



# **A STEP TOWARDS A BRIGHT FUTURE**

**Strategic Plan 2026-2028**



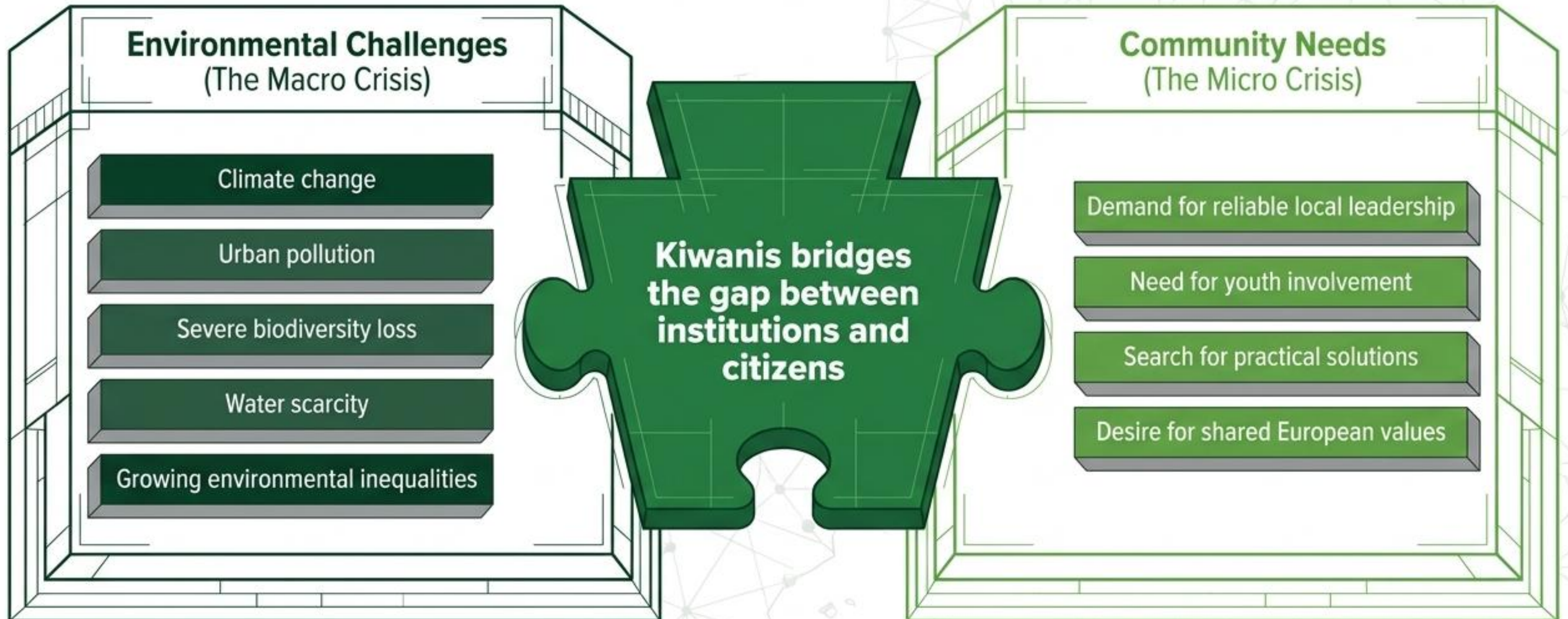


# Green Steps for a Bright Future

A European Vision for Sustainability  
and Future Generations

How Kiwanis International can become the game-changer for environmental protection and youth responsibility across Europe.

# Kiwanis acts as the keystone bridging global crises and community needs.



# Green Steps for a Bright Future

Building a sustainable Europe through Kiwanis action.

A new model to transform environmental protection and youth leadership into a continental-scale movement.





# Connecting localized action generates extraordinary global impact.

Small local actions, if connected and coordinated at a European level, generate an extraordinary global impact.



Environmental sustainability and climate responsibility



Green education and community resilience



Youth leadership and European cooperation

# The Strategic Architecture (2026–2030)

## Shared European Impact



### 1. Promote Environmental Education

Educate children and young people on sustainability and ecological responsibility.



### 2. Develop Community Projects

Create visible environmental actions in local territories.



### 3. Empower Youth Leadership

Support young people as protagonists of change.



### 4. Build European Partnerships

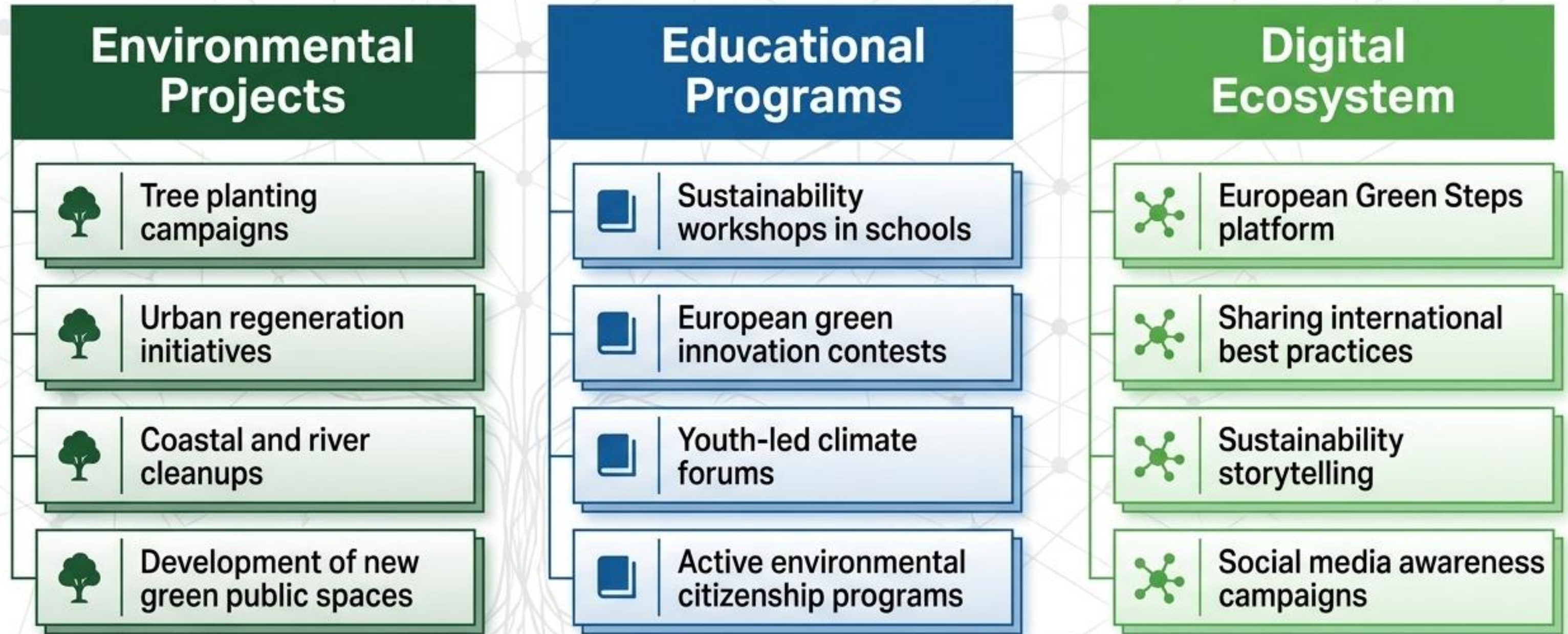
Collaborate with institutions, NGOs, schools, universities, and associations.



### 5. Create Measurable Impact

Generate concrete environmental and social results.

# The Architecture of Action: Moving from theoretical framework to practical execution.





# Embedding the Kiwanis network within the broader European Union ecosystem.

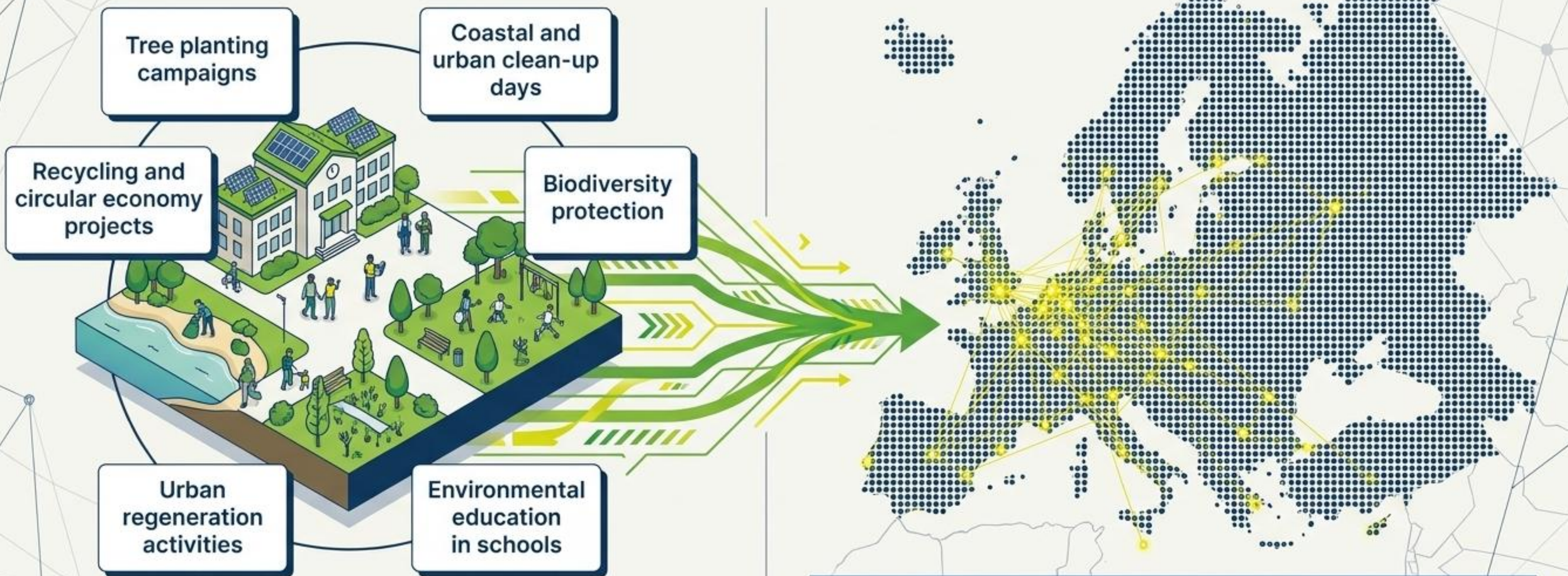


# Centering Youth: Transforming beneficiaries into protagonists of change.



"Children and young adults are not just aid recipients; they must be the leaders of change."

# Translating Local Action into European Impact



**Every local project becomes a vital node in a shared European network.**

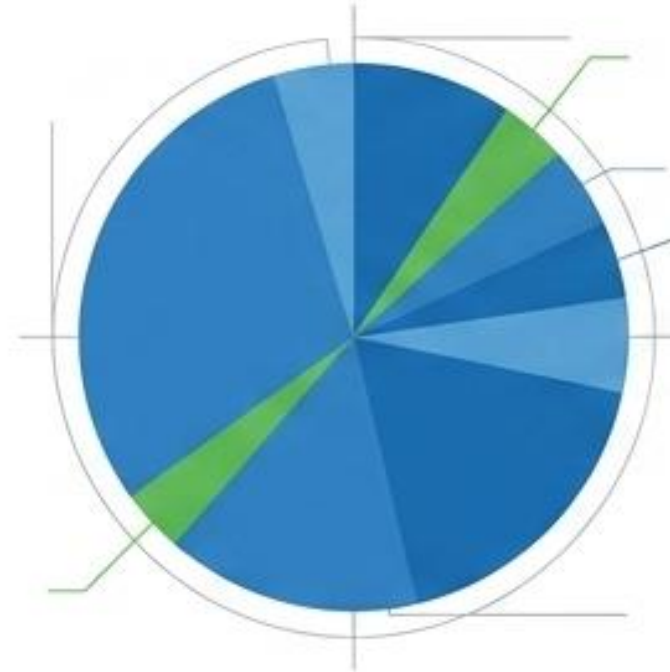


# The Impact Dashboard: Tracking and strengthening our continental footprint.

"What gets measured, gets strengthened."



75% Trees planted and public spaces regenerated.



Students actively involved.

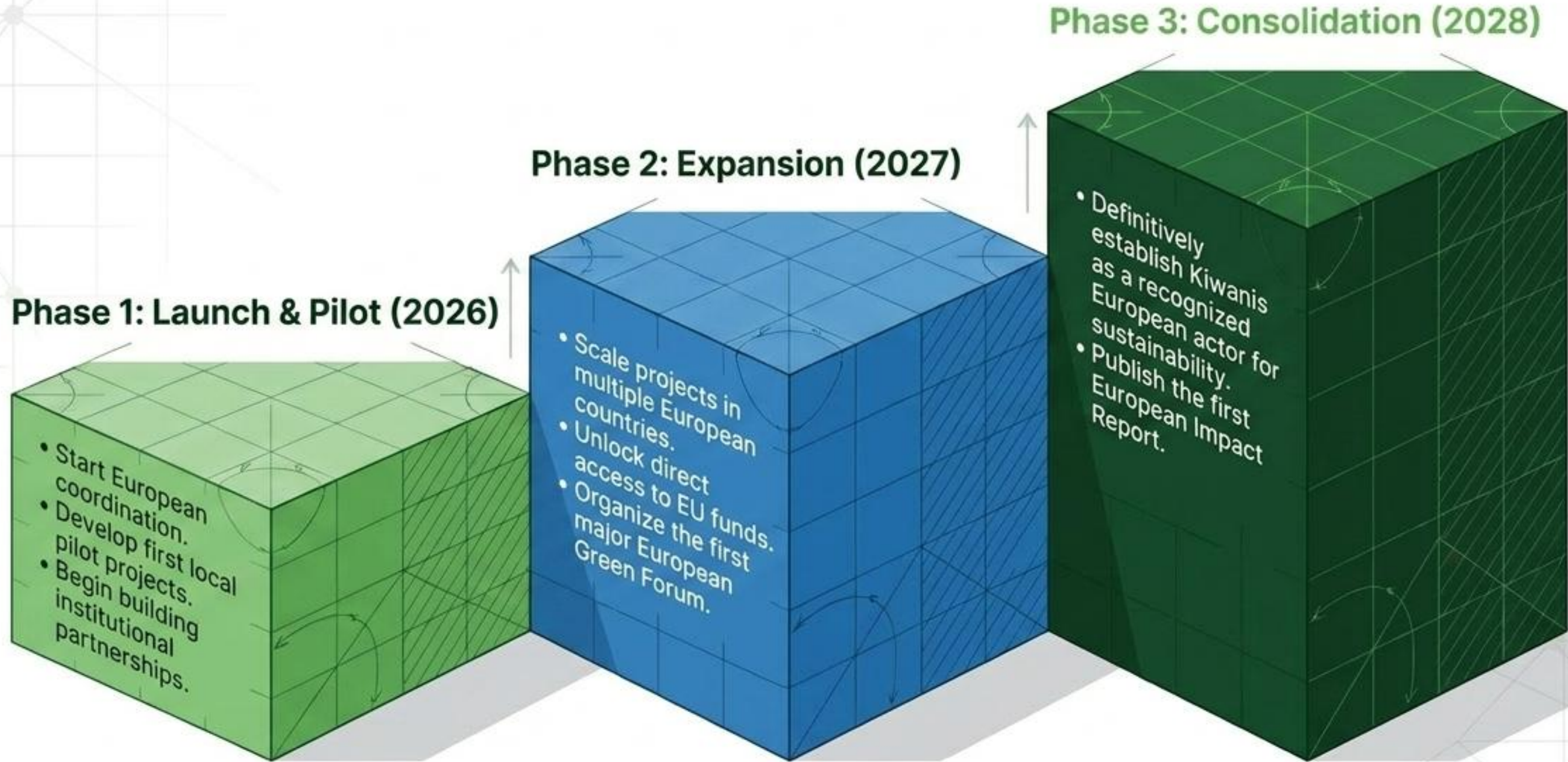


Documented CO2 reduction initiatives.



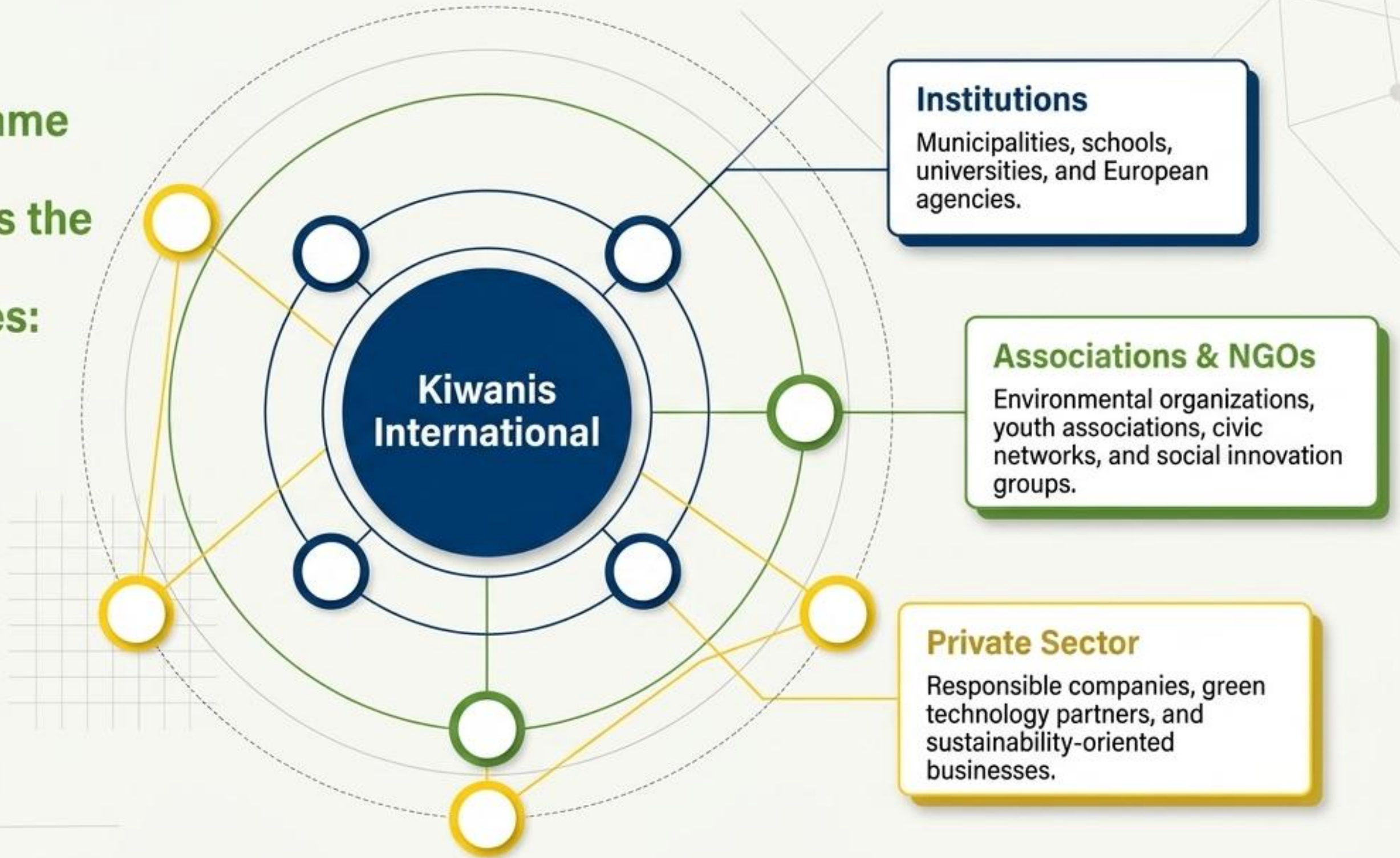
Volunteer hours generated and European Partnerships funded.

# Our Operational Roadmap: Scaling impact from 2026 to 2028.



# Creating a Comprehensive Sustainability Network

To become a real game changer, Kiwanis International acts as the ultimate connector across three spheres:



# Communicating a New European Narrative

**The Slogan: “Small Green Steps,  
A Better Shared Future”**

Professional communication  
and strong storytelling

Targeted digital campaigns and  
multimedia content

Youth-generated communication  
(empowering the target audience to  
own the narrative)

High-level social media engagement



# Shifting the Paradigm: Youth Must Lead the Future

Young people should not only participate—they must become leaders of transformation.



**Goal:**  
Create a new generation of responsible European citizens.





# Synthesis: The convergence of our fundamental organizational values.

**Green Steps for a Bright Future** is not just an ecological campaign.  
It is the active convergence of who we are.



**A Cultural Vision**  
uniting generations



**A European Mission** of  
solidarity without borders



**An Educational Responsibility**  
towards tomorrow's leaders



**A Concrete Commitment**  
for the planet's future

# Beyond the Environment: A New Role for Kiwanis



**Kiwanis becomes Europe's premier laboratory of sustainability, youth responsibility, and active citizenship.**





# The Future Starts Now.

Kiwanis has the power to become a formidable force for environmental transformation in Europe. Together, we can turn small green steps into a bright future for all.

Join the Task Force | Start a Local Project | [www.greensteps.kiwanis.eu](http://www.greensteps.kiwanis.eu)





**Thank you for  
your attention**

**Giancarlo Bellina  
KI-E BMC**

Just like *plants,*  
**KIWANIANIANS**

*— grow —*

where they are  
*appreciated.*

