

The background of the entire image is a photograph of three bean sprouts growing out of dark brown soil. The sprouts are in various stages of growth, with the one on the right being the tallest and most developed, showing two green leaves. The one in the middle is shorter, and the one on the left is the smallest. The background is a soft, out-of-focus green, suggesting a natural, outdoor setting. The text is overlaid on a dark green semi-transparent rectangle on the left side of the image.

The Women's Earth Alliance

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# EARTH Framework

The elements, skills, and tools needed to move women's environmental initiatives from idea to action, creating a ripple effect of change in our communities and our planet.



# A Fresh Model for Lasting Impact

At Women's Earth Alliance, we know that giving communities traditional "aid" is not the same as equipping them with skills & tools and long-term support. We also know that lasting impact is possible when we invest in women leaders.

By activating our EARTH framework through strategic partnerships, we are supporting communities from...

...the ground up







E nrollment



A ction



R elationship



T echnology



H olism







# Enrollment

How do we come to understand the needs of our communities? **How do we inspire engagement and cultivate a common sense of purpose to drive change?**

We support leaders to develop powerful strategies for enrolling people in their visions for long-term social change. Leaders learn to identify the aspirations of their communities through a demand-driven, participatory approach, ultimately creating social enterprises, campaigns, and initiatives that uplift people, planet, profit, and culture.

This requires leaders to understand their communities, design collaborative and innovative solutions, communicate their visions effectively, and inspire engagement and community-ownership.







# Enrollment

## Skills

- Enterprise Design
- Financial Planning and Management
- Media and Marketing
- Fundraising
- Advocacy

## Tools

- Enterprise Identity Toolkit
- Strategies for Financial Projection & Budgeting
- Trainings on Multi-media Storytelling, Communications, & Social Media Strategies
- Grant and Proposal Writing Toolkits
- Policy, Campaign and Advocacy Strategies





How do we structure our plan for action, design for and measure impact, and **plan for sustainable growth?**

We support leaders to develop environmental initiatives that create long-lasting, measurable improvements in our families, communities, and ecosystems. We share emergent, collaborative design tools for implementing, evaluating, and refining sustainable initiatives.

So that leaders can measure and validate the impact of their solutions, we support them to generate both community-defined and global metrics for success.







# Action

## Skills

- Theory of Change Analysis
- Designing for Impact
- Implementation Planning
- Community-Designed Metrics and Monitoring
- Community Organizing

## Tools

- Vision-Casting & Goal-Setting
- Strategic and Results Framework Training & Action Plan/Timeline Creation Strategies
- Market Surveys and Data Collection Tools
- Community Mobilization Trainings & Conflict Resolution Strategies





# Relationship

How do we build the alliances necessary for deep and lasting change? **How do we care for ourselves be fully available for leading transformative work?**

We thrive in a supportive community of united leaders sharing resources, stories, and solutions that strengthen our collective impact on the earth. We consider relationships starting with one's self and rippling outward into family, community, society, and the world at large.

We take time for healing the various forms of oppression alive in our bodies and our world. We invest in ourselves so that we can invest in others. When we are in right relationship with ourselves and others, we can build the coalitions vital to our success.







# Relationship

## Skills

- Self-Care and Healing
- Embodied Leadership
- Creative Expression & Storytelling
- Network, Partnership, & Alliance-Building

## Tools

- Mindfulness Practices and Healing Arts
- Community Mapping
- Guerilla/Street Theater, Song-Sharing, Storytelling Workshops
- Diversity, Peacebuilding, Intercultural Training
- Online Networking Channels





# Technology

What technologies can communities use to solve critical environmental challenges? **How do we merge traditional knowledge with new innovations to design for sustainability?**

We create opportunities for women to build technical skills that directly address the urgent and unjust challenges posed by climate change and environmental destruction. Technologies could include clean cookstoves, composting toilets, seed banking, and water filters.

Solutions share common characteristics -- they are community-driven, regionally appropriate, scalable, and can improve women's livelihood. We emphasize the importance of traditional knowledge along with cutting-edge innovation, the value of horizontal learning across sectors and regions, and women's leadership in building a global repository of tangible community solutions.







# Technology

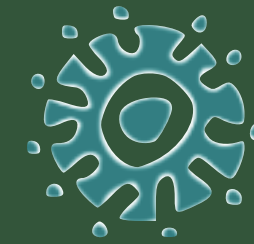
## Skills

- Collaborative Technology Assessment
- Sector-Specific Technical Competencies
- Innovation
- Learning & Unlearning

## Tools

- Community Focus Group Discussion Practices
- Vendor Relationship-Building, Appropriate Technology Warehouse
- Hands-on Technical Workshops and Tutorials
- Community Sensitization Practices





# Holism

How do we honor and leverage the intersectionality of all living things? **How does our diversity make us stronger?**

Holism is the theory that *“parts of a whole are in intimate interconnection, such that they cannot exist independently of the whole. Holism is applied to mental states, language, and ecology.”*

An understanding of our interconnection is the foundation for building equality, justice and accountability in our work. We incorporate the richness and diversity of the cultures and perspectives that surround us all, as they are part of each of us. We explore diversity, using the diversity of the natural world as a guide. We work with leaders to build on the intersectionality that exists between all our causes, and to build coalitions that reflect this diversity and richness.





# Holism

## Skills

- Systems-Thinking
- Appreciative Inquiry
- Peace & Coalition-Building
- Intersectional Leadership & Allyship

## Tools

- Rights-Based Approach
- Diversity Training
- Community Mobilization Trainings & Conflict Resolution Strategies
- Social Permaculture