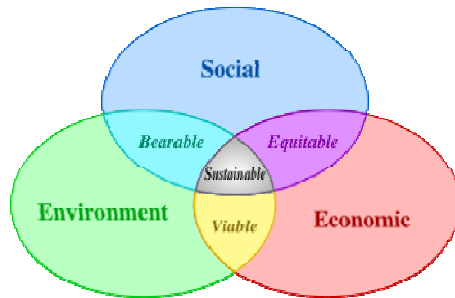




EXECUTIVE SUMMARY

Important developments in recent years on environmental issues such as Climate Change have caused a remarkable reawakening for many people. People are now acknowledging that economic, societal and environmental issues are all interconnected and that decisions and attitudes must incorporate each of these aspects. Eco Ambassadors of the World proposes a process of how to move from environmental concern to environmental leadership.



Vision: We envision Eco Ambassadors of the World in full expansion, conscious and committed, working together in synergy within a global perspective towards sustainable development and a viable environment.

Mission: Contribute to the protection of the environment and the conservation of Earth's natural resources through capacity building, effective partnership building and the implementation of diverse activities in our priority areas, Climate Change, Conservation, the 4Rs and Health, Nutrition & Fitness.

...Eco Ambassadors, impacting the world, naturally!

The cause: An Eco Ambassador is someone who is aware of their own contribution and the impact they make on the environment (their eco footprint).

The people: Anyone who cares about the environment can be an Eco Ambassador. An Eco Ambassador is someone who takes a personal commitment to the protection of the environment; he or she does not need to be an expert. Eco Ambassadors represent the diversity of our community.

The scope: An Eco Ambassador is someone who is conscious that everyone and everything in this world is interconnected and that we all need each other to survive. Accordingly, the interventions made by Eco Ambassadors can be felt at the local, provincial, national and international levels.

Through our Eco Ambassadors Program, we take the Eco Ambassador through a five-step process providing various occasions for the Eco Ambassador to develop awareness, commit to a cause, build their capacity, take action and finally to take leadership.

Eco Ambassadors of the World brings awareness of the issues of the environment through regular exposure and contributions on the radio, television, print media and the Internet. Visit our website www.ecoambassadors.org for updates on our programs and links to pertinent environmental information and resources.

We offer individual (Eco Ambassador and Eco Ambassador Junior) and Group Membership (Eco Ambassadors Clubs) and group membership. All it takes to become a member is a commitment to the environment. Individual membership gives the right to adults to vote at the Annual General Meeting of the members, sit on Board Committees and to be elected to the Board of Directors. Furthermore, we ensure our programs are accessible to all regardless of their socio-economic status.

EcoAmbassadors Clubs are informal and formal groups getting together to learn or act on environmental issues they are concerned about. We assist the group in their start up process, which generally takes 6 months to complete and may be extended to one year upon approval from the Board of Directors. As a non-profit organisation, we partner

with government, corporate and individuals to provide assistance to groups with limited resources to help start up EcoAmbassadors Clubs.

We provide many opportunities as an organisation and through partnership for our members to build their capacity. We provide a 45-hour Eco Ambassadors Training Program. This training is offered to Eco Ambassadors Clubs in their start-up phase and to individuals who are interested to volunteer or work with Eco Ambassadors of the World to promote the environmental education programs we have established in the schools and in the community. The Eco Ambassadors Training Program is composed of three sessions of 15 hours each. Each session entails four three-hour modules and an additional three hours of self-paced study. The course outline is as follows:

Session I: Environmental Awareness

Session II: Environmental Project Planning

Session III Option 1: Environmental Leadership

Session III Option 2: Environmental Leadership

The training program is provided at the time and location most appropriate for the learners. We also promote, organise and participate in various conferences and events across the Canada and internationally to ensure knowledge and ability of our Eco Ambassadors and trainers are current, relevant and accurate.

Through our Environmental Resource Centre & Web Portal, we provide people with the information, referral and advice they need to make informed choices and take action in their own lives and community towards the protection of the environment. Our challenge in the coming months is to build the capacity of our organisation to offer these services in a more robust way. Our current web site will be transformed into a web portal which will feature interactive tools that will allow users to schedule training and events and receive and post relevant information and referrals.

Most importantly, we provide the resources and support needs for committed Eco Ambassadors to take leadership on the environment through their own group projects or by participating in efforts already being implemented by the organisation. For example, we are in the process of developing a solid partnership with the schools and other community agencies to provide volunteer and paid opportunities for our certified Eco Ambassadors to facilitate workshops, activities and games with their students and participants.

Thank you for reading this summary with such great attention to the details. It is clear to us that you too are concerned about the environment. Eco Ambassadors of the World invites you to join a winning team, take leadership and make an impact on the world, naturally! We are waiting for your call, 647-836-4319.