

BLBRA STRATEGIC PLAN

VISION

We envision all things thriving in the special place that is the Bras d'Or Lake Biosphere.

MISSION

Our mission is to improve balance in the Bras d'Or Lake Biosphere by encouraging community capacity building, conservation efforts, and sustainable development.

CORE VALUES

Environmental stewardship

Respect

Inclusivity

Responsibility

Two-Eyed Seeing

Collaboration

STRATEGIC PRIORITIES

INCLUSIVE PARTERSHIP & COLLABORATION

GOAL A.1

Engaging rights holders and stakeholders to understand how the BLBRA can engage with each organization.

GOAL A.2

Develop a strong partnership with CBU and NSCC by the end of 2022.

ENVIRONMENTAL STEWARDSHIP

GOAL B.1

Work with local governments, rights holders & stakeholders to educate, raise awareness, and share best practices while supporting decision-makers.



United Nations Educational, Scientific and Cultural Organization

SUSTAINABLE ECONOMIC DEVELOPMENT

GOAL C.1

Explore how BLBRA can use its knowledge/UNESCO status to support & grow local businesses while stewarding the biosphere.



Blas d'Or Lake Biosphere Reserve Association

COMMUNITY ENGAGEMENT

GOAL D.1

To get our educational resources into the public domain and used in schools by Sept. 2022.

GOAL D.2

To increase our offer of/community members' engagement in citizen science activities.

GOAL D.3

To evaluate BLBRA's current membership model, explore other models and adjust as needed.

BLBRA OPERATIONAL PRIORITIES

OPERATIONAL PRIORITIES

Funding & Capacity

1. Secure sustainable funding to hire qualified, long-term staff at living wage.

2. Secure office space/BLBRA hub facility for volunteers and future staff.

Communications & Marketing

Develop a detailed marketing strategy to compliment the current communications plan.