

# 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.