



2021 – Building a Movement

Our Mission is to engage the community in actions that build more rewarding and healthy lives for the people of Orillia, our children and our grandchildren.

2021 Strategic Focus and Priorities

Build and strengthen relationships that will support and advance our mission.

- Expand our network – build on our base of Friends, Advisors, Sponsors & Sectors.
- Build and leverage partnerships – find synergies and join forces.
- Influence & support municipal and regional decision-making/priorities.

Plan & implement focused programs and projects that will reduce GHG emissions, reduce waste and conserve or enhance our threatened natural world.

- Develop first phase of Orillia Community Climate Change Action Plan.
- Support and promote sector-led actions to enhance sustainable behaviors that will enable a more sustainable environment and economy.
- Support and promote youth-led projects.
- Leverage and promote the role of local arts and culture to inspire further personal sustainable behaviour.

Plan & implement public events, seminars/webinars and publications that will educate, promote sustainability and engage citizens in sustainable behaviours.

- Improve, intensify Sustainable Orillia communications.
- Be present – participate in and produce a number of impactful public events.

Build and maintain a vibrant, stable, relevant, effective and well-governed organization.

- Increase membership (Friends of Sustainable Orillia)
- Ensure appropriate governance structure in place.
- Diversify funding channels.
- Expand volunteer network.
- Provide Youth Council members with Board and leadership experience.

