

Earthwatch Europe Strategy 2026–36

Connecting nature,
science and people
for a healthier planet.

September 2026



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Introduction from the Chair and Chief Executive

We are delighted to bring you Earthwatch Europe's new strategy. It sets our direction and will guide our decisions for the next ten years and beyond. At its core are three ambitious goals, focussing on the three pillars of our work – science (including citizen science), community action and improving the natural environment. They will guide our work over the next decade, but their relevance will remain far further into the future.

The World has changed hugely over the past ten years, and in ways we could not have foreseen. Back in 2015, few of us could have imagined Covid 19, the rise in climate scepticism, or that war would have returned to Europe. Nature has continued to decline, laws safeguarding it have come under huge pressure and funding for its protection has been squeezed. At the same time inequality has grown, public trust has declined and misinformation has spread.

Yet there is plenty of cause for hope. Despite intense pressure on living standards, there is plenty of evidence that people still care passionately about nature and the need to protect it. Communities across the World are starting to take action to look after their local environment. And the power of science to aid our understanding and inform decisions is growing at an unprecedented rate.

“ We know that nature enriches our lives and gives us joy and pleasure. But looking after nature makes economic sense too. It saves us money, reduces risk and improves our health. A green future is a more financially secure one. And every year we gather more evidence to back up these claims.

Earthwatch Europe has never stood still. When we started back in 1971, our work was based on expeditions, pairing scientists with non-scientists in research locations around the World. Citizen science remains at the core of everything we do, but since then our work has evolved for example by encouraging communities to enhance their local environment through planting Tiny Forests or monitoring the health of their river. As we look ahead, our focus will need to evolve once more.

Delivering this strategy will require a huge effort, and one we certainly can't make alone. We'll work closely with our partners and the growing number of advocates and citizen scientists who support us. Earthwatch Europe is part of an international federation, and we'll also be working more closely with our sister Earthwatch charities across the globe.

We very much hope you'll join us on our journey and be part of this exciting next chapter for Earthwatch Europe. There is much to be done, but every reason to believe we can have a positive impact.

The challenge ahead: imagining a better future

Imagine if every street, in your local town or city was lined with healthy trees; if your local river ran clean and the air you breathed was pollution free and carried only the scent of the seasons

If wherever you live, you had the chance to learn about nature, visit wild places and experience the thrill of the dawn chorus or an arid landscape bursting into life after the rains

If with nothing more than a simple and affordable hand held device, you could understand the birds and the plants, and actively monitor the health of your local rivers, soils and wild places

If you could easily share that knowledge with communities across the World and used it to stand up for your local environment so that nobody dared mistreat it.

And if governments, companies and others in positions of power stopped to listen and took long sighted decisions on the basis of that knowledge and evidence

Then that would surely be a world worth living in, and we would be proud to hand it on to our children.



We believe this could be more than just a pipe dream.
Will you help us make it real?



Who we are and what we stand for

We are a dedicated group of conservationists, educators and researchers who seek to connect people with nature, motivate them to protect the natural environment and provide them with the knowledge and tools to make positive change happen. We champion citizen science and the democratisation of data and we stand up for the role of evidence in environmental decision making. We have an open door to scientists. We believe that local communities, connected to nature, armed with knowledge and sharing that knowledge across the globe, really do have the power to change the world.

Our work is based in the UK, Europe, South West Asia and Africa. We are one of six Earthwatch institutes, although we are entirely independent. We believe in a global community of learning, cooperation and positive action; governments and communities across the World – whether in Europe, Asia or Africa – all have much to learn from each other. We are a collaborative organisation, working closely with partners, funders and scientists. We believe it is cooperation – and the innovation that this leads to – that helps deliver the best results for ourselves and the planet we live on.



We are powered by science: powered by science, it's science that makes us powerful. We champion findings collected by people at the grassroots to spark change in our neighbourhoods and at the highest levels of government. We're committed to debate, openness, honesty, listening and always learning.



We are driven by people: we always show humanity in our bid to save humanity. As colleagues, we treat each other with genuine warmth and respect. In a polarised world, we're proud to build a friendly movement of local groups, schools, scientists and businesses. Everyone's voice is welcome and valued.



We connect with nature: disconnection from nature is at the heart of the ecological crisis. Connection is a driving force for change. So let's get our boots – and our hearts – muddy. With smiles on our faces, we inspire people to get out into nature, have fun, discover what we all stand to lose, and take action to make sure we don't.



We fight for our planet: the forces driving the environmental crises are relentless. We, too, never give up. Each day we fight for our fragile earth, through small but positive changes, led by communities and informed by science. From creating tiny areas for nature in cities to enabling mass data gathering across the UK's rivers, our small scale actions are the seeds of our planet's survival.

Our focus is the space where environmental recovery, community action and science come together. We are guided by our North Star Goal: the natural environment is in recovery across Africa, South West Asia, the UK and Europe; and this recovery is driven by community action, informed by robust evidence and citizen science.

How is this Strategy different from what we've done in the past?

At Earthwatch Europe we believe in continually developing and evolving to meet the needs of the communities we serve. Here are some of the themes running through the Strategy.



Championing citizen science: at a time when truth and evidence is under attack and decisions are too often taken on the basis political convenience, standing up for reason and evidence is more important than ever. We will make it our business to advocate for the crucial role of knowledge and citizen science.



A greater advocacy role: gathering data and improving our knowledge of the natural world is crucial. But the job doesn't end there. We will use the evidence we gather to strengthen our calls for positive change, and we will encourage our supporters and citizen scientists to do the same.



From problems to solutions: our citizen science work will not simply be about finding out what's wrong with the natural world. We'll increasingly be directing effort towards solutions, whether greening our cities or helping restore our damaged environments.

Better data in more physical realms: technological advances make it possible to collect more data more easily. We want to build on our work monitoring biodiversity, water quality and soils, expanding into new areas such as air quality.



Building international collaboration: there is huge growth in interest in citizen science and community environmental action outside Europe, particularly in much of Africa. We want to harness this potential and ensure cross fertilisation of ideas.

Our Goals

1

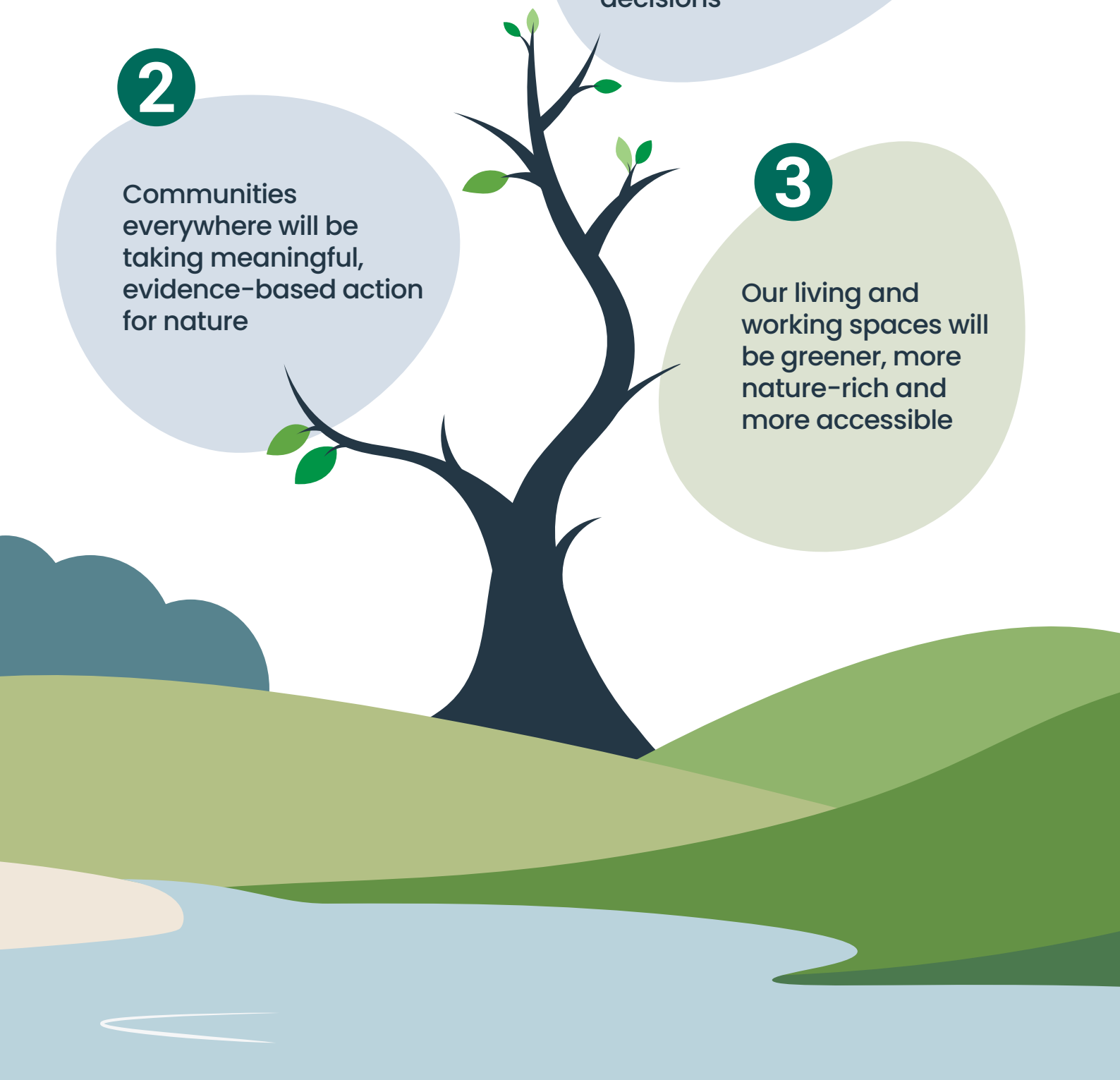
Citizen Science will be more accessible, more popular, broader in its application and more influential in policy decisions

2

Communities everywhere will be taking meaningful, evidence-based action for nature

3

Our living and working spaces will be greener, more nature-rich and more accessible



GOAL: Citizen Science will be more accessible, more popular, broader in its application and more influential in policy decisions.

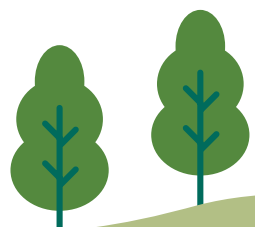
Why does it matter?

Knowledge is very unevenly distributed. While in Europe disconnection from the natural world is becoming an ever-greater problem, in other parts of the world local knowledge exists in abundance but is often misunderstood or ignored in decision making. Communities who are in a position to act may have little if any access to the information that would help them manage their local environment more sustainably.

One of the most powerful tools to tackle this problem is citizen science, where non-scientists play an active role in the research process, such as measuring the quality of water in the river running through their town, the health of the soil in the fields surrounding their village, or the quality of the air in the streets their children walk along. In many parts of Africa, where large proportions of the population live in remote areas, people live closer to the land and resources for monitoring and protecting the environment are scant, this kind of community led action can be lifesaving.

Evidence generated through citizen science is every bit as valuable as studies done by universities or data gathered by statutory monitoring organisations, helping provide a richer and more detailed picture. More importantly, people trust data they've collected themselves and more likely to act on the basis of it.

At Earthwatch Europe we believe in democratised science, where people everywhere are able to share knowledge and information. This means science doesn't sit in vaults or behind paywalls, it is shared within communities and between countries. It means we can learn from each other, roll out the best innovations and avoid pitfalls. It means communities in the poorest and most remote parts of the world can benefit from scientific advances made in the wealthiest. And it has the power to draw us together, so we become a global community.



What we've done so far

We've led or been partners in a raft of research projects looking to advance citizen science. We've rolled out water testing kits across the UK and Africa, and soil testing kits in Europe.

We've enabled over 100 farmers in The Netherlands to transition to more sustainable farming through helping them understand the condition of their soils, and we've worked with companies to find more sustainable ways to grow crops like potatoes and stevia. We've developed robust, repeatable sampling protocols and data quality control to increase the reliability of citizen science data, so it can be used confidently by policy-makers, researchers, and community groups.

We've led or been partners in a wide range of scientific research projects ranging from promoting ocean and freshwater literacy, through to advancing citizen science practice.

Our ambitions for 2050

We will aim to be a global leader in citizen science and its application in the natural world. We will maximise the impact of the data generated, so that robust knowledge and research is at the heart of all policies, plans and decisions affecting the natural environment. Citizen Science will be recognised as an essential building block for every UK/EU environmental policy, and every country throughout Europe, SW Asia and Africa will be using citizen science to monitor against Sustainable Development Goals.

We will continue to push forward the frontiers of citizen science, so it becomes more reliable, powerful and wider ranging in its application. We will break new ground in every physical realm within which we work. We will develop and roll out new tools for people to generate data and engage with science, so the citizen science experience becomes richer, easier and more creative.

We will grow our global community of talented scientists, so experts and non-experts in every country where we operate have a chance to engage with science and the natural world. And we will develop new mechanisms for sharing and disseminating knowledge, using the best data, the most up to date technology and applying principles of equal access, so that citizen science becomes part of everyone's lives, wherever they live.

Goal: Citizen Science will be more accessible, more popular, broader in its application and more influential in policy decisions.

We will develop new mechanisms and platforms for engagement with science and the transfer of knowledge

We will expand, diversify and improve the quality of data we secure through citizen science

We will advance the frontiers of citizen science so that it becomes more powerful, available and impactful

What we will achieve by 2035: our Strategic Priorities

We'll improve our science tools, develop new ones relevant to urban, freshwater and soil, and expand into new subject areas such as marine and air quality.

We will increase the number of active citizen scientists contributing to our programmes to 100,000 across 50 countries with at least 40% participation from underrepresented groups and a 10% increase in self-reported wellbeing among participants across 1,000 communities.

We will develop the social science of our work, including demonstrating the importance of nature connection and citizen science participation to mental health and wellbeing across 1,000 communities.

We will use and contribute to 100 data sources that support the scaling of local citizen science initiative to continental and global levels.

We will generate and share real-time, open-access data from at least 500 monitoring sites across air, water, biodiversity, and soil, with 90% of datasets meeting FAIR and CARE data principles.

We will strengthen links with other Earthwatch Institutes across the World and explore opportunities for opening new ones where the benefits are clear, creating a strong, effective and mutually supporting citizen science driven federation.

We'll champion citizen science, lobby for its inclusion in national and international policies and monitor progress against Sustainable Development Goals. We will call out failures to take account of evidence in key environmental decisions and produce evidence of policy or practice change in at least 10 countries directly informed by our citizen science data.

What we'll focus on for the next three years

- We will continue to lead and develop the Miyawaki research project, and promote related citizen science work on urban green spaces
- We will broaden our freshwater monitoring work to include more features, including PFAS ("forever chemicals"), road run-off and heavy metals.
- We will develop our soil monitoring toolkits to include nitrates, phosphates and pH testing.
- We will ensure citizen science data on water quality is interoperable with the national monitoring organisations such as the Environment Agency, so we can create a global platform for monitoring against Sustainable Development Goals.
- We will develop and roll out our citizen science work across Africa, monitoring against Sustainable Development Goals.
- We will continue to roll out ground-breaking research into citizen science through projects such as Benchmarks, ProBleu, Ruralities and More4Nature and CROPS, implementing findings to scale up our citizen science work in Europe.

- We will build a metadata set to ensure interoperability of data cross our focus areas and move toward a single platform or environmental hub.
- We will continue to influence environmental policy, especially policies linked to citizen science and the physical realms in which we work
- We will explore new realms for citizen science, including air quality, social science, coastal, marine and pollinators.

How we'll measure success

- We will evaluate progress in ensuring that accessible tools are being deployed in every community and for all of the physical realms within which we work.
- We will monitor the scale, quality and diversity of data we are collecting.
- We will evaluate advances made by governments in prioritising green and blue space in plans and policies, and the role of citizen science in monitoring their condition.
- We will assess the expansion in the use of citizen science to help monitor against the Sustainable Development Goals and other relevant reporting frameworks in every country where we work.



GOAL: Communities everywhere will be taking meaningful, evidence-based action for nature

Why does it matter?

As populations grow, our consumption of resources soars and our impact upon land, sea and the atmosphere spirals upwards, the natural environment is under ever greater pressure. Statistics abound about loss of habitats, species under threat and evidence of changing climate. To most of us, these figures can seem remote, confusing and demotivating. Worse still, governments and international institutions all too often fail to take the action needed to reverse these trends, making us feel powerless.

One of the biggest problems we face is the disconnect between many people and the natural environment. A growing proportion of the population in the UK and Europe are unaware of where much of their food comes from. The 2024 IPBES Transformative Change Report highlighted the need for a fundamental shift in the way we think, feel and act towards nature, if we want to save it; we need to modify views and values to recognize human-nature interconnectedness. And to achieve this we need to get away from our screens, get outdoors and spend quality time in nature.

There is firm evidence that people value the environment, whichever part of the world they live in. Around 60% of people in the UK believe the environment and climate change are important issues, and the figure is over 80% in African countries surveyed. Moreover, community led environmental action has been on the rise. Many of us have grown fatigued with promises of action by governments and institutions that then fail to deliver. But there is every reason to have faith in the passion, energy and commitment of local communities who want to make a meaningful difference to nature where they live, for the benefit of the people they care about.

What we've done so far

- We've engaged 15,000 people in four Great UK Waterblitzes. We've worked with seven African countries, building local community action to safeguard water quality and building 7,000 data sets.
- We're running a highly successful field research project in Oman, giving students a chance to engage with the natural world.

- We've run science camps giving people the opportunity to be inspired by nature and meet students from around the world with different perspectives and stories to tell.
- We've run a Teach Earth programme, training the trainer and building capacity, and we've brought Tiny Forests into the classroom. The Neville Shulman Award scheme gives young scientists across the world a chance to undertake exciting research.

Goal: Communities everywhere will be taking meaningful, evidence-based action for nature

Active community groups will be operating in every country where Earthwatch Europe works

Communities through Europe, SW Asia and Africa will have the opportunity to learn about the science of the natural world

Every community working with Earthwatch will be inspired to put their knowledge into action

We will grow our global community of talented scientists

Our ambitions for 2050

We want everyone, wherever they live and whatever their circumstances, to have the opportunity to experience nature, be inspired by it and learn from it in communion with others. We will grow and enrich our engagement programmes, roll them out across Europe, South West Asia and Africa, and develop them for the needs of the future.

We will grow the number, diversity and geographical spread of communities taking action, so that in every country where Earthwatch Europe works there'll be active groups of citizens gathering valuable data on the state of their local environment. We will focus special attention on communities who have had fewer opportunities to engage in evidence-based action.

We will support every community we work with to turn the data and evidence they collect into a powerful call for action, advocating for positive change to policy and on the ground; helping everyone feel a sense of power and agency in turning around the fate of their local environment.

What we will achieve by 2035: our Strategic Priorities

We will grow the Great UK WaterBlitz to 25,000 participants per year, creating a nationally-significant dataset, monitoring river health in the UK and bringing the findings to national attention.

We will roll out the WaterBlitz model across Europe to 10 additional countries by 2035. We will pilot a SoilBlitz internationally, with a target of 10,000 participants per year by 2035, so landowners and land managers are able to understand the state of their soils and the actions needed to enhance them.

We will establish a globally recognised early career scientist programme for young environmental leaders in Europe, Africa and SW Asia, fostering cross-continental collaboration and training 100 scientists annually.

We will build on our work in Oman, so that more early career scientists and students have a chance to engage in a wider variety of activity and we are playing a significant role in enhancing the talent and capacity needed to conserve the country's exceptional biodiversity.

We will continue to support and work with communities in Africa, building capacity and capability to collect data and enhance knowledge of their local environmental assets, including biodiversity, water quality and soil health.

We will develop and expand our outdoor learning and nature connection methodology so participants across Europe, SW Asia and Africa are inspired and equipped to influence national environmental policy.

What we'll focus on for the next three years

- We will develop tools and resources to empower communities to protect their local wild spaces and engage with planning and statutory structures and processes, such as Adopt a Sewage Treatment Works.
- We will build science into our work with schools, broaden our engagement work to embrace new audiences and develop a programme of youth leadership in sustainability.
- We will develop a teacher support programme – which translates our work and our science into accessible and impactful school resources and training – with the school as the centre of the community.
- We will pursue new investigative community-led water testing projects following our successful work in Corby and Kidlington
- We will continue running the prestigious Shulman Award scheme, giving opportunities to aspiring scientists.

- Develop and deliver a second phase of the Oman Field Research Programme, working on broader subject matter.
- We will develop the Blitz model to include schools, underrepresented groups and geographical data gaps; and we will develop the advocacy and policy elements of the water and soil blitzes with our partners.
- We will roll out soil blitzes to other European countries, and develop our soil monitoring work in Malawi, co-designing bespoke models with specific farming communities in mind.
- We will explore community-based activities in subjects such as botanical research, small scale food initiatives, and collaboration projects with campaigning organisations to deliver teacher training in citizen science.

How we'll measure success

- We will track progress towards our target for people taking part in citizen science through our projects – one million Earthwatchers for Action.
- We will monitor the number of people engaging in our activities, the scale and geography over which our programmes operate and the feedback we receive from participants.
- We'll evaluate the growth of community groups, in numbers, geography and subject matter, to understand the ways people are actively contributing to the future of their environment.



GOAL: Our living and working spaces will be greener, more nature-rich and more accessible

Why does it matter?

Most of us are likely to encounter nature close to where we live; nature is not just something to be found in wild, lonely places far from the bustle of our towns and cities.

In Europe three quarters of us live in towns and cities. In Africa the figure is 45% but this is increasing rapidly. For many, the quality of the natural environment here is extremely poor. Across Europe, only 7.3% of rivers have high ecological status, with nearly 60% categorised as moderate, poor or bad. There are also huge disparities. While over 70% of Oslo is covered by greenspace and ecofriendly buildings, the figure for Istanbul is 2.2%. In the UK, one in five people are deprived of greenspace.

Investing in nature where we live makes sense. We're more productive, healthier and happier when we have regular contact with high quality greenspace and connected to nature. We're more resilient in the face of shocks such as floods and heatwaves. And we'll ultimately save money on health, energy bills and much more.

What we've done so far

- We've worked with communities and local authorities across the UK to create 300 Tiny Forests across the UK.
- We've engaged over 160 schools to create wildlife space within their grounds.
- We've created food gardens, meadows and a range of other small-scale interventions in urban areas.

Our ambitions for 2050

We want towns and cities across Europe to have ample space for wildlife. We will apply the principles of 3-30-300, where everyone has sight of at least three trees, there is 30% canopy cover and nobody lives more than 300 metres from high quality green or blue space.

Nature in towns and cities won't just be found in isolated spots; it will form part of networks with corridors and stepping stones, each providing opportunities for engaging with nature. We will aim for every European city to have at least 40% cover of green or blue space.

We want to ensure everyone, especially people living in areas with limited access to greenspace, has opportunities to access and engage with nature, whether in parks and gardens, or rivers and lakes. We will aim for 25% of the population to engage actively in nature wherever Earthwatch works.

Goal: Our living and working spaces will be greener, wilder and more accessible

We will create more and better quality green spaces near to where people live and work

We will ensure everyone has opportunities to engage with green and blue space

What we will achieve by 2035: our Strategic Priorities

We will expand our work geographically so we are helping to achieve 40% cover of high-quality green space in ten major cities in the UK, Europe, South West Asia and Africa.

In every city where we work, we will set up or partner in innovative trials with local authorities, companies and landowners to enhance and encourage more access to civic space, planting trees and implementing sustainable urban drainage schemes, making our cities cooler and more resistant to flooding.

In every city where we work, we will set up or partner in innovative trials to encourage local communities to improve their own green spaces, for example by converting concreted driveways and other grey space into nature-friendly solutions.

We will set up or join mental health partnerships with a view to enabling at least 100,000 people to benefit from nature connection, for example by blending citizen science with wellbeing.

At least half of our projects will be focussed in areas with communities facing systemic or socio-economic barriers and working with group who have been marginalised or overlooked.

What we'll focus on for the next three years

- We will continue planting Tiny Forests using the Miyawaki method, but we'll focus more of our work in neighbourhoods with limited access to green space, and more cost-effective means of delivery.

- We will continue improving and diversifying our small-scale interventions to include food and forest gardens, wildflower rich meadows, wetlands and a raft of other ways to green up our cities and living spaces.
- We will develop after-care plans for our small-scale interventions so they thrive long term, with local support.
- We will partner with local eNGOs to develop citizen science as a means to engage and empower local communities in larger scale wildlife restoration projects.
- We will embed science throughout our Green Earth Schools project and work with schools to create follow-up activities that allow students and the broader community to benefit from the enhancements to their grounds.
- We will team up with mental health organisations to explore the benefits of nature connection, offering programmes that blend field research with wellbeing, funded through health and social care budgets.
- We will explore opportunities for linking Tiny Forests with local schools, and for rolling out small scale nature-based solutions beyond the UK.

How we'll measure success

- We will assess progress towards the 3-30-300 principle.
- We will evaluate the extent to which town and cities have policies to protect, restore and enhance their green and blue spaces and the rate of progress towards implementing them.
- We will monitor progress in cities across Europe, South West Asia and Africa in achieving 40% of their area covered by high quality green and blue space.
- We will track the number of partnerships in countries and cities where we work that are delivering real positive change on the ground.



Our partners and collaborators

Earthwatch Europe is built on partnerships at every level. Here are some of the groups we intend to work closely with: –

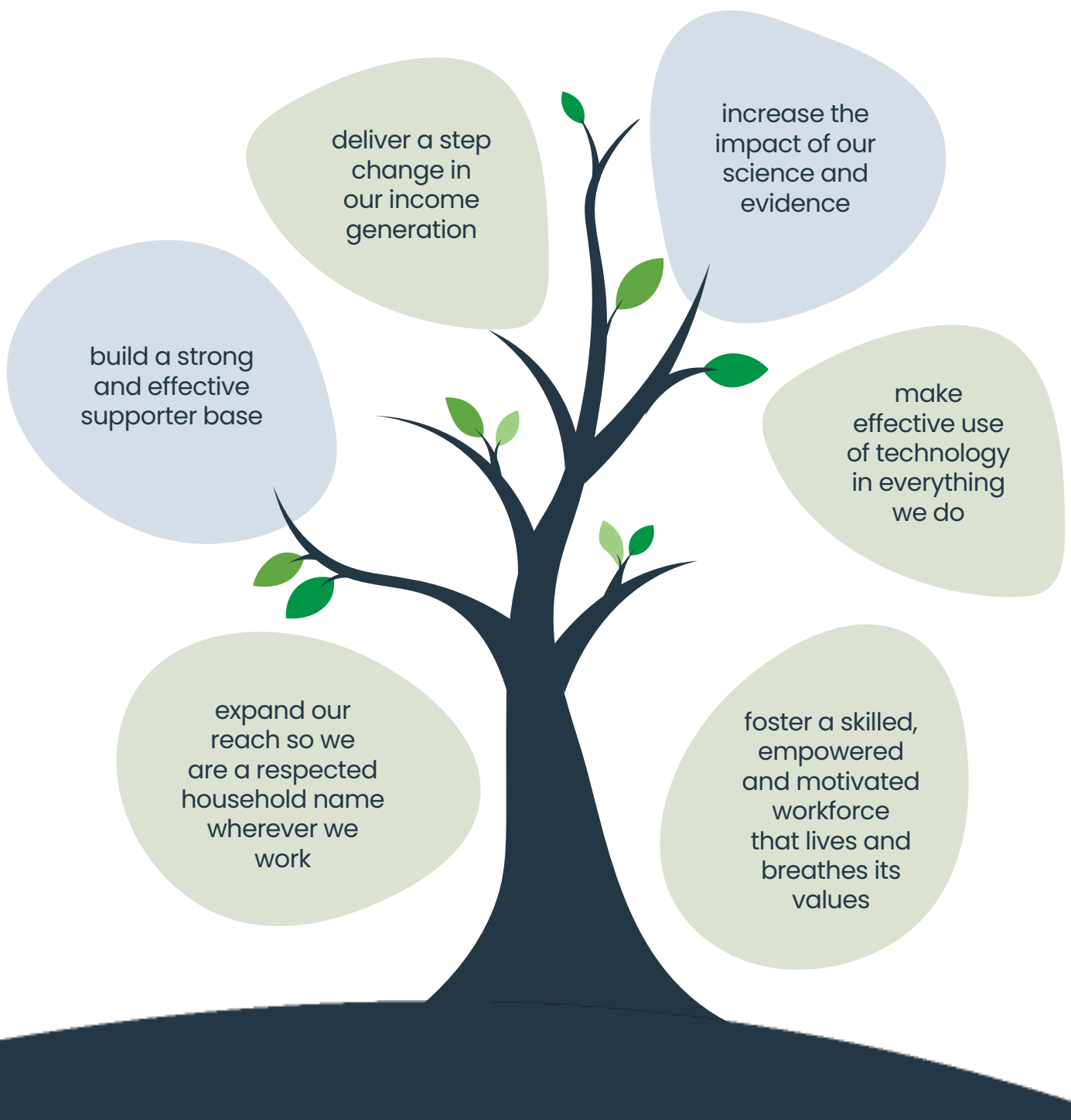
- International bodies, such as the United Nations Environment Programme, European Union Horizon and UKRI.
- Scientific institutions, such as Imperial College, natural history museums and botanic gardens.
- Private companies and local authorities interested in enhancing the environment, including sectors such as insurance.
- Other community and environment based non government organisations such as local wildlife trusts and rivers trusts.
- Key funders and supporters of our work such as the Sultanate of Oman
- Community groups, aspiring scientists and citizen scientists across Europe, SW Asia and Africa who are interested in improving their local environment.



Rising to the challenge: how we will change as an organisation

To achieve all these ambitions, we're going to have to change the way we work as an organisation. We've identified six Transformations we intend to make over the coming years to maximise our success and impact.

Our transformations: we will...



Delivering a step change in our income generation: financial sustainability is key to everything we do. In the past Earthwatch Europe has been heavily sustained by large amounts of income from a small number of corporates. We will diversify and grow our income so it is balanced between corporates, grants, philanthropic, commercial and individual giving. We will also develop longer term income sources so that our finances are more stable. We will aim for at least a third of our income to be sourced from unrestricted sources such as individual gifts and legacies.

What we'll do about it:

- Establish a clear strategic positioning for income growth, for example by clarifying how we align with funder, partner and supporter priorities.
- Build internal readiness for scaled fundraising, including by addressing internal barriers to fundraising and streamlining processes.
- Use insight to drive smarter decision-making, for example by identifying high potential audiences, partners and funding areas.
- By prioritising partnership based approaches that align with long term strategic goals.
- Invest in key growth areas, such as individual giving.
- Improve financial margins for all our key areas of work.

Building a strong and effective supporter base: most charities are as strong and effective as the people who support them. Earthwatch Europe has engaged with many people via expeditions, courses and community action, and we recognise the importance of retaining their support. We want to build a loyal community of people who can help us financially, take action for the environment and act as our ambassadors for our work and advocates for our mission.

What we'll do about it: We will build a base of at least 25,000 members and 75,000 social media supporters. We'll achieve this by: –

- Recruiting staff to build up our internal capability
- Reinvigorating former supporters and alumni (including former staff and board members), including via the launch of this Strategy
- Understanding and prioritising our target audiences
- Defining the supporter journey, linking data, action and advocacy
- Building the aim of generating and retaining supporters into all our activities
- Creating a bolder, more influential voice with the support of our science and the public, through advocacy campaigning

Increasing the impact of our science and evidence: Earthwatch Europe has an excellent track record in science and in publishing this work in academic journals. We will grow our reputation for scientific credibility and inclusivity, attracting diverse talent from all three continents where we operate. We will become equally effective at drawing attention to our work beyond academic circles and using it to influence policy levers, making sure we help shape laws and policy, and that the data generated through citizen science feeds into national monitoring programmes.

What we'll do about it:

- Build a bank of real-world case studies demonstrating practical use of Earthwatch research.
- Develop a repository of future research ideas aligned with policy needs.
- Increase student engagement (esp. MSc/PhD) focused on strategic research questions.
- Track and showcase how Earthwatch outputs are used in practice in academia, government and business.
- Grow our presence at key conferences and decision-making fora.

Making effective use of technology in everything we do: technology and artificial intelligence are changing our world in ways we could not possibly have imagined only a few years ago. Artificial Intelligence and associated innovations are turning the world we know upside down. New fields such as environmental DNA have the potential to revolutionise the way we understand the natural world. We will do everything we can

to harness this power constructively and use it to share knowledge and empower those people seeking to make a positive difference to their local environment.

What we'll do about it:

- Upskill our staff so they are proficient in relevant IT skills
- Adopt a clear policy on the use of AI, including when and how to use effectively and ethically, and understand where it may add value to our Impact
- Streamline software and platforms, ensuring tools like our CRM system are suited to our size, and that our data is interoperable with key partners
- Use technology to engage more effectively with our target audiences, and ensuring such engagement is done ethically and appropriately
- Build technology into the core fabric of all new projects and proposals
- Develop scalable, secure, and user-friendly digital systems that support global participation in citizen science—whether through data collection platforms, mobile tools, or cloud services
- Ensure we strike an appropriate balance between using technology better and getting people away from their screens and reconnecting with the natural world

Expand our reach so that we are a respected household name in all our target areas: Earthwatch Europe operates in three continents. Yet our name and the nature of our work is hardly known in many areas. We will become active and visible across our full geographical remit so that everyone knows who we are, what we stand for and how they can engage with us to make the World a better place.

What we'll do about it:

- Map our audiences and stakeholders to understand the power they have to help us achieve our goals and the influence we have with them.
- Develop targeted communication strategies for each stakeholder group, ensuring messaging is tailored to their interests, needs and preferred channels.
- Run high impact, well targeted social media campaigns and public engagement events.
- Tell persuasive stories linked to our work so it is brought to life and has relevance to people where they live.
- Ensure all our research has a variety of dissemination tactics and is interpreted and presented in ways suitable for multiple audiences.

Foster a skilled, empowered and motivated workforce that lives true to its values: ultimately all our ambitions come down to people. We are proud of our working culture and what we've achieved, but there is much more we could do. We want our team to

feel supported, be hungry for knowledge, fired by innovation and driven by the desire to improve the World. And we want that spirit to be shared by everyone we work with, wherever they live.

What we'll do about it:

- Ensure Equality, Diversity and Inclusion are at the heart of everything we do.
- Maximise the benefits of flexible, hybrid working, where teams are supported by streamlined processes and effective tools.
- Improve internal communications so we feel part of a cohesive team, and so we can respond rapidly to concerns or issues.
- Develop and train our staff so they can benefit from clearer career progression, including through peer to peer coaching.
- Ensure all our behaviours and habits at work fully reflect our values.
- Take a whole team approach, so that all staff, trustees, volunteers and key stakeholder feel part of everything we do.
- Become a strategically led organisation, with clear structures and consistent planning, and where decisions are taken quickly, transparently and are clearly communicated.



How we can make this real?

Converting ideas in a strategy to positive action on the ground requires robust plans for implementation, the funds and resources to enable it to happen, and the support of as many people as possible.

We will draw up annual and three yearly plans, informed by this Strategy, to prioritise, roll out our work and achieve our objectives. We will monitor progress against these and take action where needed to make sure we stay on track.

We will agree a resourcing plan that identifies the skills, capacity and funds we need to implement these plans, and a timeframe for delivery

We will agree an income generation framework that sets out our priority income streams, fundraising targets and which explains how we will generate the financial resources needed to implement our projects and activities.

We will work closely with our partners and collaborators in all of this, making sure we add value wherever we can and building connections wherever it helps us achieve mutual aims.

You can help us in lots of ways. You can become a supporter. You can become a citizen scientist and help us collect data. You can share your stories and help inspire others to do the same. And you can volunteer or make a donation.

Ultimately, Earthwatch Europe is nothing without its supporters, collaborators and citizen scientists. Thank you for everything you do.

References

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[Most Africans place primary responsibility for climate action on their own government | Communications Earth & Environment](#)

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**Thank you for
everything you do.**