

ENGAGING ALBERTANS IN CONSERVATION

CPAWS Southern Alberta Strategic Priorities 2018-2023



VISION

The Alberta landscape has a growing abundance of parks, protected areas and wilderness, where nature thrives because of the conservation efforts of and for all Albertans.

MISSION

Safeguard, connect, and expand parks and wilderness through education, engagement, and collaboration with Albertans.





STRATEGIC PRIORITIES AND SUPPORTING OBJECTIVES

STRATEGIC PRIORITY ONE

Achieve Effective and Timely Conservation of Southern Alberta's Lands and Waters

We will work to grow our protected areas networks and ensure provincial parks, national parks, and public lands and waters are managed to prioritize conservation.



STRATEGIC PRIORITY TWO

Be a Leader in Conservation Education

We will build upon our award-winning education programming to further establish CPAWS as a leader and center of excellence in conservation education.

STRATEGIC PRIORITY THREE

Build New and Existing Relationships to Strengthen Conservation

We will strengthen our collective conservation work to achieve better outcomes for nature and people by working with Indigenous communities, governments, scientists, communities, recreation groups, industry, and other interested Albertans.

STRATEGIC PRIORITY FOUR

Strengthen and Grow Constituency and Support for Conservation

We will grow support for conservation by raising public awareness and profile, connecting people to nature in their local area, and ensuring organizational financial sustainability.

STRATEGIC PRIORITY FIVE

Operate with Integrity

We demonstrate integrity by operating purposefully, to our mission, vision, guiding principles, and strategic plan, while remaining agile enough to engage with our dynamic communities.

