

# Strategic Planning 2018 Update

## Key Themes – Discussion throughout the session led to a number of reoccurring points

Goal 1 - Governance & Accountability	<ul style="list-style-type: none"> <li>- Create commitment and accountability for board and project teams</li> <li>- Need clear direction and delegation, lack of formal process</li> <li>- Measurable actions</li> <li>- Review board and organizational structure and succession planning</li> <li>- Increase resources – financial and human</li> <li>- Celebrate successes</li> </ul>
Goal 2: Alliances, Advocacy & Policy	<ul style="list-style-type: none"> <li>- Reframe messaging to align with others' priorities</li> <li>- Create champions at the Provincial level</li> <li>- Strengthen relationships with key stakeholders</li> </ul>
Goal 3: ICI Outreach	<ul style="list-style-type: none"> <li>- Multiple players, determine large waste generators</li> <li>- Competing priorities – reframe issue</li> <li>- Determine who are the decision makers</li> <li>- Support and create opportunities for collaboration</li> </ul>
Goal 4: Community Outreach	
Goal 5: Educate & Communicate	<ul style="list-style-type: none"> <li>- Consistent messaging and image</li> <li>- Determine our target audiences</li> <li>- Social media strategy</li> </ul>

## Priorities Focus

- Focus on resources and organizational governance
- Enhance political will and enable provincial legislation
- Develop a communication strategy

## Outcomes & Recommendations

- Executive Team to develop strategies to enhance the effectiveness of the organization, which includes:
  - the board and organizational structure
  - succession planning
  - develop a detailed scope related to financial resources
  - project team process
- Administration to continue with advocacy work and relationship building with key provincial stakeholders. Executive Team and key members of the board need to play a bigger role in supporting the Executive Director.
- Project team to create a communication strategy for each strategic goal and identify the appropriate platform for each communication.
- Although the priorities discussed did not include all of our strategic goals, it is important to keep momentum on existing projects that will achieve these objectives.

### Project Effort for 2018

1. Advocacy - EPR Policy
2. Institutional Waste Diversion
3. ICI Organics
4. Rural & Small Community Outreach
5. Communication Strategy
6. Waste Generation Reporting