



Association of Whistler Area Residents for the Environment

# Strategic Plan

## 2021 – 2023



In Fall 2020, the AWARE Board decided to proceed with plans to update AWARE's Strategic Plan. Why? Because climate change isn't stopping for a global pandemic. Because COVID is changing the way people use the landscape and impacting biodiversity. Because with a long-standing nature-based tourism economy, there are vital conversations needed if Whistler is to stand a chance at building back to be a stronger, more resilient community.

As Whistler's environmental charity (since 1989), a global pandemic is making AWARE's role 'giving nature a voice' more vital than ever.

So, the 2021-23 Strategic Plan aims to focus AWARE's work, while leaving space and fluidity for the changes we hope will come.

## OUR VISION

Community members are knowledgeable, engaged and empowered to preserve and enhance the natural environment on which we depend

## OUR MISSION

Protect Whistler's natural environment by speaking up and taking action on environmental issues, while empowering others to do the same

## OUR PROMISE

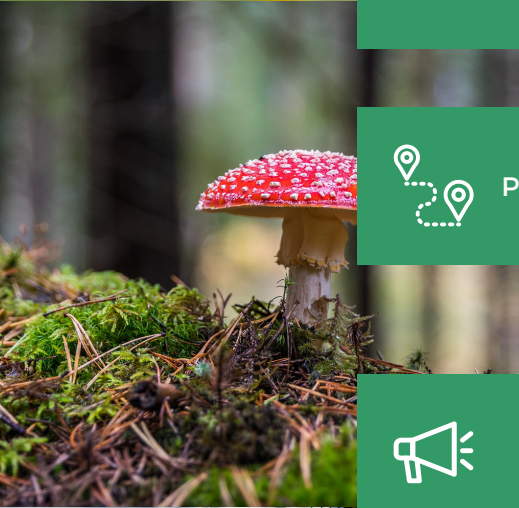
Deliver bold, inspiring, evidence-based solutions to environmental problems that affect Whistler.



*At AWARE, our work revolves around two goals, designed to help us achieve our vision and stay true to our mission and brand promise:*

### GOAL: Safeguarding Habitat, Biodiversity & Wilderness Values

Safeguard habitats and species to maintain connectivity of ecosystems, supporting wildlife and human health.



PROGRAMMING

- 1a)** Provide opportunities for people to learn about and engage with nature and its conservation
- 1b)** Facilitate and support changes in human behaviour and practices which safeguard natural areas and species



ADVOCACY

- 2a)** Advocate for positive outcomes in relation to land use and conservation goals



RESEARCH,  
INNOVATION &  
SYSTEM SHIFT

- 3a)** Support innovation in cultural, fiscal and educational approaches that advance conservation action across the community
- 3b)** Increase recognition of the value of Whistler's natural assets

# GOAL: Building Sustainable, Resilient Community

Engage and empower our community to make smarter choices, consume mindfully and consider impacts on the environment and the climate.

- 4a) Foster community collaborations and leadership for climate action
- 4b) Implement programs in support of Climate Action Big Moves Strategies
- 4c) Educate about climate impacts to build understanding of the need, benefits and opportunities for climate action
  
- 5a) Advocate for regulatory and management changes that accelerate and escalate climate action
- 5b) Promote climate action as a foundation for restorative tourism and community resilience post-COVID
- 5c) Raise awareness of the value of nature-based solutions for climate resilience
  
- 6a) Support community climate actions that address cultural, fiscal and knowledge barriers through innovative solutions
- 6b) Identify, support and deliver climate-related pilot projects that could be applied throughout Whistler



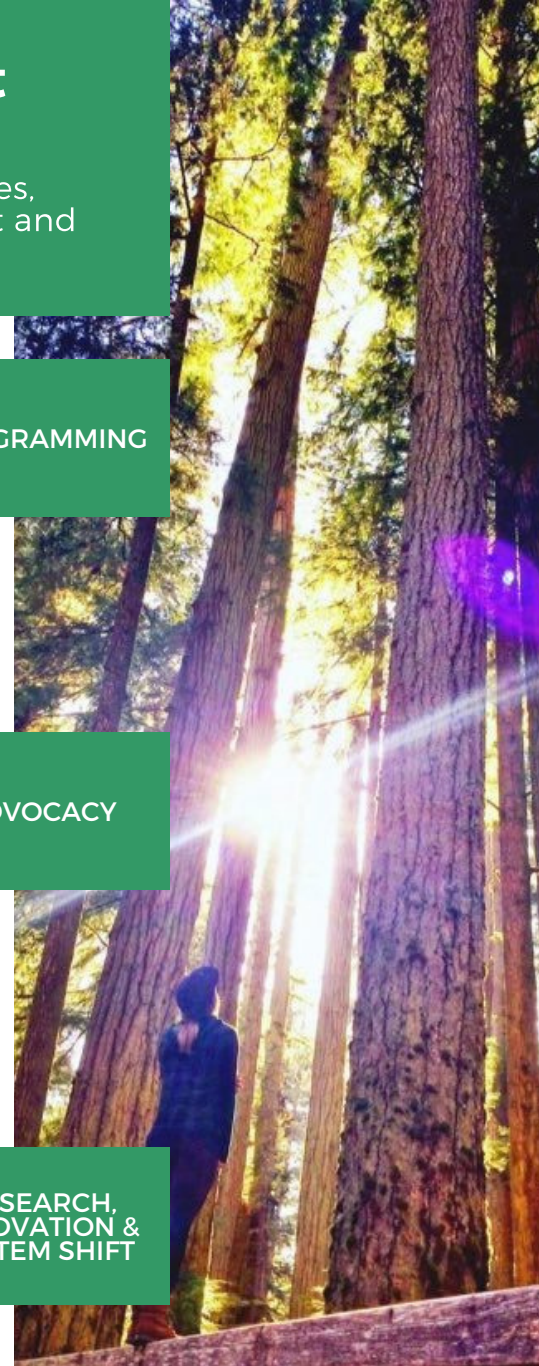
PROGRAMMING



ADVOCACY



RESEARCH,  
INNOVATION &  
SYSTEM SHIFT



***We recognize that our ability to do our work in the community rests on a foundation of investing in people helping our work and ensuring we remain financially viable. To this end, we have 2 operational capacity goal areas:***

## HR Capacity

Build knowledge, skills, and support required to achieve our vision, mission and goals.

- 7a) Strengthen our ability to attract, retain and enable staff to thrive long term with AWARE
- 7b) Optimize governance policies, practices and board member retention
- 7c) Increase membership numbers and engagement

## Financial Capacity

Generate a mix of income and funding streams to strengthen our organization and our work.

- 8a) Diversify our income and funding mix and improve financial security
- 8b) Maximize efficiencies in resource allocation and fiscal management

# 2021 Deliverables

Each year we look for the greatest opportunities for progress against the strategies laid out in AWARE's Strategic Plan. This leads to a set of target deliverables on which you will see us focusing. This deliverables summary is intended to be viewed alongside strategy statements outlined in AWARE's 2021-23 Strategic Plan and is not meant to be an exhaustive list of everything we do.

## **GOAL: Safeguarding Habitat, Biodiversity & Wilderness Values**

Safeguard habitats and their species to maintain connectivity of ecosystems, supporting wildlife and human health.

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### **PROGRAMMING**

#### **Strategy 1a**

- Provide seasonally inspired learning opportunities in a diversity of formats on an ongoing basis
- Deliver Grizzly Bear webinar focused on recreation infrastructure and use.
- Continue to partner with Whistler Naturalists on programming

#### **Strategy 1b**

- Support resort partners to develop and integrate positive stewardship messaging into resort communications as part of ongoing EcoCitizen Program.



### **ADVOCACY**

#### **Strategy 2a**

- Engage in River of Golden Dreams Management Plan Update
- Build upon Old Growth Review Panel Recommendations to eliminate logging of Old Growth in the CCF.
  - Develop engagement campaign to engage stakeholders and activate community members in all CCF partner communities.
- Push for increased investment in management of parks, trails and natural areas as covid results in greater use
- Continue to advocate in support of actions that safeguard species at risk and of local importance.
- Engage in development proposal and tenure application processes to safeguard habitats / species.
- Encourage and engage in community dialogue on limits to growth and nature-based carrying capacity
- Participate in the Forest Wildlands Advisory Committee (Standing Cmte)
- Participate in Trails Planning Working Group (Standing Cmte)
- Participate in Bear Advisory Group



### **RESEARCH, INNOVATION & SYSTEM SHIFT**

#### **Strategy 3a**

- Launch new investment model for community Conservation and Climate Action

#### **Strategy 3b**

- Advocate for natural assets evaluation to be conducted for Whistler by RMOW
- Partner with experts to evidence the value of nature as the basis for Whistler's tourism offering and economy.

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## GOAL: Building Sustainable, Resilient Community

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### PROGRAMMING

#### Strategy 4a

- Continue to facilitate Citizens Climate Ambassadors Group
- Host revised format Climate Action Conference and support follow up actions
- Deliver Student Climate Action Mentorship Program at WSS
- Partner to increase cohesion of S2S non-profit climate action strategies

#### Strategy 4b

- Work with partners throughout the community to increase need for and easier access to climate action opportunities.
- Big Moves - Design and deliver transportation, public transit & active transport campaigns
- Big Moves - Work with partner organizations and sectors to develop and deliver a centralised, comprehensive source of resources and supports to reduce waste and improve management practices

#### Strategy 4c

- Continue to evolve the GROW community greenhouses and gardens program
- Spread low carbon diet messaging across communications channels and events
- Encourage reduced and conscious consumption as well as low carbon experiences.
- Utilize existing and updated modelling to put climate impacts into local contexts to build collective ownership and understanding



### ADVOCACY

#### Strategy 5a

- Engage in federal, provincial and local government climate-related feedback through both formal and informal processes

#### Strategy 5b

- Participate in RMOW Zero Waste Council Advisory Committee (standing cmte)

#### Strategy 5c

- Participate in RMOW Covid Community Recovery Working Group (time-bound cmte)



### RESEARCH, INNOVATION & SYSTEM SHIFT

#### Strategy 6a

- Launch new investment model for community Conservation and Climate Action



# AWARE'S VALUES

Our values highlight the way we conduct our work.

## Collaboration

We collaborate with other groups because environmental protection is more effective when supported by consensus and when aligned with broader strategies.

## Communication

We develop communications and outreach opportunities as public understanding, engagement and activation, lead to responsible stewardship of our shared natural assets.

## Education

We create and deliver educational programs because change starts with knowledge.

## Research

We take part in and coordinate research projects, in order to ensure what we do is based in fact and science.

## Participation

We participate in government and community processes because our natural resources and environment deserve a voice.

***As a foundation to our work, we pledge to value all people, to seek new perspectives and to maintain focus on building belonging, dignity and justice into everything we do.***

## Get Involved with AWARE

BECOME A  
MEMBER

VOLUNTEER  
YOUR TIME

PARTICIPATE IN  
A PROGRAM

SUBSCRIBE TO  
OUR ECO-NEWS

DONATE TO  
THE CAUSE

Association of Whistler Area Residents for the Environment (AWARE)  
PO Box 1370  
Whistler, BC V0N 1B0  
Canada

[www.awarewhistler.org](http://www.awarewhistler.org) | [info@awarewhistler.org](mailto:info@awarewhistler.org)



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