

reThink Green Strategic Plan

2022-2027

INTRODUCTION

reThink Green's Strategic Plan 2022-2027 reflects our unreserved commitment to stewarding impactful environmental change and charts a bold new way forward for the organization. Our new plan builds upon the strong foundation of the insightful work of Innoweave, and the Ontario College of Art and Design University (OCAD) and is informed by, and aligns with, community partners, staff, and key stakeholders.

Working with the Board of Governors and Executive Director, a strategic plan working group undertook the task of developing a work plan to enable an inclusive and comprehensive approach to striking a new strategic direction. The group relied on input from a variety of key groups, relevant data, a literature search, and an environmental scan of the present and future landscape of environmental action and protectionism. The Strategic Plan 2022-2027 represents the culmination of this work and the efforts, thoughts, and contributions of many – all of which were instrumental to defining our actions over the next five years.

Recent global events have demonstrated, and underscored, the importance of resilience, and the need for us all to respond efficiently and effectively to the changes we face, while introducing different ways of working, living, and relationship-building that fosters the development of sustainable communities. Our shift to a regional model has been placed at the forefront of this plan and will guide our journey forward as we continue to grow and evolve.

reThink Green has chosen to set this transformative direction, to realize a bold new vision for the organization in a way that gives expression to our values, and more clearly highlights the critical nature of our work through creative collaboration, inclusive action, and the power of community. It is a platform that re-establishes our mandate and focuses our efforts – a springboard from which we can actively seek meaningful opportunities to grow our programs and services across the North.

Grounded in a series of best practices – including strong and robust partnerships with national and regional organizations, authentic relationships with businesses, science-based training, education and peer-to-peer based learning, and a commitment to remain solution-oriented - this thoughtfully laid-out plan articulates the goals and objectives we believe are critical to the continued success of our organization, and the Northern communities we serve. These goals are designed to respond to the changing landscape in which we find ourselves. While some activities in this plan can be quickly realized, some will require us to take a new direction through to 2027.

The way forward as outlined in this Strategic Plan (2022-27) will be guided by our Mission and the momentum of our collective success - plus the inspiration of our members, sponsors, partners, and other stakeholders.

MISSION

reThink Green is a community driver of sustainable and impactful climate change action.

VISION

By 2027, reThink Green as a leader across Northern Ontario, will share knowledge and spark inspiration to both provide and stimulate impactful action across three focus areas –sustainable healthy communities, responsible environmental practices, and environmental leadership.

VALUES & GUIDING PRINCIPLES

In advancing this vision, we will be guided by the following principles, which reflect our values through which we prioritize our actions.

Inclusive, Diverse, Equitable & Accessible

We all play a part in environmental action regardless of geographic dispersion, languages, age groups, multiculturalism, and community identities. reThink Green will strengthen and demonstrate its commitment to the principles of inclusion, equity, and diversity across the organization and in its programs and projects.

Impact

Mitigating, adapting, and caring for, the environment is fundamental for the preservation of all living species that inhabit planet earth. reThink Green will focus its efforts on projects and programs that have the highest impact on environmental action. We will measure this impact through the delivery of science-based information and communication methods that demonstrate value to the communities we serve and demonstrates a clear alignment with established environmental strategies. Our impact will be measured in a range of ways, from member or client-based progress reports to the development of performance management indicators that guide our internal operations.

Community

Creating a strong sense of community is essential when it comes to laying a solid foundation for sustainable growth and development, and collective wellbeing. reThink Green will seek out projects that have high regard for community engagement and empowerment, and the highest impact within our targeted communities – whether business members of Green Economy North, grassroots initiatives and shared platforms, or partners across the region of Northern Ontario.

In developing action plans, we will be mindful of the partnerships already in place, and build on these to encourage private, public and stakeholder collaborations. An integrated approach will mean reaching out to partners and stakeholders for input so that we continue to offer services that are perceived as relevant and valuable.

Resilience

The landscape for social and environmental action is ever changing. reThink Green will remain adaptive as an organization to be responsive to these changes. We will optimize the use of existing resources and intentionally seek new resources, ensuring that appropriate plans are in place to mitigate risk.

CLIMATE ACTION FOCUS

Our work focuses on the following key areas:

1. **Sustainable healthy communities** – active transportation, energy use/efficiency, food security
2. **Responsible environmental practices** – waste reduction, resource use in residential and commercial settings
3. **Environmental Leadership** – Advocacy, training and resources

Strategic Goals

With a firm belief in the power of community, our actions, and decisions – guided by our values and vision – will aspire to shape a future that protects and respects the environment. To realize this, we have set ourselves the following goals –

1. Inclusivity, Diversity, Equity and Accessibility

To achieve this by 2027, we will have –

- Invested in building and enhancing our relationships across diverse communities.
- Articulated an organizational diversity statement that guides our actions and attitudes
- Established a comprehensive framework of policies supported by quality assurance mechanisms to ensure continual improvement.
- Developed an inclusive workforce and Board of Governors that reflects the diversity of the communities we serve.

2. Community & Stakeholder Engagement/Alignment

To achieve this by 2027, we will have –

- Advanced an outreach strategy, establishing effective working relationships with municipalities, agencies, organizations, and Indigenous communities, while aligning our

operations to meet the needs and expectations of our stakeholders' key priorities and directions.

- Delivered a communication strategy across the North to underscore the value of our contribution as a partner in environmental action.
- Delivered an array of programs and/or services supported by all levels of government, as well as business and community partners.

3. Organizational Excellence

To achieve this by 2027, we will have –

- Established mechanisms to identify, pursue and secure projects and clients that align our vision, values, and objectives with longer-term support and funding.
- Implemented a sustainable organizational model to diversify and maximize revenue generation opportunities and enable resources for community-based projects and initiatives.
- Secured a charitable organization designation as a means of enhancing our fundraising capacity by which corporate sponsorships are attained and a donor program introduced.
- Established a robust quality assurance framework designed to effectively assess and measure program and service quality, including industry standards, benchmarks, and a set of key performance indicators - to track continual improvement and achievement of goals and targets.
- Implemented professional development goals and ensured resources for ongoing staff and Board training.
- Shared ideas and best practices and celebrated collective successes.
- Established a clear plan to achieve Net Zero emissions across all our operations by 2035.

4. Grow our Network/Circle, Expand our Reach

To achieve this by 2027, we will have –

- Worked with community leaders in a coordinated manner to expand our reach, spearhead environmental advocacy, and deliver valuable initiatives across the North.
- Launched viable partnerships and projects in all four areas of our environmental focus.
- Increased membership in our networks, such as Green Economy North, representing a broad range of industry and businesses.
- Designed programs and services that engage users, members, and clients interactively, online, in-person or a combination thereof.

Final Statement

reThink Green has set a bold vision for its future – a resilient future where inspiration, community, and action come together to protect and enhance our environment. Our strategic plan represents a roadmap to 2027. It lays out our collective Mission, focus and goals for the next five years. We invite you to join the conversation, work alongside us, and come with us on the journey to Net Zero emissions.