

Geep

GLOBAL 全球
ENVIRONMENTAL 環境
EDUCATION 教育
PARTNERSHIP 夥伴

Strategic Plan

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Introduction

As a global society, we face unprecedented, and largely human-caused, environmental and social challenges. The need for environmental education has never been greater, and we have an unparalleled opportunity to help leaders use environmental education to effectively address our pressing societal issues. By sharing knowledge, tools, and resources, and by building a vibrant learning network, we can elevate the importance and impact of environmental education to help create a healthier planet.

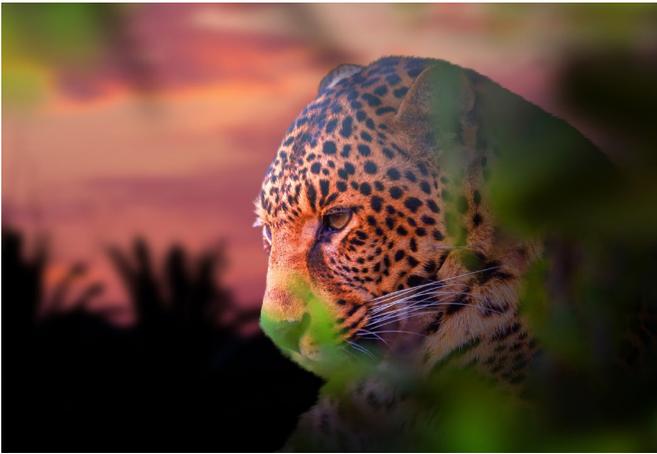
This is the vision of the Global Environmental Education Partnership (or GEEP), which was created by the Environmental Protection Administration of Taiwan (now the Ministry of Environment) and the United States Environmental Protection Agency (U.S. EPA) with input from from the North American Association for Environmental Education (NAAEE). This team came together with a group of global advisors with a shared belief in the importance of effective environmental education in addressing environmental issues globally, as well as the need to share effective practices and resources and scale our work by collaborating and learning together.

Background

In 2014, delegates from 14 countries came together to discuss each country's needs for achieving their environmental protection goals and addressing such issues as climate change through environmental education and citizen engagement. This Global Environmental Education Partnership (GEEP), as it became known, developed a list of more than 25 topics in environmental education, with the following six rising to the top as the most important globally in environmental education (EE):

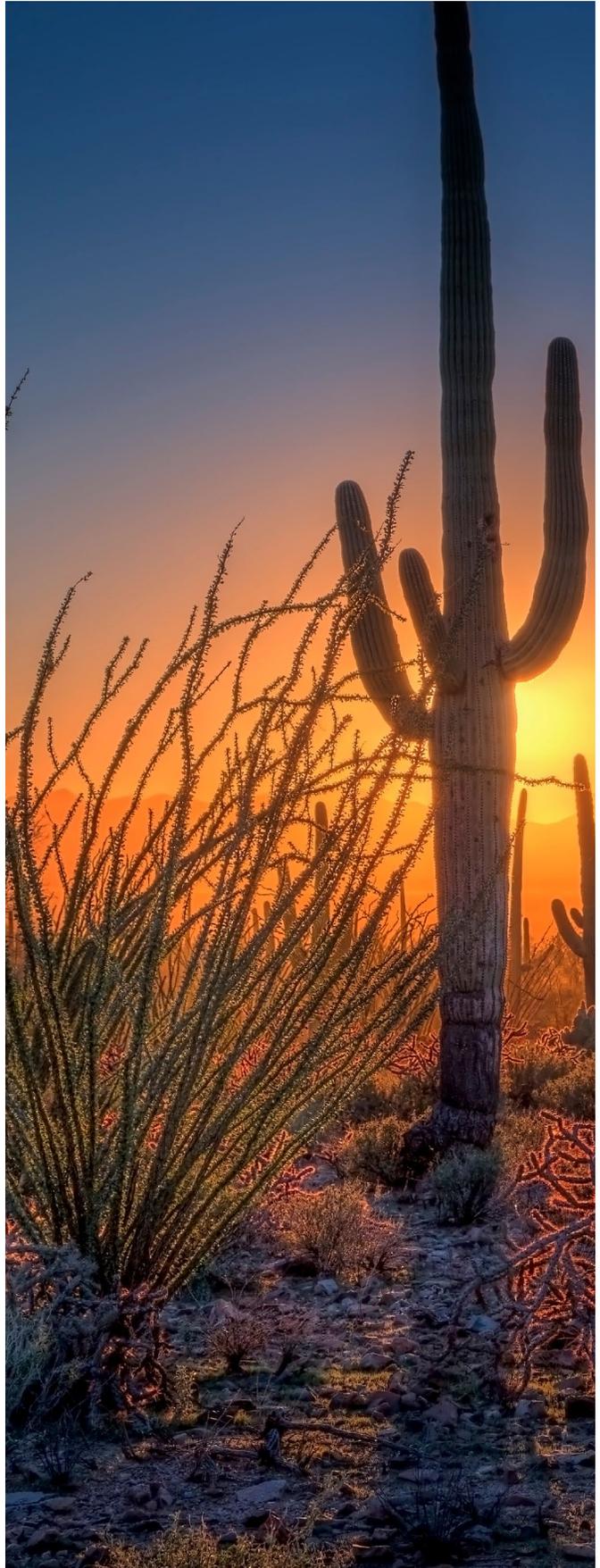
- Professional development
- Globalization of environmental education and standards guidelines
- Legislation and national-level policies that support EE
- Access to effective and promising practices
- Research and evaluation
- How EE can best address key issues, such as climate change, water shortages, and loss of biodiversity

The delegates recognized that a centralized way to share best practices and resources would help improve the use of, access to, and quality of environmental education. No such platform existed to help practitioners increase the effectiveness of and build capacity for environmental education in their countries. Thus, the GEEP was envisioned as a global network to share best practices and improve the quality and quantity of EE around the world.



Starting in 2015, GEEP delegates have held in-person and virtual meetings and conducted surveys and interviews to establish purpose and mission statements, to set goals and objectives, and to develop and regularly review strategies for activities and governance. An international Advisory Group guides the management, growth, and expansion of the partnership, and the North American Association for Environmental Education (NAAEE) serves as the GEEP Secretariat.

GEEP's initiatives build leadership, strengthen networks, and champion effective practices. These programs now include a growing catalog of case studies of effective practices, as well as the GEEP E-Book, *Environmental Education in Action: Learning from Case Studies Around the World*; country profiles; webinars; forums and workshops; the eePRO Global online community; an electronic newsletter with thousands of subscribers; the EE 30 Under 30 initiative to recognize outstanding young people around the world; and the Youth Innovation Challenge.





GEEP Strategy

Vision

We seek to use the power of education to create a sustainable and just future where people and nature thrive, and where environmental and social responsibility drive individual, community, and institutional choices.

Mission and Tagline

- The mission of the GEEP is to create a vibrant and inclusive learning network designed to build capacity in countries around the world to strengthen environmental education that leads to a more just and sustainable future.
- The tagline for the GEEP is **“A Global Champion for Environmental Education”**

Goals and Strategies

The goals and strategies outlined below are based on more than six decades of research on what motivates individuals and communities to learn, take action, and create positive societal change. They are also based on research about how to structure an international network so that it can best advance a field by sharing effective practices, networking, and learning.

GEEP supports Goal 4 of the UN’s Sustainable Development Goals to “ensure inclusive and equitable education and promote lifelong learning opportunities for all.” In addition, the GEEP supports high-quality environmental education as a cross-cutting strategy to address each of the 17 Sustainable Development Goals (SDGs), which include goals for Clean Water and Sanitation, Affordable and Clean Energy, Responsible Consumption and Production, and Climate Action.

GEEP Goals

- 1) To connect and build bridges among practitioners, researchers, policy makers, institutions, providers, and international networks to elevate effective practices, scale impact, share global resources, and catalyze collaboration
- 2) To demonstrate the value and impact of EE as a tool for achieving the SDGs
- 3) To partner with national and regional organizations to support, mentor, and empower a new generation of innovative and inspiration leaders to shape the future
- 4) To promote innovation through a Global EE Think Tank

Another cross-cutting priority is focused on centering justice, equity, diversity, inclusion, and accessibility in all the work we do, and highlighting how the impacts of climate change, water and air pollution, biodiversity loss, and other environmental threats disproportionately affect those communities who are least responsible for the issues and have the least resources to address them. By centering equity and justice in each goal, including the recognition of Indigenous knowledge, we can build a stronger, more inclusive movement and build leadership for the future.



Over the next five years, we aim to accomplish our goals through the following strategic initiatives. The GEEP focuses on cultivating partnerships, amplifying diverse voices, and expanding capacity by establishing regional centers that showcase a wide range of perspectives, contexts, experiences, and approaches to advance equity, inclusion, and relevance worldwide. As GEEP continues to develop, we will regularly reassess and update these strategies.

Goal 1

To connect and build bridges among practitioners, researchers, policymakers, institutions, providers, and international networks to elevate effective and promising practices, scale impact, share global resources, and catalyze collaboration.

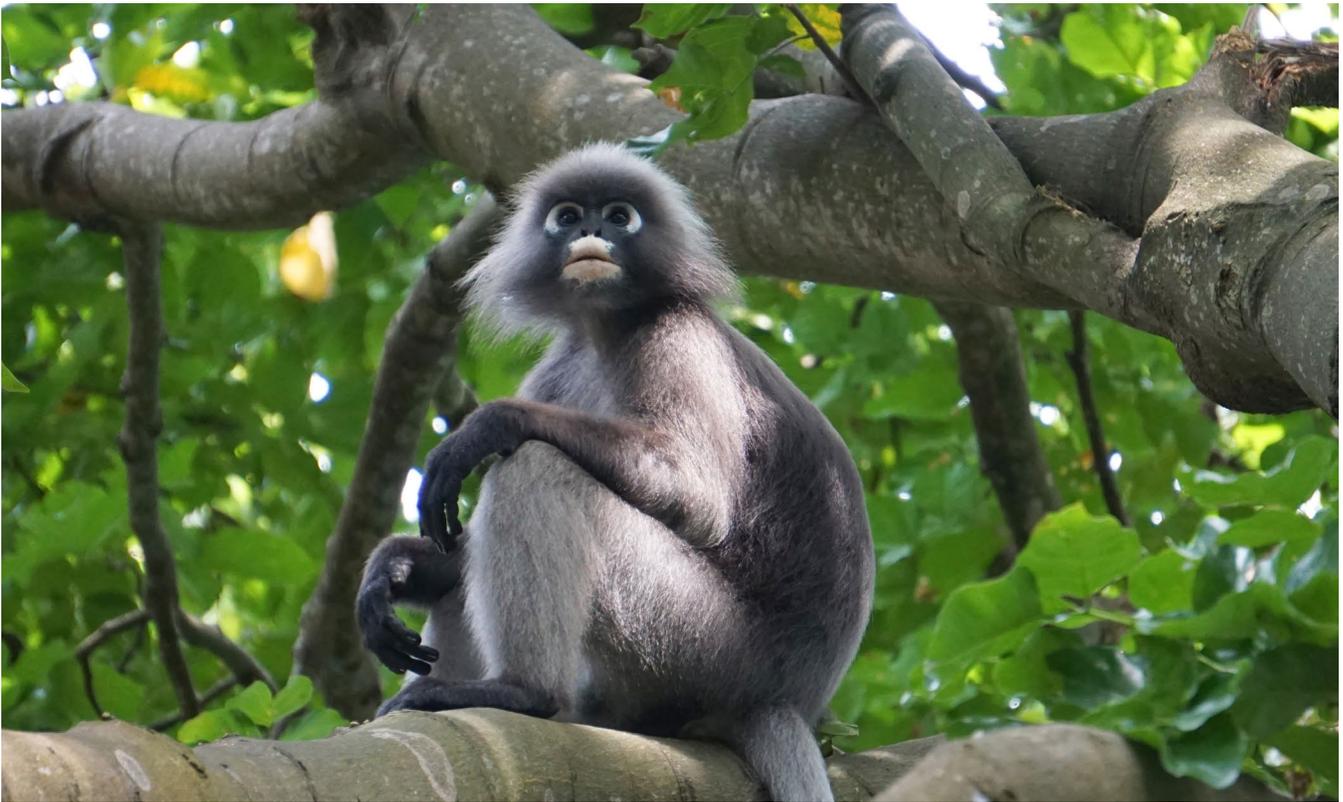
- Convene thought leaders and GEEP advisors and ambassadors to build capacity for environmental education and address key issues, including hosting summits, workshops, webinars, and other opportunities to advance collaboration and innovation.
- Support regional hubs to strengthen environmental education regionally and build on regional culture and context to advance the work of the GEEP and share lessons learned globally.
- Continue to advance the GEEP website to host learning, resource sharing, and interaction, including adding to the online interactive map, promoting the GEEP Global Discussion group on eePRO, and linking to international partners and organizations.
- Develop materials that strengthen environmental education globally and share effective practices, including GEEP case studies, GEEP country profiles, the GEEP Discussion Guide, and other initiatives that spark learning and discussion.
- Promote and feature effective practice and promising leaders in the field via webinars, stories on the website, and through the GEEP newsletter, eePRO, and partner organizations.

Goal 2

To demonstrate the value and impact of EE as a tool for achieving the SDG goals.

- Showcase how EE can help support the SDGs through case studies, webinars, and workshops.
- Highlight how EE can advance understanding and action focused on key issues linked to the SDGs, including circular economy, loss of biodiversity, climate change, water pollution, toxic waste, and other environmental issues; publish thought papers on the role of EE in helping to address key environmental issues, and center equity and inclusion in the field.
- Connect GEEP members to eeWORKS, the Monitoring and Evaluating Climate Communication and Education (MECCE) network, the EE research library, and other national, regional, and global opportunities to link research and practice. Support the connection between global citizenship, environmental education, and the SDGs.





Goal 3

To partner with national and regional organizations to support, mentor, and empower a new generation of innovative and inspiration leaders to shape the future.

- Grow **EE 30 Under 30** and connect to other leadership programs; build on the pilot in Northern Ireland and explore other country-level competitions that link to the global program.
- Continue to grow the Youth Innovation Challenge (YIC) for young people ages 15–30 to support a solutions-oriented approach to marine conservation issues.
- Explore a youth advisory component to the GEEP, and link to other leadership initiatives, including the UN Young Champions for the Earth, FEE Young Reporters for the Environment, Eco-Schools, and other programs; identify key opportunities for building global leadership.

Goal 4

To promote innovation through a Global EE Think Tank.

- Promote new ideas and ways to advance the field, which could include innovative campaigns, cutting edge webinars, speed talks, hack-a-thons and crowd sourcing, and other professional development opportunities for GEEP members.
- Explore collaborative strategies to create a diversified funding stream to sustain the GEEP and support our collective work.
- Recognize excellence in global EE (i.e., awards).



Governance and Membership



Current Governance

Executive Committee: The Executive Committee has fiduciary and final decision-making authority for the GEEP. The team consists of six to eight representatives from:

- U.S. Environmental Protection Agency
- Taiwan Ministry of Environment
- North American Association for Environmental Education

Advisory Group: The Advisory Group provides direction for the executive committee on matters related to the management and operation the GEEP. Advisory Group members are selected based on their overall experience in EE, their whole-country view of EE needs, and their connections to networks (national, regional, and global). Advisory Group members should represent different regions throughout the world.

Advisory Group members serve three year terms (January 1 to December 31 yearly), with the option to renew. New advisors will be voted on by the current Advisory Group and final decisions (based on overall numbers) will be made by the Executive Committee. We will continue to seek advisors representing Africa, Latin America, and other parts of the world. New members of the the GEEP Advisory Group will be connected to networks that strengthen the reach and impact of the GEEP. Advisors might represent NGOs, government ministries and agencies, universities, and other organizations and networks.

General Responsibilities of the Advisory Group:

- Provide input into the development of the GEEP, weighing in on key decisions and possible directions for the future, including the creation of a long-term sustainability plan for the network
- Review strategies and policies
- Attend one full Advisory Group meeting at the annual NAAEE conference in the United States and other venues, as funding permits, with the possibility of additional ad hoc committee meetings to work through specific issues as they arise
- Participate in two scheduled conference calls throughout the year and respond to emails about specific issues
- Promote the GEEP to colleagues through networks, conferences, and outreach activities
- Seek opportunities to present about the GEEP, formally and informally, to professional networks
- Nominate candidates to serve on the Advisory Group
- Help recruit new GEEP members and others to participate and join the GEEP network and sign up for the GEEP Global discussion group on eePRO
- Provide content for the GEEP eePRO web platform
- Offer advice, support, and guidance to the GEEP leadership team on goals and plans for the GEEP and provide feedback and new ideas

Ongoing Steps for the Advisory Group:

- Add new advisors (nominated by the current advisors) to the GEEP
- Ensure regional representation as well as a diversity of disciplines, ages, expertise, races, ethnicities, and identities

General Membership in the GEEP Network

Any environmental education professional who joins the free online eePRO Global EE Discussion Group is considered a member of the GEEP.

The benefits include:

- Access to the GEEP network and website
- Nominations to become an advisor
- Access to GEEP webinars
- Ability to promote organizational programs and activities
- Access to resources
- Technical assistance (receive or give help)
- Opportunities to network with other EE professionals
- Opportunities to attend the NAAEE Annual International Conference and other global and regional gatherings

Note: The GEEP website is currently open to everyone—from seasoned professionals to those just starting in the field. The GEEP supports open access to resources on eePRO and opportunities to take part in regional workshops, attend webinars, and other professional development opportunities.

Levels of Engagement

1) Country Organizations and Networks Working Nationally or Regionally:

Country-level engagement is open to national and/or regional organizations who are interested in contributing to the collective wisdom of the GEEP, sharing effective practice, and supporting the GEEP “think tank” concept. These organizations would have a country view (e.g., the UK’s National Association for Environmental Education) or regional view (EE Association of Southern Africa) of EE to contribute to the GEEP. Members can share information about their organizations through the GEEP online map interface. Some members of this group will occasionally take part in GEEP meetings at the NAAEE Annual International Conference or other venues.

Organizations interested in joining the GEEP should meet the following criteria:

- Being willing to serve as GEEP ambassadors to promote the GEEP and share resources and effective practices
- Represent the interests of environmental education in their country (through their organizations or national-level work)
- Have an interest in supporting the vision and mission of the GEEP by sharing effective practices, resources, ideas, and opportunities
- Commit to collaborating with other GEEP members on issues related to sharing effective practices and resources, and policy initiatives that support environmental education
- Be willing to take part in “think tank” activities to advance the field

General Responsibilities for Organizational Membership:

- Support and promote the mission of the GEEP
- Share resources, effective practices, ideas, and opportunities from your country and region
- Help to recruit new members to the GEEP
- Contribute to GEEP content (newsletters, updates, case studies, etc.) to share information and perspectives from your country

Benefits of Engaging at the Organizational Level:

- Access to a network of environmental education leaders from around the world
- Listing of your organization’s profile on thegeep.org
- Access to resources, effective practices, and opportunities related to environmental education
- Support the field of environmental education by amplifying your voice through a global network
- Opportunities to serve on the GEEP Advisory Group, providing access to an experienced group of global EE leaders, and authority to help shape future directions for the GEEP

General Criteria for Organizational Membership:



2) Individual Members: The GEEP website is open to all practitioners and others who want to have access to a robust network and database of EE resources through thegeep.org and eePRO platform.

Practitioners who have either a professional or personal interest in EE may join. We encourage all GEEP members to:

- Have an interest in supporting the vision and mission of the GEEP
- Be active and vocal supporters of EE in their countries and around the world
- To actively engage with the GEEP network, we encourage all GEEP members to complete a profile on eePRO, join the eePRO Global EE group, and sign up for the GEEP newsletter

General Responsibilities for Individuals:

- Share resources, effective practices, ideas, and opportunities from their country and region
- Spread the word about the GEEP to others interested in EE where possible
- Participate in webinars and discussions whenever possible

Benefits of Joining:

- Free access to the eePRO platform and GEEP eePRO group, which includes resources, opportunities (jobs, conferences, funding, award programs, etc.), and case studies
- Access to the GEEP network of environmental educators around the world
- Access to webinars and discussions focused on a variety of topics related to Global EE
- Ability to share resources and opportunities, and participate in discussions, through the eePRO platform and GEEP's Global EE eePRO group

Categories of Membership

