



STRATEGIC PLAN

2021 - 2024

Message from the Board

On behalf of the Canadian Geoparks Network Board (CGN), it gives me great pleasure to present our 2021 – 2024 Strategic Plan. This plan illustrates the sense of purpose that embodies the board and network and our commitment to excellence in fostering the sustainable growth of UNESCO Global Geoparks in Canada. It drew upon people involved from across this country and worldwide to make this plan happen. We thank all of you for your inspiration and wisdom. UNESCO Global Geoparks are a fusion of cultural, indigenous and geological heritage that offer meaningful, truly sustainable development opportunities, particularly in Canada's rural communities. They help acknowledge and instill that pride of place that people worldwide recognize when visiting Canada. Since the first Global Geopark was proclaimed in Canada in 2010, we have grown to 5 vibrant geoparks from British Columbia to Newfoundland and Labrador. As we continue to grow and flourish, we look to all corners of our country for geoparks that will more fully represent Canada's entire cultural and geological diversity.

The Canadian Geoparks Network and all geoparks in Canada hold at the very highest the meaningful inclusion of indigenous peoples in telling their stories regarding each geopark. We acknowledge and celebrate that indigenous peoples were the first geologists, long before universities began to train geoscientists. Through their stories of the creation of the land and waters and their deep ties to them, our geoparks are enriched beyond measure.

The goals and aspirations of the Canadian Geoparks Network have been helped beyond measure by our partnership with the Canadian Commission for UNESCO. We must acknowledge the profound contribution of this partnership and the leadership that CCUNESCO continues to show the CGN.

In the end, the UNESCO Global Geoparks of Canada are your geoparks, indeed they are the world's, and we trust that you will find inspiration in this strategic plan. We have only begun to realize the full potential of recognizing and celebrating Canada and our collective place in Earth's whole community through them.

Sincerely,

John Calder, Ph.D., PGeo
Chair, Canadian Geoparks Network





VALEURS

- ✓ LEADERSHIP
- ✓ EXPERTISE
- ✓ DIVERSITY
- ✓ UNIQUENESS
- ✓ RESOURCEFULNESS
- ✓ TRUSTWORTHINESS
- ✓ COLLABORATION
- ✓ RESILIENCE

MISSION

To connect people with the Earth and its natural and cultural heritage by supporting a network of UNESCO Global Geoparks that promote sustainable communities.

VISION

A thriving community of sustainable UNESCO Global Geoparks that inspire Canadians and people from around the world.

STRATEGIC PILLARS

To ensure we are successful, we will

- ➔ **ENGAGE**
with people that align with our Mission, Vision, and Values.
- ➔ **FOSTER**
the growth of geoparks and promote their value to communities
- ➔ **OPERATE**
at the highest standards exemplifying organizational excellence.



GOALS



ENGAGE

at the highest standards exemplifying organizational excellence.

- ➔ Establish and maintain collaborative partnerships and relationships.
- ➔ Support Designated UNESCO Global Geoparks and the development of aspiring Geoparks in Canada
- ➔ Ensure our priorities and processes recognize Canada's diversity, promoting equity, accessibility and inclusiveness



FOSTER

The growth of geoparks and promote their value to communities.

- ➔ Create awareness of the uniqueness of UNESCO Global Geoparks
- ➔ Be an example of global best practices for geoparks, providing education, support and tools for success.
- ➔ Encourage the conservation of human, geological and biological diversity



OPERATE

At the highest standards exemplifying organizational excellence .

- ➔ Ensure our governance structure and procedures reflect the growth and needs of our network
- ➔ Focus on building a sustainable, supportive administrative body
- ➔ Plan and execute communication practices that support our goals and enhance our organization