



CPAWS Strategic Plan to 2025

Photo credit: Garth Lenz

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Canadian Parks and Wilderness Society

This strategic plan has been developed by Canadian Parks and Wilderness Society (CPAWS) to provide direction for the next five years. This overarching document will guide the organization as it develops its annual work plans and will be reviewed on an annual basis to ensure its relevancy.

This document has been approved for external use.

Guiding Statements

These guiding statements outline the impact we want to have on current and future generations, our role in achieving this future, and the values that will guide our work.

CPAWS's Strategic Plan to 2025 is one step in an ongoing and committed journey of conservation work dedicated to enhancing the integrity, connectivity and resilience of Canada's land, freshwater and ocean ecosystems. We believe that the right areas need to be protected, defended and effectively managed to sustain the nature within them for the wellbeing of current and future generations. We recognize that meaningful conservation takes time, and is based on trusted relationships, and cannot be accomplished in short, disconnected steps. As CPAWS implements this strategic plan, bringing us closer to achieving our vision, we recognize that the work we do today and tomorrow, builds on decades of prior CPAWS efforts.

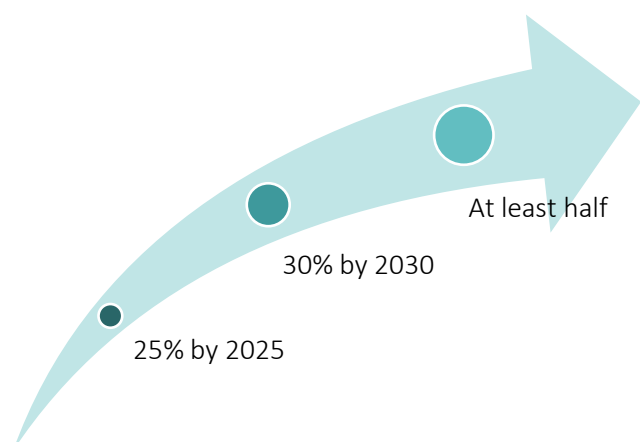
As the journey continues towards achieving interim milestones of protecting 25% and 30% of Canada's diverse ecosystems, CPAWS is committed to doing so in the spirit of truth and reconciliation, recognizing the essential leadership of the Indigenous stewards who have cared for these lands and waters since time immemorial.

Vision

At least half of land, freshwater and ocean in Canada is permanently protected to sustain nature and people for current and future generations.

Mission

CPAWS advocates for the effective, long-term protection of ecologically- and culturally-significant land, freshwater and ocean areas in Canada. Working in a way that respects the sovereignty and leadership of Indigenous nations, we achieve our mission through knowledge-based advocacy, and public education and engagement, underpinned by collaboration and partnership.



Value Proposition

CPAWS is Canada's only charity dedicated to the protection of public land, freshwater and ocean with a strong national and regional presence across the country. We are Canada's leader in conservation with more than 50 years of success based on our expertise, public education and advocacy, relationships and local knowledge. We are a credible, trusted, knowledge-based, nationally coordinated, collaborative organization, focused on conserving nature to respond to the dual crises of accelerated biodiversity loss and climate change.

Guiding Principles

CPAWS is guided by the following principles:

- **Shared commitment:** We are committed to implementing our shared vision, mission and goals, pulling in the same direction to achieve long-term impact.
- **Collaboration:** Within our organization, we work together to build and maintain relationships, share tools and resources, and leverage organizational expertise. Beyond our organization, we establish strong partnerships and trusted connections while amplifying our voice as a leader in conservation.
- **Recognition of Indigenous rights:** We respect the constitutionally entrenched rights, treaties, and agreements of First Nations, Métis and Inuit. We adopt the principles contained within the *United Nations Declaration on the Rights of Indigenous Peoples* (UNDRIP) to govern our practices.
- **Indigenous leadership in conservation:** We celebrate, support and learn from Indigenous leadership in conservation, to strengthen conservation outcomes, while also contributing to reconciliation. We work collaboratively with Indigenous peoples in the spirit of truth and reconciliation to advance shared conservation priorities based on relationships, respect and reciprocity.
- **Ways of knowing:** We approach our work with respect for both Indigenous and scientific knowledge systems, using the precautionary principle to guide our decisions and actions.
- **Justice, equity, diversity and inclusion:** We are committed to Justice, Equity, Diversity, and Inclusion ensuring that diverse voices and experiences help shape our organization and its priorities as well as benefit from its successes.
- **Passion and inquisitiveness:** We nurture and cultivate passion, curiosity and drive for conservation action within our team and more broadly across society.
- **Agility and adaptability:** We reflect and learn from experience and respond to changing context so that we remain nimble and adaptive as an organization and through our work.
- **Investment in people and culture:** We commit resources and time towards our people in support of individual growth and development and cultivating a culture of sharing, learning and collaboration across the organization.



The Conservation Agenda

Goal: Influence the protection and effective management of at least 25% of land, freshwater and ocean by 2025 in networks of protected areas; plan for the protection of 30% by 2030 and beyond; and defend other ecologically-significant areas from harm.

Objectives:

- A. Provide **knowledge-based expertise** through direct and meaningful engagement with decision-makers from all governments, industry, and communities.
- B. Support **Indigenous leadership in conservation** by prioritizing our work with Indigenous communities and encouraging other governments to engage in collaborative management approaches.
- C. **Strengthen people's appreciation of, and relationship with nature**, with a focus on reaching diverse communities.
- D. **Mobilize communities** to advocate for conservation through increased education and outreach and **amplify their related concerns** to decision-makers.
- E. **Collaborate with other partners**, through joint initiatives with other conservation-focused groups, where this will leverage greater influence on shared objectives and amplify conservation priorities.

