

How might we bring together and strengthen Alberta's environmental community to:



Strategically and proactively address environmental issues in Alberta; and

Generate awareness and motivate action on environmental issues among Albertans and at all levels of government?

'we'

- AEN board
- staff

'bring together'

- We are the glue / connective tissue within the environmental community
- We seek common ground and build relationships across all sectors
- We recognize that we are one part of the solution to this complex challenge

'strengthen'

- We connect, enable, strengthen and amplify the environmental community
- We form new power structures within the environmental community to influence change
- We are a resource for the environmental community

'Alberta's environmental community'

- AEN members, First Nations, ENGOs, social justice organizations, individuals who care about the environment, green industries
- We recognize the intersectionality of environmentalism and social justice

'strategically and proactively address environmental issues'

- We are bold and we adapt to our changing context
- We identify our leverage points and focus our resources on those high-potential areas
- We set our own agenda (don't default to the government's frame)
- We get organized for the long game (what comes after the rally)
- We take proactive positions that:
 - Are aligned with the strategic priorities of the majority of our members
 - Are consistent with a set of transparent principles
 - Fill a gap in the ecosystem

'generate awareness'

- We are visible and respected
- We optimize technology for effective communications and enhanced visibility

'motivate action'

- We recognize changes in how people are organizing, i.e. nimbly, collectively, across disciplines, across sectors, across cultures
- We mobilize the environmental community
- We don't let perfection be the enemy of good and we recognize where there is value in incremental change

'among Albertans and at all levels of government'

- We focus efforts where we can make change
- We connect with influencers
- We act with compassion and empathy, recognizing people's humanity despite differing positions