


STRATEGIC PLAN

2023 - 2026





CONTENTS

01.

Our Vision, Mission & Goals

03.

Our Ambition & Focus

04.

Our Unique Approach & Our Assets

05.

Our Way Of Working

06.

Our Theory Of Change

07.

Our Core Values

08.

Our Strategy In Summary



Our Vision

People in Ireland have the knowledge, skills and motivation to make sustainable lifestyle choices within their communities to realise a better future for our planet and for the people that depend on it.

Our Mission

To be the leading organisation for environmental behaviour change in Ireland.

Our Long-term Goals

To inspire and support people throughout Ireland to become environmental change makers.

To achieve that, we aim to:

1. Become the go-to organisation for evidence based, effective environmental behaviour change;
2. Take a partner-led approach to delivering high impact, creative programmes to communities across the country;
3. Use our voice to amplify positive changes within communities;
4. Be an effective and accountable organisation with good governance, nationwide reach and sustainable business model.

In this document we are setting out our strategy for the next 5 years.
This strategy will enable us to:



1. Build on our achievements to date to evolve our unique approach towards environmental behaviour change;



2. Strengthen our public profile and grow our reach and impact nationally;



3. Build a stronger organisation, applying standards of excellence to all our work and achieving sustainable growth in income.



Our Ambition

We aspire to be the leading organisation for driving environmental behaviour change in Ireland.

We will know that we are making progress towards this ambition by measuring:

- Indicators of impact of environmental behaviour change actions;
- Levels of awareness of the environmental impact of people's lifestyle action



Our Focus

We will work with all levels of society to empower people to act.

We will support individuals, as members of their communities, through our programmes with:

- Schools
- Community groups
- Public bodies
- Businesses

We will focus on driving behaviour change, education and awareness through:

- Toolkit development;
- Training and education programmes;
- Employee engagement and volunteering opportunities;
- Encouraging people to engage in advocacy and campaigning.



Our unique approach

We are differentiated by our:

- Expertise in behaviour change;
- Use of evidence-based approaches;
- Ability to engage people and organisations in supportive and tangible ways;
- Use of innovative and user-friendly services and technologies;
- Ambition to use our scale and nationwide services as a competitive advantage;
- Our cost-effective and responsive approach to addressing communities' needs;
- Our ability to facilitate partnerships to amplify our impact.



Our assets

A nation-wide team of experts, whose capabilities cover:

- Impact measurement
- Evidence assimilation and research
- Education and facilitation
- Toolkit development and delivery
- Communications and advocacy
- Horticulture and ecology
- Partnership development
- Fundraising and grant writing
- Operations leadership

Community gardens and regional hubs for off-site training and volunteering opportunities

Technology assets, allowing us to apply innovative approaches to behavioural change



Our Way Of Working



We are developing a growing network of supporters and allies across the 32 counties of Ireland, sharing their expertise, enthusiasm and funding to help us achieve our mission.



We are embedding Impact measurement tools and continuous improvement mechanisms into everything we do.



We leverage the GAP international network to share best practices and and identify funding opportunities.



We are developing clear guidelines and approaches for high impact delivery.



We dedicate resources to identifying and fostering partnerships across sectors and focus areas.

Our Theory of Change

The biodiversity and environmental crises are endangering life on our planet, and rapidly getting worse.

To reverse the damage, and build a society that is more sustainable, socially, economically and ecologically, we need to promote large-scale change in richer countries, who are responsible for the vast majority of the unsustainable practices that are causing the crises.

We need a radical change to human consumption patterns across the globe to avoid irreversible destruction of life on our planet.

To address this, we will:



So that...

Promote environmental behaviour change in communities through education, awareness and advocacy

People gain the knowledge, skills and confidence to take informed and meaningful action

So that...

People make - and advocate for - lasting and impactful changes in their homes, communities, places of work, and wider society

So that...

People in Ireland lead more sustainable lifestyles, buoyed by an enhanced sense of local and global community

Our Core Values



Empowerment and Encouragement:

We believe in the power of people, of all backgrounds to make a difference. Through our work we want to assist people to overcome practical and cultural barriers, to discover their potential as agents of change, and progress on their sustainability journey.



Inclusion and Equality:

We seek to ensure and promote diversity of approach, identity and views in all our work. We emphasise empathy in all we do, in order to achieve equality of access, participation and outcome for all.



Excellence:

Global Action Plan aspires to best practice standards in all aspects of our work. We work with others, and make it easy for anyone interested in our work to understand what we do, and why, and we actively seek input from all our stakeholders, to help us innovate and improve.

Our strategy in summary (2023-2026)

Vision: People in Ireland have the knowledge, skills and motivation to make sustainable lifestyle choices within their communities to realise a better future for our planet and for the people that depend on it.

Mission: To be the leading organisation for environmental behaviour change in Ireland.

Long-term Objectives: To inspire and support people throughout Ireland to become environmental change makers.

Strategic Goals	Activities	Approach	Outcomes	KPIs
Become the go-to organisation for evidence based, effective environmental behaviour change	<ol style="list-style-type: none"> 1. Offer a broad range of action-oriented learning services to people in community groups, schools, businesses and public bodies all over Ireland; 2. Enhance our ability to offer learning and engagement opportunities across the island of Ireland, by decentralising our operations, developing our network of facilitators and adding new locations that can serve as outdoor learning centres; 3. Invest in our ability to measure the impact of our programmes and their constituent activities 	<p>Collaboratively</p> <p>Efficiently</p> <p>Focused on impact</p>	<p>Percentage of the population understanding sustainability concepts increased</p> <p>Numbers of people taking action in their own lives has increased</p>	<p>Geographic coverage</p> <p>% of target market reached</p> <p># of toolkits developed</p> <p>Measurement framework agreed and in use</p>
Take a partner-led approach to delivering high impact,	<ol style="list-style-type: none"> 1. Collaborate with communities to develop step-by-step action plans and toolkits to implement their 	<p>Effective partnering model, based on</p>	<p>People participating in programmes</p>	<p>Positive feedback and evaluation scores</p>

creative programmes to communities across the country	<p>ideas for change;</p> <p>2. Develop a programme of active outreach towards community groups, schools and businesses;</p> <p>3. Network with organisations and initiatives that promote education and research</p>	empowerment and engagement	report increased sense of agency, and develop follow-up actions	No. of partnerships increased
Use our voice to amplify positive changes within communities	Use our experience and programme insights to contribute to the public debate about policies and practices that impact on the potential for positive environmental behaviour change	Targeted media and social media activity, linked to our first-hand experience	GAP's unique voice is part of public discourse	Increase in media coverage
Be an effective and accountable organisation, with good governance, nationwide reach and a sustainable business model	<p>1. Invest in our staff and systems to ensure we have the knowledge and skills to be recognised as a centre of excellence in relation to the science and practice of behaviour change;</p> <p>2. Invest in our ability to document our actions, and to engage the wider public in the issues we work on, through more effective public engagement and communications;</p> <p>3. Develop the mechanisms to engage with a bigger pool of supporters and allies, and to enhance our accountability to a broad range of stakeholders</p>	People focused Entrepreneurial mindset	<p>GAP is the employer of choice in the eNGO sector</p> <p>GAP is the go-to organisation for behaviour change</p> <p>Doubled our income over the duration of the strategy</p>	<p>External recognition e.g. awards</p> <p>Comms reach</p> <p>Funding</p>



Global Action Plan Ireland

(01) 883 2185

www.globalactionplan.ie

info@globalactionplan.ie

Axis Ballymun
Main Street, Ballymun
Dublin 9, D09 Y9W0

Company Number:
346806

Charity Number:
CHY 15448

CRA Number:
20053338