

Vision, Mission and Goals of the EC Youth Task Force

Vision

Armed with unity of vision, thought and action, the Earth Charter Youth spearheads actions of change towards sustainable development in building a global community where we preserve nature and take charge of our own intellectual and social progress.

Mission

The mission of the Earth Charter Youth Task Force is to help youth everywhere to be aware of, to read, to understand, to be inspired, to endorse, to spread and to enact the vision, values and principles expressed in the Earth Charter.

Goals 2011 - 2012

1. Have a functioning, integrated set of tools for online coordination, networking and outreach work by end of September 2011
2. A set of key materials/documents/text for outreach, partnership, campaigning and fundraising work by end of September 2011
3. Financial and fundraising plan for 2011-2012 activities by end of August 2011
4. 1000 youths worldwide reading and endorsing the Earth Charter by end of 2011, and 5000 youths by the end of 2012
5. 2 EC-inspired campaigns reaching out 5000 youths globally by end of 2011, and 3 more campaigns reaching out 15000 youths by end of 2012
6. Partnerships with 2 leading youth-led organizations with global network by end of 2011, and 3 more similar partnership by end of 2012
7. Spread the word about the Earth Charter to 100 youth-led organizations worldwide by end of 2011 and get endorsement from 25 of them. By end of 2012, spread the word to 500 more youth-led organizations and aim to get 100 of them endorsing the EC
8. Through the work of the EC Youth Task Force, 5 EC-inspired projects done by at least three youths in each project by 2011, and 15 projects by end of 2012. Then make sure these are reported to Youth Facilitator for documentation
9. 25 volunteers in EC Youth volunteer team by end of September 2011, 50 by December 2011. Have a list of tasks + time commitment (hours) needed for each task. Each volunteer can choose which task(s) they want to work on. [*'Active/committed volunteers'* is defined by regular attendance in biweekly meeting and completion of tasks]
10. A vibrant global, online youth community, sharing and collaborating around the Earth Charter, with at least 100 active participants by end of 2011, and 500 active participants by end of 2012

Areas of Activities

Spreading the Earth Charter

Technical (website, social media sites, social networking, widgets, etc.)

Communications (blogging, copy-writing, graphic design, videography, newsletter)

Outreach (online via website and social media, and offline via posters, workshops, gatherings, events)

Campaigns (research on various EC-related issues, article writing, online/offline organizing/campaigning)

Partnership (networking, event co-organizing, content)

Networking, collaboration and action

Volunteer management (roles definition, recruitment, placement, engagement, regional coordinators, theme coordinators (climate change, poverty, etc))

Community management (endorsers network(ing), monthly e-meetup, etc.)

Projects (EC-specific, local projects, project support, documentation, campaign/competition, capacity-building)

Gatherings: *Annual e-conference* (communications, engagement, execution, post-conference follow-up) and *e-GLO* (recruitment, engagement)

Financial

Funding (budgeting, grant-writing, annual report) for Task Force needs.

Note: Ideally, each area above will have one person responsible for coordinating all the work around it. In accordance with The Earth Charter Initiative Handbook page, this will result in up to 10 people who will form the Task Force.