

# Ecology North

Strategic Plan  
2020-2023

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# Intro

Ecology North is a charitable, non-profit organization based in Yellowknife, Northwest Territories, Canada that was formed in 1971 to support sound environmental decision-making on an individual, community and regional level.

Ecology North Board of Directors, staff, members, and supporters worked over the past year to develop this, our second strategic plan. The process has been collaborative, engaging, and participatory. Our previous strategic plan was for a five-year period. Everyone agreed to have this strategic plan guide our priorities and our work for the next three years.

Our vision, mission, and values, as well as our goals and objectives, are outlined below. Action Plans will be developed that guide staff and outline how the strategic plan will be implemented. The Action Plans will include evaluation tools and measurable indicators of success.

Our program areas nest nicely under the overarching goal of education and awareness. We will reposition ourselves as environmental educators and advocates focused on climate change mitigation and adaptation, water stewardship, waste reduction, biodiversity conservation, and local food production.







# Charter

VISION

A healthy northern environment, forever.

MISSION

Bringing people and knowledge together for a healthy northern environment.

VALUES

- Respect

Acknowledging and valuing others’ perspectives and experiences.
- Inclusiveness

By being open and involving relevant individuals and groups, we can realize better outcomes.
- Grass-roots

Empowering Northerners to be active environmental stewards.
- Connection

Human well-being is dependent on a healthy environment; social and ecological systems are inseparable.
- Knowledge

Decisions are informed by the best available knowledge.
- Innovation

Respecting our history, we acknowledge that there are always creative possibilities.



# Our Work

Ecology North will work towards supporting NWT communities through replicable, clear, and easy to use toolkits and materials. Our work will build capacity and empower individuals and communities to respond to external pressures and to support a healthy environment.



## Goal

Support NWT communities and people through environmental education, awareness, and advocacy.

## Objectives

1. Build capacity and tools for individuals and communities to sustain a healthy northern environment:
  - Develop tools that are replicable and usable for multiple communities (not one-off projects).
  - Propose and tackle projects that have a broad applicability and long lifespan.
  - Ensure tools address individual and community needs and build capacity.
2. Support and engage youth to become advocates and stewards of the environment:
  - Provide mentorships, knowledge, networking, and training opportunities.
  - Connect youth with information and learning experiences.
  - Provide venues and opportunities for the voices of youth to be heard.
3. Work across the broad spectrum of the environmental field, maintaining a focus on education and awareness:
  - Educate on environmental issues, including climate change mitigation and adaptation, water stewardship, waste reduction, biodiversity conservation, and local food production.
4. Take on projects that are true to our mission and values:
  - Develop rules of engagement.
  - Develop a set of metrics for evaluating projects, and use them effectively.
  - Celebrate our achievements.

## Key Areas of Focus

Education and Awareness, and Advocacy.





# Our Story

Ecology North will make a conscious and determined effort to celebrate our successes, acknowledge our failures, embrace our northern roots, and welcome Indigenous and diverse voices. Storytelling will become central to the organization's communication and function, both internally and within the narrative we portray to funders, members, the public, and all northerners. We will maintain a positive and constructive tone in all our communication efforts, while telling the story of northerners, and a healthy northern environment.



## Goal

Strengthen our communications by emphasizing storytelling and building compelling narratives. Prioritize how we communicate who we are and what we do. Share and celebrate successes.

## Objectives

1. Increase consistency, focus, and clarity in all communications:
  - Develop a standard way of communicating and engaging.
  - Build on the brand recognition of Ecology North.
  - Celebrate our history and reputation.
2. Include storytelling and a narrative context in our approach to communications:
  - Review communications for storytelling opportunities.
  - Use a narrative context to connect stories with our audience.
  - Highlight the northern context of our work.
3. Build better connections with northern people, communities, and organizations:
  - Broaden our membership base.
  - Use northern narratives.
  - Partner with national and international organizations.

## Key Area of Focus

Inspiration, Reconciliation, and Advocacy.





# Our Core

Ecology North has a long and storied history, and has continued to evolve as an innovative, grassroots organization. To continue walking this balance beam we must strengthen the foundations that underpin the organization. This multifaceted objective is challenging but critical to allow the organization to take the next step in its evolution.



## Goal

Strengthen the organization by continuing to build on the foundation that has made Ecology North a lasting organization in the north.

## Objectives

1. Ensure our policies and governance structures are effective and are aligned with our needs:
  - Support Board Member training.
  - Strengthen policies and procedures.
  - Foster positive relationships between Board Members and staff.
2. Foster Indigenous reconciliation throughout the organization:
  - Implement recommendations from the Truth and Reconciliation Commission of Canada.
  - Feature Indigenous voices and stories in projects and at events.
3. Improve our financial stability:
  - Pursue core funding to strengthen the organization, allowing more flexibility in decision making.
  - Seek long term, multi-year projects.
4. Move into a space that represents Ecology North's values:
  - Secure a location that is environmentally-friendly, encourages better partnerships and interactions with members and stakeholders, allows for diverse uses, and improves staff morale.
5. Support staff more fully:
  - Undertake regular staff satisfaction surveys.
  - Support staff with development of their action plans.
  - Organize regular staff events.

## Key Area of Focus

Longevity.







# Outro

This strategic plan was developed with input from stakeholders, funders, members, and other community members. A great deal of hard work went into the creation of this document, we are incredibly grateful to everyone that helped to shape this 2020-2023 Strategic Plan.

Ecology North is proud of it's many accomplishments. This strategic plan will help us to continue to do great things. We are excited to let it guide us in the upcoming years!

- the Ecology North team



# ECOLOGY NORTH

