

Moving Forward:

Advancing the Advocacy Priorities of Ontario's Environment and Cleantech Sector

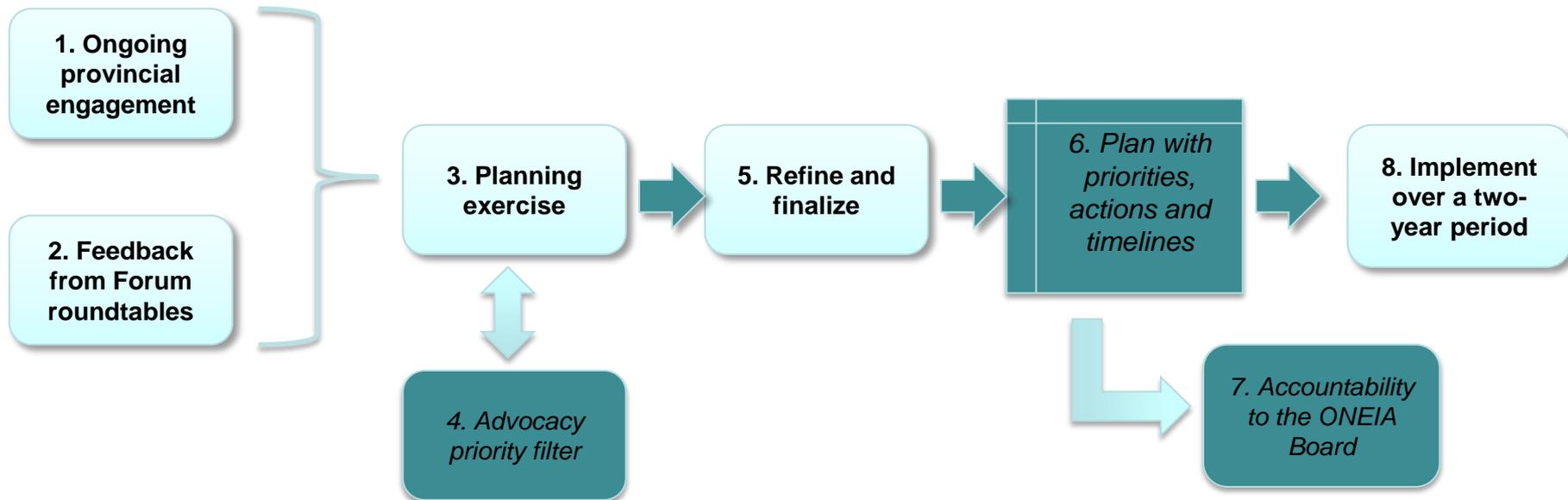
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Creating this plan: Our process

This plan was created by ONEIA members, using the process illustrated in the following diagram. Data that was gathered from our ongoing engagement of the province (1) and the priorities identified in our 2014 Business and Policy Forum Roundtables (2) was condensed and discussed at a formal planning exercise (3), featuring a cross-section of ONEIA members. This meeting saw the creation of an advocacy priority filter (4) that was then used to draft a plan that was then refined at a subsequent meeting (5) and finalized (6). This plan will then be presented to the ONEIA board (7), which will use it to monitor progress over the next two years (8).

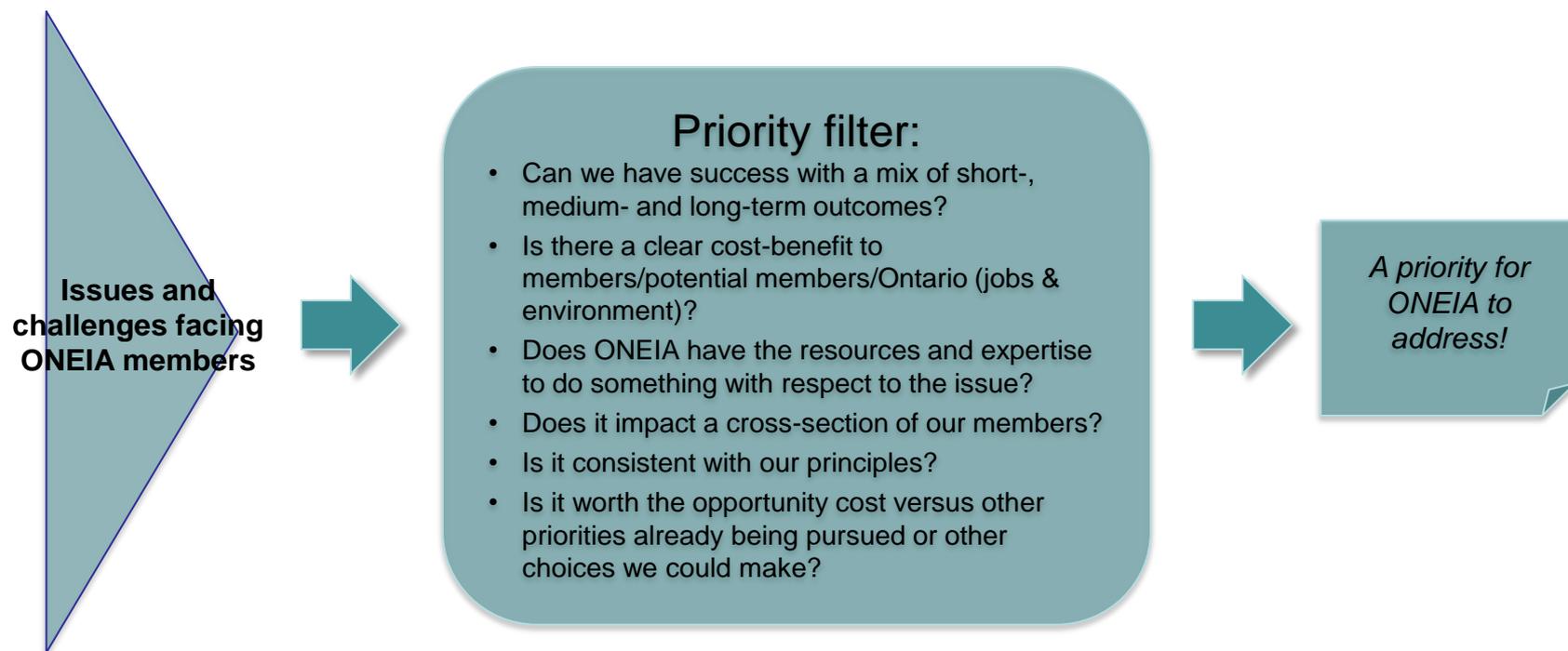




ONEIA's Advocacy Filter

One of the challenges facing membership-based advocacy organizations such as ONEIA is that it is often difficult to determine what advocacy priorities should be pursued. In many instances, this decision is the product of deliberations by individuals or small groups of members without reference to the broader needs of the entire membership, the limited resources of the organization and its strategic position re government and other stakeholders.

The Advocacy planning session, held on May 27, 2014, saw the group identify the broad criteria that make something a worthy advocacy issue for ONEIA. These criteria were then further distilled into the following priority filter.





What actions can we take on a priority?

Another question addressed by the planning session was a very direct one: Once ONEIA has identified its advocacy priorities, what are the broad range of actions we can take with respect to them? The group identified the following four broad action areas that can be taken with respect to any priority:

Action (of some form)

No action

1. Play “offense” and take a proactive course of action

2. Monitor the situation and respond, as appropriate

3. Partner with another, allied organization and let them take the lead

4. Do nothing and opt not to pursue the issue

These possible actions were then combined with the priority filter in order to generate a short list of possible actions in each of the areas of ONEIA’s traditional advocacy



For more information:

Please contact one of the co-chairs of Advocacy to discuss this advocacy strategy further.



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