



FEE

Together,
we can change the world





“The most critical challenges facing our planet and its people are climate change, biodiversity loss and pollution. The Foundation for Environmental Education has a crucial role in addressing these threats and we are going to act now to play our part.”

*Lesley Jones, President,
Foundation for Environmental
Education*



GAIA, our Mother Earth, has long been calling for help

The time has come for the communities of Earth, this one planet we all call home, to unite in our shared mission to save the future.

Our driving passions are Environment and Education. Through our unparalleled dedication to both, we have pioneered new levels of connection, commitment, and change.

Our quest for environmental excellence fuels our success, and our programmes continue to drive our impact. Not through posture or empty promises standing unfulfilled but through purpose, action and deed.

Our time is now.

Forty years of success in environmental education and action has shaped our future strategy.

Our legacy will be defined over the next decade as we embrace goals that will help shape the future of our planet. Our Gaia.

Our commitment to future generations is that by 2030 we will have made the world a more sustainable place for them and their children.





Our Strategic Goals

GAIA 20:30 encompasses actions and goals that support the commitment that we, the Foundation for Environmental Education (FEE), are making to tackle the three major environmental priorities of our time.

Our strategic plan demonstrates our dedication towards reversing environmental damage in a real and meaningful way. We are building on our past successes with a strategy designed to deliver true change. Our performance indicators and metrics will support us in monitoring and evaluating the success of our goals.



**EMPOWER
CLIMATE
ACTION**



**PROTECT
GLOBAL
BIODIVERSITY**



**REDUCE
ENVIRONMENTAL
POLLUTION**

40 YEARS OF SUCCESS

▼ Established

1981

40 years later = Largest environmental education organisation in the world



Active in over

100 countries

across **6 continents** & every time zone



Litter Less Campaign engaged over

3m students

in its first **ten years**



school-based programmes engage over

20 million

young people each year



The Global Forest Fund carbon compensation initiative has supported over

120 youth-led projects



4,500

Blue Flag sites hosting **20k environmental education activities** each year

Over **8m people** visit Blue Flag awarded sites every year



3,200

Green Keys awarded to hospitality establishments around the world



GAIA 20:30 – a better future

We commit that our ongoing work to empower climate change action, protect global biodiversity, and reduce environmental pollution will have cascading positive effects on other sustainable development targets, such as human health, poverty, education, gender equality and justice.

Our Reach We are the world's largest environmental education organisation with members on every continent. Our strength comes from our global network of members that share our conviction and execute our programmes daily.

Our Remit We engage and empower individuals and communities to address climate change, biodiversity loss, and environmental pollution in collaboration with our members and partners worldwide.

Our Responsibility We accept our responsibility to drive the actions needed to deliver change. We can and we must succeed in delivering the GAIA 20:30 goals in order to secure a more sustainable legacy for Earth.

“Our relationship with our members and partners lies at the heart of GAIA 2030. As we make this long term and ambitious commitment, we demonstrate our unique ability to enhance impactful and positive change through transformative education. Our exceptional bonds and wide reach mean we have the ability to deliver programmes right at the centre of individual communities and amplify them on a global scale.”

Daniel Schaffer, Chief Executive Officer



Our Strategic Plan

Supporting the practical delivery towards our most urgent priorities, in order to achieve tangible change by 2030.



PROTECT
GLOBAL
BIODIVERSITY

- Preserve existing and create new **forests/natural areas**
- Promote sustainable management of the **coastal zone**
- Combat **pollinator and insect loss**
- Raise awareness of and support actions to **remove invasive alien species**



EMPOWER
CLIMATE
ACTION

- Ensure FEE's **policies and programmes** meet its environmental goals
- Increase **climate change knowledge** to **drive impactful action**
- Support **actions for climate resiliency**
- Accelerate the transition to **climate neutrality**



REDUCE
ENVIRONMENTAL
POLLUTION

- Reduce **litter and waste**
- Promote responsible **production and consumption**
- Increase knowledge and take action to **reduce invisible pollutants**
- Promote the **circular economy model**

Passionate about Progress

In GAIA 20:30, the Foundation for Environmental Education has developed a clear plan to tackle our planet's key environmental issues. We will work as one with our member organisations in every country and connect across every barrier to deliver on our commitment.



Rolling, two-year action plans are in place for each programme. Developing GAIA 20:30 was achieved through a systematic and democratic process that allows us the greatest chance for success and flexibility. All the key goals will be addressed and implemented over the 10-year timeframe using a monitoring and evaluation framework.

Planning ahead to deliver impactful outcomes

We acknowledge that our Sub-Goals may change and we will adapt to ensure relevancy to our priorities. Our strategic plan supports work spanning years into the future to create day-to-day actions and setting ambitious targets.

It is vitally important that GAIA 20:30 becomes more than a document – it must become our joint commitment, our pact and our shared goal which will become a globally recognised driver for environmental responsibility.

Specific Sub-Goals, KPIs, Programme Action Plans and links with the UN Sustainable Development Goals are available at www.fee.global/gaia2030 and will be living documents in guiding our actions for GAIA 20:30 throughout its implementation.



Fairer for all people

Our strategy supports the fight against the injustices of environmental deterioration by harnessing the power of us all – the might of education will serve communities across the globe.



Uniquely Effective

Our unique position as an organisation with five key-to-success programmes means we engage a variety of audiences, and share the same passion and commitment as our members, our network and our partners. We empower people of all ages to develop an environmental ethos through our programmes, enabling them to take positive actions.



Leading the way

As a civil society leader, we have pledged to maintain our gold standard for solution-based actions in environmental education, working in tandem with our peers, members and supporters.

Together, we will educate and empower our audiences to take actions and implement solutions to mitigate the effects of Climate Change, Biodiversity Loss, and Environmental Pollution.

Locally. Nationally. Globally.



How we envision success

In the next decade, we envision a planet that has undergone a dramatic transformation from the brink of collapse to a vibrant and sustainable world. The GAIA 20:30 goals are intended to move us collectively along a continuum of progress and improvement. This is our vision for the future:



- A minimal carbon footprint for FEE
- Climate literate citizens taking action
- Resilient and knowledgeable communities
- Many achieving net zero CO₂ emissions



- Healthy ecosystems with flourishing native flora and fauna
- Thriving and balanced coastal zones
- Robust and growing pollinator populations
- Improved global Green Infrastructure



- People doing more and better with less
- Restorative and regenerative economies
- Cleaner land, air and water resources
- Responsible actions and sustainable lifestyles



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