



Strategic Plan | 2017-2020

Guiding Principles

1. Young people, regardless of personal circumstances, are powerful catalysts for positive change
2. Diversity is quintessential for vibrant, resilient, healthy communities and ecosystems
3. People everywhere, when empowered from within, have the power inspire others and generate creative solutions, producing seismic shifts in seemingly intractable situations
4. Leadership is not about a position, it's about disposition. When willing, we all have the potential to use our influence for a worthwhile cause, leveraging our strengths to positively impact the world around us
5. Teaching must engage both the mind and heart, informed by ancient wisdom and accelerated by modern science and technology, allowing education and learning to become the catalyst for building a better future.



Mission

SERES cultivates and catalyzes youth leaders to create more just and sustainable communities in Central America.

Vision

The SERES experience has inspired millions to contribute in personal and meaningful ways towards transforming our systems, societies and cultures to create a world brimming with well-being.





The SERES Story

SERES is an entrepreneurial nonprofit organization, established in Guatemala in 2009 to support vulnerable frontline communities - in particular youth - to tackle the challenges of unsustainable development and climate vulnerability.

Internationally recognized after receiving the inaugural UNESCO-Japan Prize for Education for Sustainable Development in 2015, SERES is one of the leading organizations worldwide that works to combat complex social, environmental and economic challenges by cultivating and catalyzing young leaders to take action at the local, regional, national and international levels. SERES is a key partner in UNESCO's Global Action Program for Education for Sustainable Development, and one of the leading organizations focusing on youth leadership development, youth civic engagement and sustainability education in Central America.

Strategic Questions

How do we help emerging leaders create more effective and long-term opportunities for sustainable community and economic development that will reduce the need for migration?

How do we best nurture and support a movement of sustainability leaders and change makers and help them ?

How can we leverage SERES' success to create an entrepreneurial model that brings diversity and resilience to our income streams and finance?

Current Programs

Transforming Lives and Communities 2020: in the next three years, SERES will provide education, training and skills-building to 1,500 young men and women from 7 municipalities in Guatemala and El Salvador, supporting them to be responsible members of society that are actively contributing towards building more just and sustainable communities.

Next Generation Leaders: by 2020, SERES will build a cohort of 100 emerging community leaders and knowledge brokers who are catalyzing new projects, enterprises and investment opportunities that will contribute towards building more resilient, inclusive and sustainable communities in Guatemala and El Salvador.

Youth Leadership Center: by 2025, SERES will have completed the construction of a new learning campus and sustainability hub, bringing together emerging young leaders from across the region with a thirst for political and social change, an interest in active citizen engagement, and a desire to have a positive impact.

