

Goals for 2021

The goals for next three years are an extension of, and builds upon, the hard work, innovation and dedication that the CC IUCN board and members have invested in advancing the agenda of the IUCN in Canada over the last 38 years. Looking forward, there are key opportunities for CC IUCN to further engage in supporting the conservation of nature in Canada and the Programme of the IUCN including the achievement of Canada’s Pathway to Target 1 goals and the Oceans Protection Plan, the development of the IUCN 2021-2024 Programme, the World Conservation Congress in 2020 and the UN Convention on Biological Diversity Conference of the Parties 15 in 2020, including the CBD’s Post-2020 Biodiversity Framework, as well as the UN Sustainable Development Goals.

<https://www.iucn.org/theme/global-policy/our-work/sustainable-development-goals/iucn-and-sdgs>

The CC IUCN’s goals for the next three years fall into four themes: (1) Convening and mobilizing civil society and governments, (2) engaging Indigenous peoples and youth, (3) building awareness of the importance of nature and (4) strengthening the governance of the organization.

1. Convening and mobilizing

Goals: The CC IUCN uses its convening power to draw together Canadians to achieve the following outcomes: providing input on the development of the IUCN Programme and post 2020 goals and harness the capacity of the membership to action the IUCN Programme within Canada and internationally.

Objectives:	2019	2020	2021
1. Support Canada’s work to reach the goals of Pathway to Target 1			
2. Support Canada’s work to reach the goals Oceans Protection Plan			
3. Submit input to the IUCN Council on the 2021-2024 Programme of Work. Input will include those gathered via the Regional Forum ¹ ;	x		
4. Review proposed motions and if appropriate, support the advancement of motions	x		
5. Support the broad engagement of CC IUCN members in providing input into the development of Canada’s post-2020 conservation targets;	x	x	
6. Support the identification and stewardship of Key Biodiversity Areas, IPCAs, Public and Private Protected and Conserved Areas in Canada;	x	x	x
7. Support the adoption/use of the IUCN’s Green List program in Canada;	x	x	x
8. In preparation for the COP 15 meeting, CCIUCN will encourage and support Canada to play a leadership role in bringing cross cutting issues like youth, gender, and the role of Indigenous Peoples, to help find solutions to global issues	x	x	
9. In order to better connect Canadians engaged in the IUCN Programme, CC IUCN will engage with <ul style="list-style-type: none"> a. Commission members with the IUCN; b. staff with the IUCN; c. Members of the IUCN but not currently members of CC IUCN. 	x	x	x

¹ Regional Forum is part of the Union-wide preparation for the 2020 IUCN World Conservation Congress.

2. Indigenous engagement

Goal: CC IUCN supports and works to involve Indigenous perspectives into nature conservation and in doing so will embrace ethical space.

Objectives:	2019	2020	2021
1. Identifying opportunities from the Indigenous Circle of Expert's report We Rise Together and the Pathway to Target 1 National Advisory Panel's report to engage more Indigenous in Canada's conservation efforts;	x	x	x
2. Support processes to incorporate Indigenous knowledge in the IUCN work, (e.g. the Red List for polar bears and IPCAs))	x	x	x
3. Creating and operationalizing an Indigenous subcommittee of the CC IUCN board to provide advice and guidance to the board on matters of importance to Indigenous peoples;	x	x	x
4. Creating a CC IUCN membership category for Indigenous organizations and governments;	x		x
5. Increasing the Board's Indigenous cultural awareness	x	x	x

3. Youth engagement

Goal: CC IUCN builds upon its successful Youth Ambassador program as a means to identify and engage youth in its mission. The Youth Ambassador program offers tangible and meaningful opportunities for youth to meet other youth and professionals in the field of nature conservation, engage directly in conservation projects and learn more about global conservation efforts.

Objectives:	2019	2020	2020
1. Launch the 2019 Youth Ambassador program and select new Ambassadors	x		
2. Determine how to best engage the Youth Ambassador applicants who are not selected for the program	x		
3. Track and re-engage past Youth Ambassadors	x	x	x
4. Develop incentives for youth membership and engagement on the board of directors	x	x	x
5. Provide opportunities for youth to be engage in all goals and activities of the CC IUCN	x	x	x

4. Awareness building

Goal: The CC IUCN works to ensure that conservation practitioners and organizations in Canada are aware of and understands the goals of the IUCN and agenda of the Convention on Biological Diversity and SDGs in an effort to build awareness and support and reduce duplication and isolation, and collaborate on opportunities to demonstrate Canadian leadership.

Objectives:	2019	2020	2020
1. Simplifying CC IUCN's messages so that it is easy to understand its role, its relationship to the IUCN head office and the Commissions. Help Canadians understand how to get involved in IUCN activities in Canada			
2. Support Nature for All: Create an action plan to promoting membership engagement in the Nature for All program in Canada	x	x	X
3. Reducing the urban divide: Create an action plan help urban-dwelling Canadians understand and embrace nature	x	x	
4. Amplify the position of the State Agency: Using the CC IUCN platform to support Canada's role in contributing to the IUCN and the Convention on Biological Diversity	x		x
5. Share information in Canada about IUCN standards, specifically Key Biodiversity Areas, IPCAs, Public and Private Protected and Conserved Areas in Canada	x	x	x
6. Raise the profile of Canada's oceans agenda include the Ocean Protection Plan			

5. Board Business

Goal: The CC IUCN continues to professionalize its operations. Goals include:

Objectives:	2019	2020	2021
1. Strong governance: Reviewing board structure, terms, membership parameters	x		
2. Approves access to materials: Translating materials to French	x	x	x
3. Increased cultural awareness: Participating in Indigenous cultural awareness learning with a focus on operating in ethical space	x	x	X
4. Encourage Canada to increase funding from Canada to the IUCN	x	x	x

Leads for Implementation

Objectives:	Governance Board	Membership	Communications	Youth Ambassadors	Special Projects
1. Support Canada's work to reach the goals of Pathway to Target 1					*
2. Support Canada's work to reach the goals Oceans Protection Plan					*
3. Submit input to the IUCN Council on the 2021-2024 Programme. Input will be gathered via the Regional Forum ² ;					*
4. Review proposed motions and if appropriate, support the advancement of motions	*				*
5. Support the broad engagement of CC IUCN members in providing input into the development of Canada's post-2020 conservation targets;					*
6. Support the identification and stewardship of Key Biodiversity Areas, IPCAs, Public and Private Protected and Conserved Areas in Canada;					*
7. Support the adoption/use of the IUCN's Green List program in Canada;					*
8. In preparation for the COP 15 meeting, CCIUCN will encourage and support Canada to play a leadership role in bringing cross cutting issues like youth, gender, and the role of Indigenous Peoples, to help find solutions to global issues	*				*
9. In order to better connect Canadians engaged in the IUCN Programme, CC IUCN will engage with Canadians that are a. Commission members with the IUCN; b. On staff with the IUCN; c. Members of the IUCN but not currently members of CC IUCN.		*			
10. Identifying opportunities from the Indigenous Circle of Expert's report We Rise Together and the Pathway to Target 1 National Advisory Panel's report to engage more Indigenous in Canada's conservation efforts;					*
11. Support processes to incorporate Indigenous knowledge in the IUCN work, beginning with such the Red List for polar bears					*
12. Creating and operationalizing an Indigenous subcommittee of the CC IUCN board to provide advice and guidance to the board on matters of importance to Indigenous peoples;	*				

² Regional Forum is part of the Union-wide preparation for the 2020 IUCN World Conservation Congress.

Objectives:	Governance Board	Membership	Communications	Youth Ambassadors	Special Projects
13. Creating a CC IUCN membership category for Indigenous organizations and governments;		*			
14. Increasing the Board's Indigenous cultural awareness	*				
15. Launch the 2019 Youth Ambassador program and select new Ambassadors				*	
16. Determine how to best engage the Youth Ambassador applicants who are not selected for the program				*	
17. Track and re-engage past Youth Ambassadors				*	
18. Develop incentives for youth membership and engagement on the board of directors		*		*	
19. Provide opportunities for youth to be engage in all goals and activities of the CC IUCN				*	
20. Simplifying CC IUCN's messages so that it is easy to understand its role, its relationship to the IUCN head office and the Commissions. Help Canadians understand how to get involved in IUCN activities in Canada			*		
21. Support Nature for All: Create an action plan to promoting membership engagement in the Nature for All program in Canada			*		*
22. Reducing the urban divide: Create an action plan help urban-dwelling Canadians understand and embrace nature			*		*
23. Amplify the position of the State Agency: Using the CC IUCN platform to support Canada's role in contributing to the IUCN and the Convention on Biological Diversity	*		*		
24. Share information in Canada about IUCN standards, specifically Key Biodiversity Areas, IPCAs, Public and Private Protected and Conserved Areas in Canada			*		*
25. Raise the profile of Canada's oceans agenda include the Ocean Protection Plan					*
26. Strong governance: Reviewing board structure, terms, membership parameters	*				
27. Approves access to materials: Translating materials to French	*				
28. Increased cultural awareness at the Board: Participating in Indigenous cultural awareness learning with a focus on operating in ethical space	*				
29. Encourage Canada to increase funding from Canada to the IUCN					