

LEADForEarth Guidelines

I. Introduction

LEADForEarth is a district-wide digital initiative that unites and documents the shared efforts of all institutions, guided by our Lasallian Core Values, to combat climate change. This initiative prevents local efforts from becoming irrelevant or forgotten by making it a continuous effort across all participating institutions within the Lasallian East Asia District.

II. Objectives

The objectives of this initiative are the following:

- Create a platform by mandating the use of the #LEADForEarth hashtag on all institutional posts related to environmental protection, both leading up to and following the official launch date.
- Document and compile all environmental actions by requiring participating institutions to submit standardized summary reports of the activity.
- Evaluate the diverse environmental actions across all campuses and aggregate their total impact metric. This data will be published in an annual summary to demonstrate real-world results and promote continuous action.

Ultimately, these objectives serve three main goals: to unite our district against climate change, to demonstrate that working together has a significant environmental impact, and to inspire more schools in the Lasallian Network to document their environmental actions.

III. Core Protocol

This section outlines the mandatory requirements and standard operating procedures for all participating institutions to ensure the initiative's success.

3.1 Requirements

Before an institution may officially participate, the following criteria must be satisfied:

- **Establish Communication:** Institutions seeking to participate in the initiative must contact the LEADForEarth committee via email at LEADForEarth@gmail.com. The email should include the institution's contact information, location, and other relevant details to help us keep in contact.
- **Contextual Feasibility:** Participating institutions must either identify existing actions or create environmental actions that are both meaningful and feasible within their specific campus context. This ensures that participation is authentic and reflects each community's unique capacity and creativity.
- **Documentation and Reporting:** Institutions must document all environmental activities on social media using the #LEADForEarth hashtag. Furthermore, a standardized report must be submitted through the official LEADForEarth Report Portal at leadforearth.org/report for evaluation and data gathering.

3.2 Reporting and Submission Process

To maintain a unified district-wide movement, all institutions must adhere to the following operational workflow:

Phase	Responsible Party	Required Action / Documentation
I. Planning	Institutional Community	Establish communication with LEADForEarth.
II. Implementation	Institutional Community	Execution of the chosen environmental action (e.g., Circular Economy Drive or tree planting).
III. Documentation	Media/Social Media Team	Publication of content on official school platforms using the #LEADForEarth hashtag .
IV. Final Reporting	Task Force Lead	Submission of the activity report summarizing activity participation, outcomes, and qualitative reflections.

3.3 Roles and Responsibilities

To fulfill the reporting workflow in Section 3.2, each participating institution should designate the following within its own community:

- **Task Force Lead** - The institution's single point of contact for LEADForEarth. Coordinates internal environmental action, communicates with the LEADForEarth Committee, and is responsible for submitting the final activity

report (Phase IV). This is typically a faculty moderator, student council officer, or environmental club head, whoever the institution deems fit.

- **Institutional Community** - The students, faculty, and staff who plan and carry out the chosen environmental action (Phases I–II). This isn't a fixed title; it's simply whichever group at the campus takes on the activity, a club, a class, a department, or the whole student body.
- **Media/Social Media Team** - Whoever is responsible for capturing photos/videos, drafting captions, and publishing on official school platforms using #LEADForEarth (Phase III). This may be the school's existing communications office or a student media team delegated by the school.

Institutions may combine these roles into fewer people if capacity is limited; what matters is that someone is accountable for each phase of the workflow.

IV. Compliance and Ethical Standard

To maintain the integrity of the LEADForEarth initiative and ensure the safety of all participants, institutions must adhere to the following standards:

- **Data Integrity and Accuracy:** All reported environmental metrics, particularly carbon dioxide equivalent calculations, must be based on genuine measurements or credible estimates to ensure the district-wide impact report remains accurate and transparent.
- **Hashtag Integrity:** The #LEADForEarth hashtag is a dedicated digital signature for environmental action. It must only be applied to posts that directly promote sustainability, climate advocacy, or documented campaign activities.
- **Privacy and Consent:** When documenting activities on social media, task forces must respect the privacy of students, faculty, and staff. Ensure that all individuals featured in photos or videos have provided the necessary institutional consent for public documentation.

- **Institutional Alignment:** All activities must be conducted in a manner that reflects the Lasallian Core Values, emphasizing a "Spirit of Faith" and a "Preferential Option for the Poor," especially when addressing the impacts of climate change on vulnerable communities.

V. Documentation and Record Keeping

Consistent record-keeping ensures that the initiative remains a permanent institutional habit rather than a one-time event.

- **The Public Archive:** The primary record of activity is the digital feed under the **#LEADForEarth** hashtag, which serves as a visible, collective testament to the shared mission
- **Handover Protocols:** To ensure the project outlasts individual student tenures, institutions must implement thorough onboarding and documentation processes. This ensures that leadership, best practices, and historical data are passed seamlessly to future cohorts.
- **Repository:** Final versions of reports and educational materials should be stored in a central institutional folder or digital repository to ensure transparency and facilitate future evaluation.

VI. Contact Information

For questions or clarifications regarding these guidelines, please contact:

- **Coordinating Body:** LEADForEarth Committee
- **Proponent / Lead Coordinator:** Renz Aron Q. Gorre (DLSU-Laguna)

- **Email:** LEADForEarth@gmail.com

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Approved by: Renz Aron Q. Gorre, Lead Coordinator, LEADForEarth Committee