical capacities across key areas including international climate governance, sustainable development, communication and advocacy, fundraising, partnerships, innovation, and sustainability.

This approach ensures exposure to a variety of perspectives, institutions, and areas of expertise, while also enabling GEAF Ambassadors to connect with experts from renowned international organisations including United Nations entities, NGOs, and sustainability-focused institutions. In this way, the Training and Development component contributes not only to capacity-building, but also to networking, knowledge exchange, and the development of meaningful professional connections for future collaboration.

## PAST TRAININGS INCLUDED\*:



\*These are examples of past training sessions only and are provided for reference. They do not guarantee that the same topics, speakers, or format will be included in future editions of the Programme.

# GEAF AMBASSADOR SUPPORT FRAMEWORK

## GRANTS FOR LOCAL PROJECT IMPLEMENTATION

Each GEAF Ambassador receives a grant to implement their local project on 4.29 Green Earth Action Day.

### This support enables GEAF Ambassadors to:



Implement concrete actions on the ground



Raise awareness and engage communities



Mobilise local stakeholders and partners

## PERSONALISED PROJECT MANAGEMENT SUPPORT

GEAF Ambassadors benefit from personalised guidance by the GEAF team.

### This support includes:



One-to-one sessions to discuss key aspects of GEAF Ambassadors' projects



Continued access to the GEAF Team for additional support



Key deadlines and submission, with access to templates to structure project management

## COMMUNICATION SUPPORT

GEAF Ambassadors are provided with communication tools and visibility to support projects and maximise impact.

### This support includes:



Access to ready-to-use templates for key communications (event invitations, social media posts)



On-demand design support for activity materials



Guidance on messaging and storytelling to strengthen outreach

## PEER LEARNING AND KNOWLEDGE EXCHANGE

The Programme fosters a dynamic community that encourages exchanges, mentorships and collaborations.

### This support includes:



Exchange sessions with GEAF Ambassador from past cohorts



Direct contact with the GEAF Ambassadors Network



Collaboration opportunities within the GEAF Ambassadors network



# 4.29 GREEN EARTH ACTION DAY

On 4.29 Green Earth Action Day, each GEAF Ambassador implements their local project as part of a synchronized global mobilisation effort. Under the shared vision of local action and global impact, GEAF Ambassadors translate the knowledge and skills gained throughout the Programme into concrete community-based initiatives.

Each project contributes to one of GEAF's five thematic focus, ensuring that local actions address specific environmental priorities while collectively advancing GEAF's broader mission for sustainability, climate action, and community resilience.



## CLIMATE-SMART AGRICULTURE ADVANCEMENT

The initiatives focus on promoting sustainable farming practices that strengthen climate resilience, protect soil health, conserve natural resources, and support local livelihoods. Through farmer education, regenerative techniques, and community-based action, GEAF Ambassadors help communities improve food security while contributing to long-term environmental sustainability.



## ENVIRONMENTAL EDUCATION & COMMUNITY EMPOWERMENT

The initiatives focus on strengthening environmental literacy, awareness, and local capacity. Through school programmes, workshops, awareness campaigns, and youth leadership activities, GEAF Ambassadors help communities better understand environmental challenges and adopt more sustainable behaviours.



## FORESTRY & BIODIVERSITY CONSERVATION

The initiatives focus on protecting, restoring, and sustainably managing ecosystems. Through reforestation, habitat protection, biodiversity conservation, and community-based forest management, GEAF Ambassadors help strengthen ecosystem resilience while promoting local environmental stewardship.



## MARINE & WATER PROTECTION

The initiatives focus on safeguarding aquatic ecosystems and promoting sustainable water management. Through clean-ups, pollution reduction, water conservation awareness, and community-based action, GEAF Ambassadors help protect marine and freshwater resources for present and future generations.



## WASTE MANAGEMENT & POLLUTION PREVENTION

The initiatives focus on reducing waste, preventing pollution, and promoting circular economy practices. Through clean-ups, recycling, upcycling, zero-waste initiatives, and awareness-raising, GEAF Ambassadors help communities adopt more responsible and sustainable consumption habits.

# PROGRAMME TIMELINE

The GEAF Ambassador Programme follows a structured pathway from selection to graduation, combining preparation, learning, implementation, reporting, and continued engagement.



1

## Selection Process

Summer - Autumn 2026

Call for applications, screening, review, interviews, and cohort identification.



2

## Official Selection

Winter 2026

Final selection and confirmation of the 2027 cohort of GEAF Ambassadors.



3

## Programme Launch

2027

Start of the Programme, with orientation and the beginning of regular weekly sessions.



4

## 4.29 Green Earth Action Day

29 April 2027

Implementation of synchronised GEAF Ambassador-led community actions across locations.



5

## Continued Sessions & Final Reporting

Spring 2027

Continuation of the Programme cycle through final learning sessions, reporting requirements, and close-out activities.



6

## Graduation

Summer 2027

Formal recognition of the cohort's participation, achievements, and completion of the Programme.

# ELIGIBILITY CRITERIA



**Be at least 18 years old at the time of the application**



**Strong understanding and passion for sustainability and environmental justice**



**Strong written and spoken communication skills**



**Experience in community outreach and implementing local initiatives**



**Fluency in French or English (basic understanding of English is mandatory for all participants)**



**Be available to participate fully in the six-month Programme, with an expected commitment of approximately 5–10 hours per week**





# SELECTION CRITERIA

All applications received will be reviewed and assessed by the GEAF Team against clear and predefined selection criteria. Each applicant will be evaluated on the basis of the criteria outlined below, as well as overall application quality, including completeness of the application, respect of the instructions, submission of all required documents, and alignment with the Programme's objectives. The interview and final selection process will be informed by this assessment, ensuring a transparent, consistent, and merit-based approach to the identification of the 2027 cohort of GEAF Ambassadors.



## Motivation & Commitment

Passion and dedication to environmental action



## Innovation & Creativity

Original and context-sensitive solutions



## Leadership Potential

Capacity to Mobilise and inspire others



## Impact

Potential long-term positive environmental and social impact



## Project Relevance

Alignment of the project with community needs



## Feasibility

Realistic and implementable project plan



## Alignment with GEAF values

Consistency with sustainability, inclusion and integrity

# APPLICATION PROCESS

GEAF is committed to a transparent, fair and inclusive selection process. Please read the instructions below carefully before submitting your application.



## WHERE TO APPLY

All applications must be submitted online through the official GEAF application platform:

[APPLICATION FORM](#)

Applications received via email or any other channel will not be considered.



## REQUIRED DOCUMENTS

- 1 **PASSPORT** - A scan of the information page of your passport.
- 2 **CV** - The CV should include past and current experiences, diplomas and languages and should be a maximum of 2 pages.
- 3 **MOTIVATION LETTER** - This document should include what this Programme means to you, why you would be a good fit, and how it will help you achieve your goals and should be a maximum of 1 page.
- 4 **PROJECT PROPOSAL** - This document should include: a project overview with a clear description of the project goals, expected outcomes and relevance to your local community. An implementation strategy with a step-by-step plan including timelines. A stakeholder engagement section with a list of potential partners. A budget outline with estimated costs for materials, venues and logistics and the impact assessment method, including how success will be measured. It should be a maximum of 5 pages.

We value applications from all backgrounds and communities and encourage applications from individuals representing non-governmental organisation. GEAF is committed to diversity, equity and inclusion and welcomes passionate individuals of all genders, nationalities, abilities, ethnicities and faiths to apply.

For all questions and inquiries please contact : [info@geaf.foundation](mailto:info@geaf.foundation)

# SELECTION PROCESS

The selection process is designed to identify candidates with strong leadership potential, a clear commitment to environmental sustainability, and the capacity to implement community-based action. This multi-stage process helps to ensure a rigorous, transparent, and supportive pathway for the selection of the 2027 cohort of GEAF Ambassadors.



## Application through GEAF Portal

Candidates submit an online application, including a curriculum vitae, a motivation letter, and an initial project proposal.



## Initial Screening

Applications are reviewed against the Programme's criteria, applicant profile, and relevance of the proposed initiative.



## First Interview

Shortlisted candidates are invited to discuss their motivation, experience, and project concept.



## Project Proposal Refinement

Candidates who progress are invited to further refine and strengthen their project proposal.



## Second Interview and Selection

Final selection follows a second interview and assessment of the application's overall quality, feasibility, and alignment with Programme objectives.



Applicants are strongly encouraged to review the initiatives implemented by previous GEAF Ambassador cohorts in order to gain a clearer understanding of the expected scale and scope of the projects supported through the Programme. At the same time, GEAF welcomes diverse, innovative, and context-specific project ideas. Applicants are not expected to replicate previous initiatives, but rather to draw inspiration from them while proposing actions that respond meaningfully to the environmental priorities and needs of their own communities.



# ROLES & RESPONSIBILITIES

GEAF Ambassadors play a key role in driving community action and advancing environmental sustainability. As representatives of GEAF, they are expected to uphold the values of the organisation and contribute actively to the success of the Programme.



## GEAF AMBASSADORS ARE EXPECTED TO:



### Attend Mandatory Trainings and 1to1

Attendance to sessions are recorded throughout the Programme.



### Respect Deadlines and Communicate timely

Respect all deadlines and maintain regular communication with the GEAF Team.



### Submit all required reports

Submit all required reports and updates on time.



### Participate in Communication

Engage in GEAF communication activities.



### Plan and Execute a local initiative

Conceptualise, plan and execute an environmental initiative on 4.29 Green Earth Action Day (29 April 2027).



### Uphold GEAF Values

Uphold the values of GEAF, including integrity, inclusivity, respect and environmental stewardship.



### Engage your Community

Engage community members and maintain collaborations to support your project.



### Monitor and Evaluate

Monitor the progress and impact of your initiative and share key findings and relevant supporting evidence.



## ADDITIONAL INFORMATION

All information and documents submitted as part of the application process will be handled with confidentiality by the GEAF Team and used solely for the purpose of reviewing applications and administering the selection process for the GEAF Ambassador Programme 2027.

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 organisations 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.



# FREQUENTLY ASKED QUESTIONS

## *When will the GEAF Ambassador Programme 2027 take place?*

The GEAF Ambassador Programme 2027 will take place over a six-month period from early 2027 to summer 2027. Selected GEAF Ambassadors will be expected to participate in the full Programme cycle, including training sessions, one-to-one meetings, project preparation, implementation of their local initiative on 29 April 2027, reporting, and the closing phase of the Programme.

## *How much time should selected GEAF Ambassadors commit to the Programme?*

Selected GEAF Ambassadors should be available to dedicate approximately 5–10 hours per week to the Programme. This includes participation in online sessions, one-to-one meetings, project planning, communication activities, implementation preparation, and reporting requirements.

## *Is the GEAF Ambassador Programme a job opportunity?*

No. The GEAF Ambassador Programme is not an employment opportunity and does not constitute a job offer, internship, consultancy, or paid position with GEAF. It is a leadership and capacity-building programme designed to support selected participants in developing and implementing community-based environmental initiatives.

## *Does GEAF provide visa support or relocation assistance?*

No. GEAF does not provide visa sponsorship, relocation support, travel arrangements, or immigration-related assistance for participation in the Programme. The Programme is primarily conducted online, with local activities implemented by GEAF Ambassadors in their own communities.

## *Are the training sessions online?*

Yes. Training and development sessions are expected to take place online. Selected GEAF Ambassadors must therefore have access to a stable internet connection and be available to attend mandatory sessions and meetings.

## *Can I apply if I am already working or studying?*

Yes. Applicants who are employed, self-employed, studying, or involved in other commitments may apply, provided they are able to dedicate the required time and fully participate in the Programme.





# FREQUENTLY ASKED QUESTIONS

## *Do I need to represent an organization to apply?*

Applicants may apply as individuals. However, GEAF particularly encourages applications from individuals representing non-governmental organisations whose mission is aligned with environmental protection, climate action, sustainability, community development, youth engagement, or related areas.

## *Can I apply if I do not have previous project management experience?*

Applicants are expected to demonstrate leadership potential, motivation, and the capacity to implement a local initiative. Previous experience in environmental action, community engagement, advocacy, or project implementation is an advantage, but applications will be assessed holistically against the selection criteria.

## *What language is required to participate?*

Fluency in French or English is required. Fluency in both languages is an advantage. A basic understanding of English is mandatory for all participants, as some Programme materials, communications, or sessions may be provided in English.

## *Will all applicants be contacted?*

Applications will be reviewed on a rolling basis. Due to the volume of applications, only shortlisted or selected applicants will be contacted for the next stages of the selection process.



# FREQUENTLY ASKED QUESTIONS

*Can I submit my application by email?*

No. All applications must be submitted through the official GEAF application platform. Applications received by email or through any other channel will not be reviewed or considered.

*Will GEAF provide funding for select projects?*

Selected GEAF Ambassadors may receive support for the implementation of approved local initiatives, subject to Programme rules, budget validation, and compliance with reporting and financial documentation requirements.

*What type of project should I propose?*

Applicants should propose a realistic, locally relevant, and community-based environmental initiative aligned with the objectives of the GEAF Ambassador Programme and 4.29 Green Earth Action Day. Applicants are strongly encouraged to review initiatives implemented by previous GEAF Ambassador cohorts to better understand the expected scale and practical nature of supported projects.

*Is there an age limit to apply?*

No. There is no upper age limit to apply for the GEAF Ambassador Programme 2027. However, applicants must be at least 18 years old at the time of application.

*Who can I contact if I have questions?*

For questions regarding the application process or the GEAF Ambassador Programme 2027, applicants may contact the GEAF Team at: [info@geaf.foundation](mailto:info@geaf.foundation)





## 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 organisations 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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