



CIEEM

Strategic Plan

2021 - 2024

www.cieem.net





OUR VISION is of a healthy natural
environment for current and
future generations

OUR MISSION is to benefit nature and
society by raising the standards and profile
of ecology and environmental management



About CIEEM

The Chartered Institute of Ecology and Environmental Management (CIEEM) is widely recognised as the leading professional membership body for ecologists and environmental managers working to protect and enhance nature for the benefit of society.

CIEEM was formed in September 1991. Over the intervening years it has grown in size and stature to become a widely respected and recognised advocate of high ecological and environmental management practice standards and professional competence. This primacy was recognised by the Royal Charter awarded in April 2013. In recognition of the public benefit of our work we achieved charitable status in June 2020.

CIEEM is growing in strength and influence. The Institute now has over 6,000 members across the UK, Ireland and beyond. We encourage and support practitioners at every stage of their career to succeed in making a positive contribution to nature and society. We do this by providing advice, guidance, training, networking and knowledge-sharing activities as well as using our expertise and voice to influence effective environmental legislation and policy.

Our members share our ambition to protect and enhance nature. Through their high standards of professional practice they are championing a sustainable environment for all. This Strategic Plan sets out how we will collectively deliver our ambition over the plan period.



Our Values provide the framework within which we work

Commitment

We demonstrate commitment to positive stewardship of the natural world and sustainable use of its resources.

Knowledge

We are a knowledge-based profession and we base our approach on the three knowledge principles of scientific understanding, evidence and experience.

Professionalism

We take an independent and professional approach to our work, our governance and our relationships with others.

Accountability

We expect high standards of professional practice and support all our members to achieve this.

Collaboration

We value the contributions of others and actively engage with them to achieve maximum impact for nature conservation and the public good.

Context of this Strategic Plan

As we look ahead to the next three years, we are in the middle of a global pandemic never before seen in our lifetimes. Many people are worried and concerned about the future. Physical and mental wellbeing is suffering. The economic outlook is uncertain and likely to be very challenging. Current restrictions on movement are making it difficult to do the vital work needed to safeguard nature effectively.

Political changes in the UK have significant implications. Whilst Brexit has happened there is still a lack of clarity as to the environmental legislation that will replace that of the EU and, for example, how new environmental land and marine management schemes will work. Concern is growing that there will be a regression of environmental standards and a lack of independent scrutiny. Cross-border collaboration on the island of Ireland will necessitate new ways of working.

At the same time the Black Lives Matter movement has shone a spotlight on the continuing inequalities in our world and, for us, the lack of diversity and inclusivity in our profession. Whilst not a new issue it is one that is increasingly uncomfortable for many in our sector. It is inimical to our belief that everyone has the right of access to nature's benefits and everyone can contribute to its protection. We recognise and will advocate for the strength that comes from the talents, experiences and perspectives of a diverse profession.

And there is positive news. Public and political acceptance of the twin emergencies of climate change and biodiversity loss is growing and demands for sustained action are getting louder. The importance of nature and access to natural outdoor spaces has been amplified during the coronavirus pandemic and there is much talk of the importance of our recovery from its ravages being a 'green recovery'.

Environmental activism and awareness amongst younger people from all backgrounds is high. They are making their voices heard and holding older generations to account. More and more environmental organisations and bodies are looking to collaborate in tackling the environmental emergencies and in diversifying the profession.

New environmental legislation and policies are creating opportunities to make powerful step changes in how we tackle biodiversity loss and create a more sustainable future. A more collaborative approach amongst stakeholders is fostering creativity and commitment to do things better.

CIEEM's role in delivering better outcomes for nature and society through supporting and promoting standards of professional practice has been recognised through its recent registration as a charity. As well as conferring responsibilities and obligations on us, this new status will provide us with opportunities to achieve greater public benefit. The current 'operating context' for CIEEM has undoubted challenges and pressures but, with the combined efforts of our talented staff, committed volunteers and expert members, we are well placed to lead action to champion a sustainable environment.

Our Strategic Goals

We have identified five equal and inter-linked goals which, in combination, will enable us to achieve positive outcomes for nature and society throughout the Strategic Plan period.

**Raise
Standards**

**Champion
Change**

**Challenge
& Influence**

**Achieve
Action 2030**

**Strengthen
& Improve**

Raise Standards

Our ambition is to see the professional practice of ecology and environmental management delivered to the highest standards to deliver the best outcomes for nature and people.

We will achieve this by:

- a)** Delivering high quality, engaging and accessible professional development activities for all practitioners.
- b)** Publishing guidance to support good practice, drawing on the latest evidence and research.
- c)** Setting, promoting and upholding sector-specific standards.
- d)** Offering accreditation of individual competence in key tasks and roles.
- e)** Influencing decision-makers, clients and employers to recognise and require high standards of advice and practice.
- f)** Celebrating best practice and encouraging knowledge-sharing amongst the practitioner community.

Champion Change

CIEEM has an important leadership role in bringing about positive and lasting change in a number of areas relevant to our work. Creating a more diverse profession, improving attitudes to health and wellbeing in the sector and promoting inter-disciplinary understanding and collaboration are examples of positive change.

We will achieve this by:

- a) Promoting awareness, understanding and valuing of the economic value of nature and the contribution 'green' jobs make to a thriving and sustainable economy.
- b) Taking action to reach out to young people and to under-represented communities to promote awareness of and access to career opportunities.
- c) Promoting diverse routes into the profession and supporting all those aspiring to a career in ecology and environmental management.
- d) Championing increasing diversity and inclusivity within the profession.
- e) Raising awareness of good working practices and implementing activity to promote health and wellbeing.
- f) Fostering opportunities for cooperation and collaboration between environmental professions.

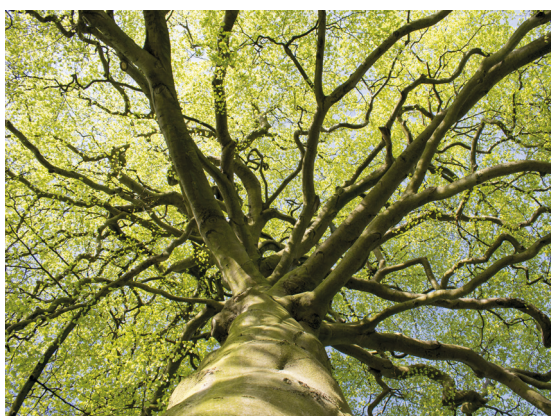


Challenge and Influence

We are facing twin environmental crises of a changing climate and increasing biodiversity loss. Our land, rivers and seas continue to be under intense pressure from unsustainable management and development practices. At a time of political uncertainties and new opportunities within the UK and Europe, it is imperative that the voice of experienced ecologists and environmental managers is heard and that CIEEM uses its expertise to challenge and influence policy-makers and decision-makers to do better.

We will achieve this by:

- a) Harnessing the expertise, evidence and enthusiasm of our members to inform our policy work.
- b) Influencing the post-Brexit environmental policy and legislation agenda in the UK, both at Westminster and with the devolved nations and UKOTs, to deliver better outcomes for biodiversity.
- c) Influencing the environmental policy and legislation agenda in Ireland, including impacts on cross-border working with Northern Ireland, to deliver better outcomes for biodiversity
- d) Engaging with the EU environmental agenda to ensure those working elsewhere in Europe are able to apply their expertise to best effect.
- e) Building a reputation for sound, evidence-based advice and briefings amongst key stakeholders and partners.
- f) Forging stronger links with other environmental disciplines, NGOs and with environmental professionals both inside and outside of the UK and Ireland.
- g) Building partnerships across other professional sectors to create positive change for nature and communities.

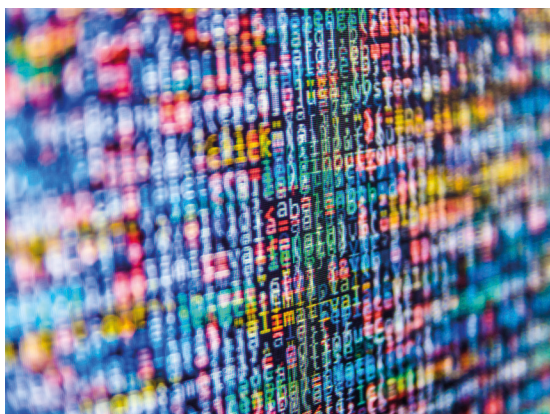


Achieve Action 2030

As a champion of action to address the interlinked environmental crises, CIEEM has a leadership role in ensuring that, through its own activities and those of its members, it is making a positive contribution. CIEEM has declared a climate and biodiversity emergency and set a target of being a carbon neutral organisation by 2030. Whilst we do not expect to achieve this target during the lifetime of this three-year Strategic Plan we do anticipate making significant progress.

We will achieve this by:

- a) Establishing robust monitoring systems to measure our environmental impacts.
- b) Reviewing and changing our internal systems, processes and activities to reduce CIEEM's carbon footprint.
- c) Providing guidance and support to members on how to operate more sustainably.
- d) Effectively communicating our action in support of this agenda in order to influence others.



Strengthen and Improve

Successful delivery is dependent on having the organisational capacity, systems and processes to support our ambitious activities. We are fortunate to have a talented and committed staff team, energetic and enthusiastic volunteers and a loyal membership to support our work. We need to maintain our growth and influence whilst remaining resilient and responsive to change.

We will achieve this by:

- a) Maintaining strong and transparent governance processes.
- b) Growing our membership and delivering high member value and engagement.
- c) Demonstrating excellent volunteer management and support, whilst recognising the contribution volunteering makes to our activities.
- d) Improving our communications, profile, influence and impact.
- e) Finding effective and innovative ways to promote our products and services.
- f) Monitoring the inclusivity of all our operations and taking action to improve.
- g) Adapting our IT systems and processes to improve resilience and streamline administrative tasks.
- h) Managing our finances at a level which sustains the Institute whilst enabling more investment in activities to benefit nature.





Raising the profile of professional ecological and environmental management and promoting the highest standards of practice for the benefit of nature and society.



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