

Five-Year Strategic Plan

2007-2011

Our Mission: The Society for Ecological Restoration International is a membership organization whose mission is “to promote ecological restoration as a means of sustaining the diversity of life on Earth and re-establishing an ecologically healthy relationship between nature and culture.”

Our Guiding Principles/Values That Permeate All Strategic Plan Objectives:

- We are based on sound science and recognize the essential participation of non-scientists and all stakeholders in restoration activities. We know that science is only one of many ways of gaining knowledge.
- All activities have human and social dimensions as well as environmental ones.
- Environmental constraints, limits and capacities are biophysically determined, but societies, communities and individuals make decisions about respecting or ignoring them.
- All actions take place on an international basis.
- We actively promote dialog and collaboration in all that we do – we are transparent to our members and model dialog and collaborative work in our actions as a Society.
- We take a trans-disciplinary approach.
- We are flexible in delivery systems.
- We are culturally sensitive.
- We have a message of hope and want to promote hope.
- We strengthen volunteers and are supportive and respectful of volunteers.
- We are supportive and respectful in all our dealings with people in all levels of the organization and in all parts of the world.
- We are striving to make “ecological restoration” as commonly-heard a phrase as “climate change”.
- We are agents of change.

Strategic Initiative 1: Legislation and Policy

We advocate and influence policy and legislation change globally to make ecological restoration a priority.

Who we want to influence:

- Local chapters/affiliates/resource centers; influence at the local level
- Non-governmental organizations
- National governments
- European Union

- Global financial institutions
- United Nations, and other international organizations and bodies
- Industry

Outcomes:

- We see our influence in legislation and industry practice around the world.
- Ecological restoration is recognized by funders and decision makers as one of the principal approaches to mitigating and reversing climate change.
- We have established an advocacy program/process at all tiers.
- We will seek to address international goals regarding environmental sustainability as part of our agenda.

Strategic Initiative 2: Standards of Practice

The applied practice of ecological restoration is recognized as a professional discipline throughout the world.

How:

- Certification and Accreditation
- Global Restoration Network (GRN)
- Conferences, Workshops
- Policy papers
- Publications – books, journals
- Recognition
- Training and capacity building

Outcomes:

- SER has a successful practitioner certification program that is desired by governments, industries, institutions, non-governmental organizations (NGOs) and individuals.
- Feasibility of project certification is determined.
- The practice of ecological restoration is recognized as essential to sustaining human well being.

Strategic Initiative 3: Becoming a Global Network

We strengthen local communities around the world (including Chapters and Affiliates) to help develop advocacy, on-the-ground practice and partnership in a global restoration network.

Outcomes:

- We have established a global restoration network composed of local communities

throughout the world.

- We are thoughtful and strategic about where we offer our support and partnership.
- Chapters and SER work for a common purpose on every continent.
- With our influence there is an increase in the number and scale of restoration projects globally.

Strategic Initiative 4: Communication

We will effectively disseminate information relevant to the restoration community by embracing and developing emerging technologies to remain at the cutting edge of discourse.

Who we want to influence:

- Scientists/Researchers
- Practitioners
- Volunteers
- Policy makers/Regulators
- Industry
- Donors/Financial Institutions
- General Public

Outcomes:

- SER has Restoration Resource Centers around the world to facilitate learning and implementing restoration best practices.
- SER has a fully functioning journal of practice.
- SER generates hypotheses that are tested by researchers in the field.
- GRN and our website are major portals for exchange of information internationally.
- All SER publications, products, websites are in at least four languages.

Strategic Initiative 5: Building Long-Term Viability

In order to effectively serve the field of ecological restoration, we will be an enduring, robust and resilient organization.

Outcomes:

- The income produced by our \$25 million capital endowment sustains SER's daily operations.
- The Board evolves from day-to-day management of SER to a role of strategic oversight.
- We have a clear leadership succession plan.



Becoming a Global Network

- Assess all Chapters for functionality, meeting minimum standards, sharing SER's goals & aspirations
- Assist Chapters that don't meet above criteria
- Organize & attend strategic conferences

Legislation and Policy

- Implement policy working group
- Strategically determine policy advocacy priorities
- Attend/participate in key international conferences
- Integrate with local level

Communication

- Look at what is working elsewhere
 - IUCN
 - Conservation Commons
- Generate hypotheses tested by field researchers
- Synthesize key topics in ER

Building Long-term Viability

- To strengthen organization oversight
- To provide a clear succession of leadership
- Implement Board evaluation & development process

Standards of Practice

- Incorporate a certification body
- Initiate a Standards of Practice survey
- Request/require that projects are written up as GRN case studies







