

GLOBAL ACTION PLAN IRELAND

One Earth. Act Now.



Global Action Plan (GAP) is coming of age. From modest beginnings in 1995, we have grown into a mature, national organisation that empowers as many communities as possible to adopt a greener lifestyle and thereby play their role in protecting planet Earth.

OUR VALUES

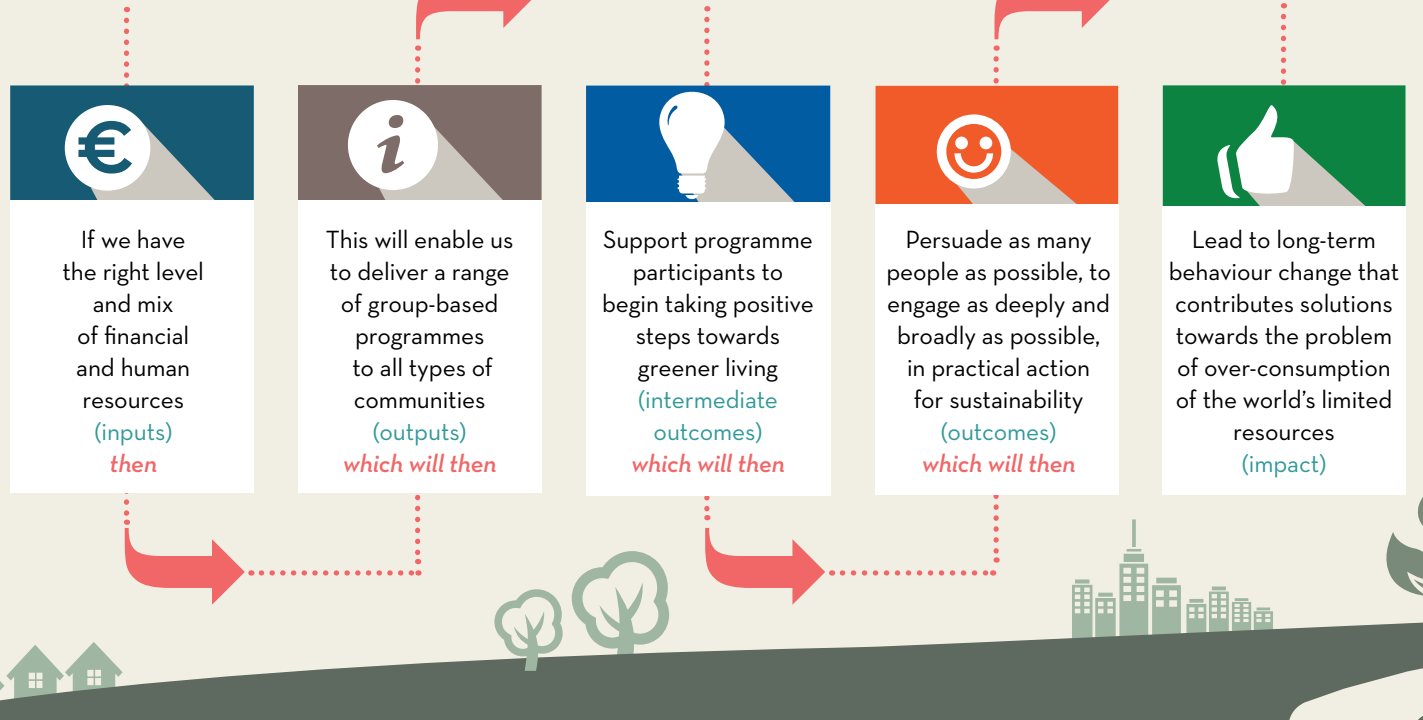
- collaborative
- empowering
- ethical
- inclusive
- innovative

OUR APPROACH TO BEHAVIOUR CHANGE

Behaviour change is complex and dependent on many different variables. Research indicates that the conventional approach of using one-off or repeated 'linear' awareness campaigns may have positive short-term effects, but, in the absence of other interventions, the changed behaviour is rarely sustained by large numbers of people over time.

Many individuals feel disempowered; thinking that whatever they do will not make a real difference. In GAP programmes, we work with communities in supportive group settings, select environmental issues people care about, provide information, and offer stimulating opportunities for practical action, which then leads to long-term changes in people's behaviour in an ongoing 'loop'.

OUR THEORY OF CHANGE





OUR MISSION

To inspire and support people throughout Ireland to take practical steps towards a greener lifestyle.

HOW WE WORK

- We focus on three main themes: water, energy and waste.
- We work with communities of place (for example, villages) and communities of interest (for example, youth groups).
- We specialise in working with people who are 'unconverted' or poorly served by existing environmental programmes.
- We work with people of all ages.
- We operate throughout Ireland.

OUR PROGRAMMES

For all ages

WORKSHOPS: taster sessions on water conservation, biodiversity, composting, wildlife gardening, climate change and many other topics, that can be delivered on a standalone or integrated basis.

For adults

GREEN LIVING: our longest-standing programme for groups of local residents focusing on small day-to-day changes with big benefits.

COMMUNITY GARDENING: a very successful programme that taps into people's desire to be outdoors and grow their own food.

EMPLOYEES: a new programme we intend to develop with willing corporate partners.

For children and young people

LEARNING FOR LIFE: a version of our Green Living programme especially adapted for younger age groups.

REARING TO GROW: a version of our Community Gardening programme especially adapted for younger age groups.

PRIMARY SCHOOLS ENERGY: a fun but informative schools-based programme that teaches children about the importance of energy efficiency and environmental awareness.



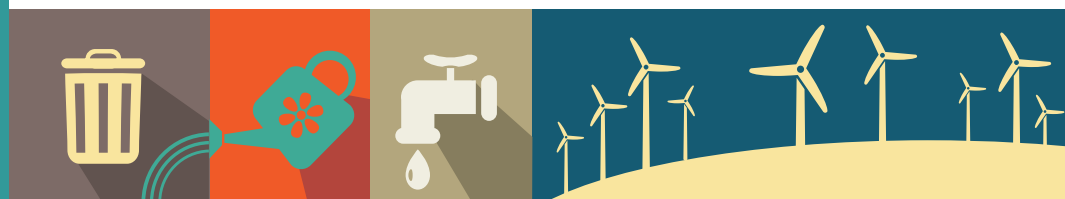


WORKING WITH OTHERS

We cannot achieve all that we want on our own. We are part of GAP International, which operates in 25 countries throughout the world, and are also members of the Irish Environmental Network and the Environmental Pillar. We work with statutory and semi-state agencies, local authorities, schools, local partnership companies, community groups and other charities. We would love to discuss any ideas you might have about partnering with GAP.

MEASURING OUR SUCCESS

- We only deliver programmes that show demonstrable results.
- We aim to track how many people made changes to their lifestyles, what changes they made and how big those changes were.
- We calculate the environmental savings brought about by these changes.
- We also try to understand why people did not make changes.
- From time to time we assess other changes brought about by our programmes, such as in health or personal development.



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CONTACT US

Unit 3, The Turnpike
Santry Cross, Ballymun
Dublin 11
Ireland
Telephone: +353 (0) 1 891 6798
Email: info@globalactionplan.ie
Web: www.globalactionplan.ie
 Global Action Plan Ireland
 @gapireland