



Association of
Whistler Area Residents
for the Environment

STRATEGIC PLAN



P. Ronia Nash

2024 - 2027



EMPOWERING WHISTLER'S FUTURE:

OUR STRATEGIC PLAN TO ADDRESS THE CLIMATE CRISIS AND ELEVATE ENVIRONMENTAL ADVOCACY

The AWARE Board is pleased to present our Strategic Plan for 2024-2027. In response to the challenges posed by climate change, biodiversity loss, and habitat protection, this plan outlines our strategy to re-engage the community, enhance advocacy efforts, and strengthen our role as an environmental steward.

AWARE has been Whistler's environmental charity since 1989. Our role as steward to the environment and voice for nature is more critical in our community than ever before.

WHAT WE STAND FOR

MISSION

Protect Whistler's natural environment through advocacy on conservation, climate action, and circular economy practices, while empowering others to join in these efforts.

VISION

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

PROMISE

To collaborate with the community in delivering bold, evidence-based solutions to environmental challenges in Whistler.



A person with long hair, wearing a red and white plaid shirt and a backpack, stands on a grassy hill looking out over a mountain range at sunset. The sky is a mix of orange and blue, and the mountains are silhouetted against the light.

CORE VALUES

COLLABORATION

Work with community and organizational partners to amplify environmental actions.

COMMUNITY

Focus on community needs and expectations for environmental stewardship.

INCLUSION

Ensure equal representation and participation in our environmental efforts.

COURAGE

Advocate for strong actions against environmental threats.

EDUCATION

Provide educational opportunities to drive change through knowledge.

STRATEGIC GOALS



COMMUNITY WELL-BEING

Build a sustainable and climate resilient community. Empower the community to act on climate change and address the underlying causes of the environmental crisis.



THRIVING NATURE

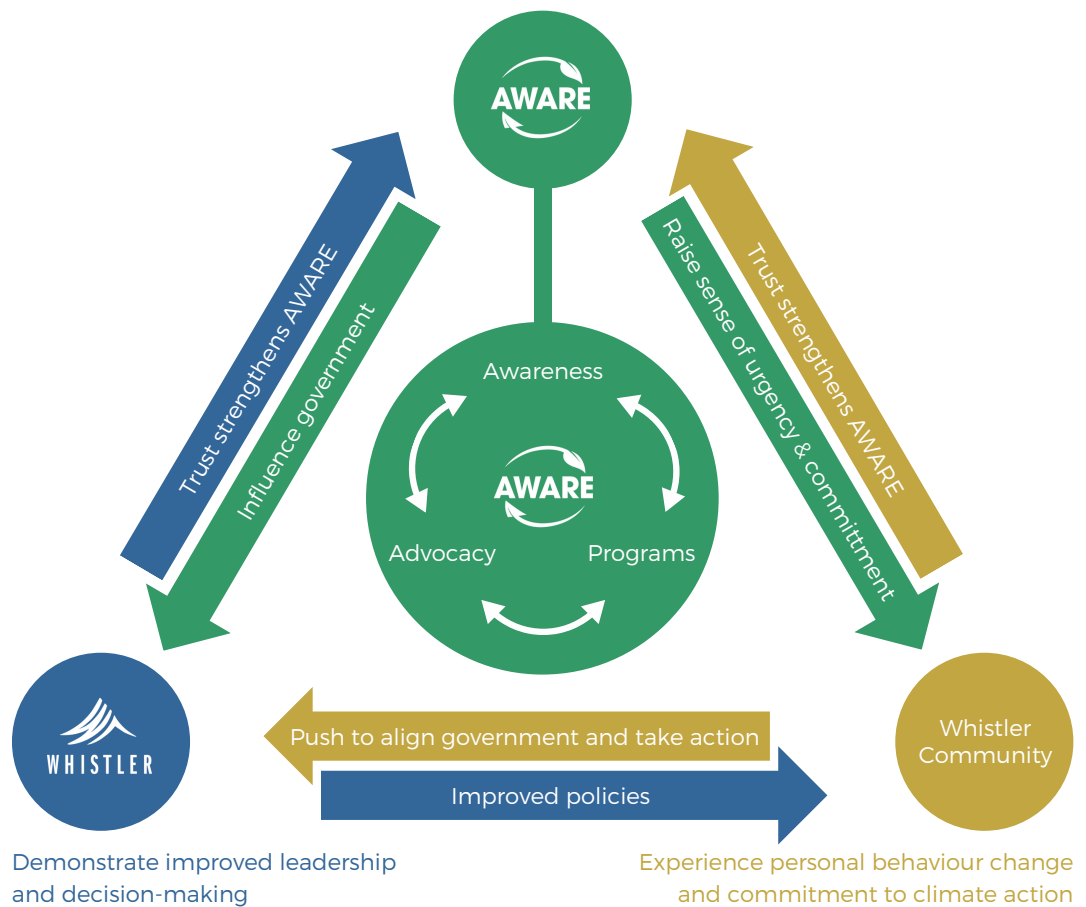
Safeguard habitat, biodiversity, and wilderness values. Maintain ecosystem connectivity, support conservation and restoration.





APPROACH

REINFORCE THE INTERACTION BETWEEN AWARE, THE COMMUNITY, AND POLICY-MAKING ORGANIZATIONS TO LEAD AND INSPIRE ENVIRONMENTAL ACTION.



- Engagement and education build trust between the community and AWARE.
- Authentic and fact-based inquiry and advocacy build momentum with decision and policy makers.
- AWARE acts more confidently as the voice of the community on matters of environmental concern.

KEY PATHWAYS:

1. PROGRAMS



OBJECTIVE: ENHANCE COMMUNITY ENGAGEMENT THROUGH EDUCATION AND ACTION ON ENVIRONMENTAL ISSUES.

INITIATIVES

- **EDUCATIONAL PROGRAMS:** Develop and deliver programs on nature conservation and the circular economy.
- **COMMUNITY COLLABORATION:** Foster partnerships and expand volunteer involvement.
- **YOUTH ENGAGEMENT:** Create programs for junior and high school students.
- **SUPPORT FOR BIG MOVES STRATEGY:** Align with Whistler's Climate Action, Big Moves Strategy

ACTIONS

- Review existing programming to ensure strategic fit and consistency with community interest.
- Seek growth opportunities for those programs with high participation and strong strategic alignment (GROW, Zero Waste Heroes, GoByBike, Zero Waste Education)
- Redesign existing programs that are not currently optimized (Project NOW).
- Explore and develop new program initiatives as they arise or a need emerges (Circular Economy, Youth Climate Action, Single-Use Plastic, Commercial Organic Waste Streaming)

RESPONSIBILITIES:

- Board Members:** Provide strategic oversight and support for program development.
- Operational Staff:** Implement and manage educational and community programs.

KEY PATHWAYS:

2. ADVOCACY



OBJECTIVE: STRENGTHEN COMMUNITY ENGAGEMENT AND MOBILIZATION ON ENVIRONMENTAL ISSUES.

INITIATIVES

- **ADVOCACY CAMPAIGNS:** Promote land use and habitat protection.
- **COMMUNITY ACTION:** Lead and support actions for regulatory and management changes.
- **COLLABORATIVE EFFORTS:** Work with organizations to enhance climate action and environmental stewardship.
- **VOLUNTEER GROUP:** Establish a team to monitor and respond to emerging issues.

ACTIONS

- Explore mechanisms to engage and motivate a broader community.
- Identify key issues related to AWARE's mission affecting the community. Use these insights to develop targeted communication, marketing, and educational activities.
- Mobilize Board members and volunteers for a structured advocacy approach, starting with RMOW Council agendas.
- Create an index of Sea to Sky interest groups and evaluate collaboration opportunities for AWARE's goals.
- Increase AWARE membership, focusing on active involvement.
- Develop a communications plan, including website updates and social media, to support these efforts.

RESPONSIBILITIES:

Board Members: Advocate for strategic priorities and engage with stakeholders.

Operational Staff: Execute advocacy campaigns and coordinate with community groups.

KEY PATHWAYS:

3. RESEARCH & INNOVATION



OBJECTIVE: SUPPORT AND INTEGRATE INNOVATIVE APPROACHES TO CONSERVATION AND SUSTAINABILITY.

INITIATIVES

- **INNOVATION SUPPORT:**
Engage with cultural and educational innovations in conservation.
- **DATA COLLABORATION:**
Work with organizations on sustainability and climate resilience data.
- **INDIGENOUS KNOWLEDGE:**
Collaborate with Squamish and Lil'wat nations to incorporate Traditional Environmental Knowledge.
- **INNOVATION RESEARCH:**
Evaluate environmental projects across Canada for relevance to Whistler.

ACTIONS

- Enlist volunteers and Board members to research innovations in conservation and environmental protection, and review NGO and government projects relevant to Whistler.
- Collaborate with community partners to address emerging AWARE issues and enhance advocacy with decision-makers. Assess the relevance of external data collections for AWARE.
- Improve AWARE's access to and understanding of data on sustainability and climate resilience, e.g., Big Moves targets, waste diversion metrics, habitat and species protection, and old-growth logging.
- Initiate contact with Indigenous communities to explore collaborative opportunities on key issues.

RESPONSIBILITIES:

Board Members: Facilitate connections with research and innovation partners.

Operational Staff: Conduct research and implement innovative approaches.

KEY PATHWAYS:

4. OPERATIONAL PREREQUISITES



OBJECTIVE: ENSURE ORGANIZATIONAL STABILITY AND CAPACITY TO ACHIEVE STRATEGIC GOALS.

INITIATIVES

- **STAFF RECRUITMENT AND DEVELOPMENT:** Hire and train staff to support strategic objectives.
- **MEMBERSHIP AND VOLUNTEER GROWTH:** Expand membership and volunteer base.
- **FUNDING DIVERSIFICATION:** Secure diverse funding sources to enhance financial stability.

ACTIONS

- Create an Equal Opportunity Employer policy to ensure a discrimination-free workplace.
- Enhance AWARE's HR systems for hiring, compensation, training, performance, and termination.
- Adopt a JEDI (Justice, Equity, Diversity, Inclusion) approach for recruitment and retention.
- Host outreach events to raise brand awareness and expand membership and volunteers.
- Develop a roadmap to assess resources, costs, and budgets, aligning with AWARE's goals.
- Implement financial systems to support growth and longevity.
- Boost fundraising and donor strategies aligned with AWARE's mission.

RESPONSIBILITIES:

Board Members: Oversee financial and operational health.

Operational Staff: Manage day-to-day operations and funding efforts.

CONCLUSION

AWARE has been the steward and voice for the environment in Whistler for over 30 years. During this time, we have championed many issues, achieving key outcomes such as waste recycling, wetland protection, old-growth mapping, waste streaming, and youth involvement in environmental protection.

As such, AWARE is uniquely positioned to help our community address the existential challenges of the climate crisis, biodiversity loss, and ecosystem protection, along with the social consequences we all face.

Our lived experience of altered weather patterns, wildfire risk, flooding, habitat destruction, and mass extinctions underscores the urgent need to change how we live and how humans and the environment can coexist and thrive.

At AWARE, we believe it is time for our community to tackle these challenges in meaningful ways. We must also urge our decision-makers to act with greater urgency on the environmental risks that affect us all and shape our lives.

This strategic plan and the body of work that it will guide, is a call to action for both the community and decision-makers to step up, get educated, get involved, and take specific actions to ensure a thriving future for everyone.

PLEASE JOIN US



P. Oisín McHugh

GET INVOLVED WITH AWARE

BECOME A
MEMBER

VOLUNTEER
YOUR TIME

PARTICIPATE IN
PROGRAMS

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OUR NEWSLETTER

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TODAY



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