

**Empowering Young Successors in the Management of Biodiversity and  
Traditional Landscapes: The Case of the Earth Ambassadors of the  
University of the Philippines Open University**

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**ABSTRACT** - The paper discussed the concept, the eventual organization, goals, activities, challenges and strategies, as well as the future plans of the Earth Ambassadors of the Faculty of Management and Development Studies (FMDS), University of the Philippines Open University (UPOU), Los Banos, Laguna, Philippines. Additionally, it gave insight on how this project will help in addressing the lack of interest and concern in natural resources management, biodiversity conservation, environmental advocacy and community education among the youth. Moreover, it will enhance resiliency and sustainability of socio-ecological and production landscapes.

Keywords: UPOU Earth Ambassadors environmental advocacy youth  
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