

Introducing our strategy for 2018 to 2023

► Our purpose

We change the way the UK's natural environment is managed for the benefit of society. Our vision is wellbeing and prosperity for everyone in the UK through a healthy natural environment. Our mission is to equip a diverse range of people with skills and expertise to make this a reality in all parts of the UK. We catalyse innovation, foster new partnerships and ensure that best practice is applied.

► Our story so far

Initiated by HM Government in 2011, we grew rapidly into a UK-wide network to share knowledge. Our members are in jobs ranging from public health to planning and from forestry to fisheries. They are the UK's driving force for harnessing all that a healthy environment can do for wellbeing and prosperity. In 2015 we became an independent charity and social enterprise.



Our focus is not the way people harm the environment, or the way it harms people. To us, a healthy environment is worth investing in because of the good it does for everyone in society, including business.

Bruce Howard, Director of Ecosystems Knowledge Network



Four out of five members say we make a positive difference to the way they work.

► Strategic aims and objectives

To equip our members through accessible learning opportunities

- Providing shared learning opportunities across the UK.
- Identifying and sharing practical learning resources.
- Enhancing our existing services such as Tool Assessor and the Natural Capital Assessment Gateway.

To equip more organisations to connect the environment with wellbeing and prosperity

- Growing our 'entry level' of membership by increasing the diversity of professions and sectors represented.
- Producing reports that illustrate what our vision means for different professions and sectors.

To catalyse innovative partnerships that will make a difference 'on the ground'

- Advancing natural capital investment – financing environmental restoration based on its value to business and wider society.
- Sharing innovations in local partnerships for the strategic management of land and water.

► Delivering on our aims and objectives

We expect that in accordance with demand for our services, our annual income will grow from £100,000 to at least £250,000 over the next five years. While charitable grants will be vital for developing new services, most of our income will be from delegate and subscription fees. In order to deliver on our strategy we need to grow an enterprising and widely-knowledgeable staff team. We will work closely with universities and other partners to share skills and capabilities.

Judging success

For us, success means our beneficiaries being equipped to play their part in fulfilling our vision of wellbeing and prosperity for everyone in the UK through a healthy natural environment. We will measure success by asking our beneficiaries about what they have learned through participation in our Network and how it has impacted their work.

Visit our website to:

Read our strategy in full

<https://ecosystemsknowledge.net/strategy>

Become a member

<https://ecosystemsknowledge.net/join>

Partner with us

<https://ecosystemsknowledge.net/partner>

Examples of what our vision means in practice

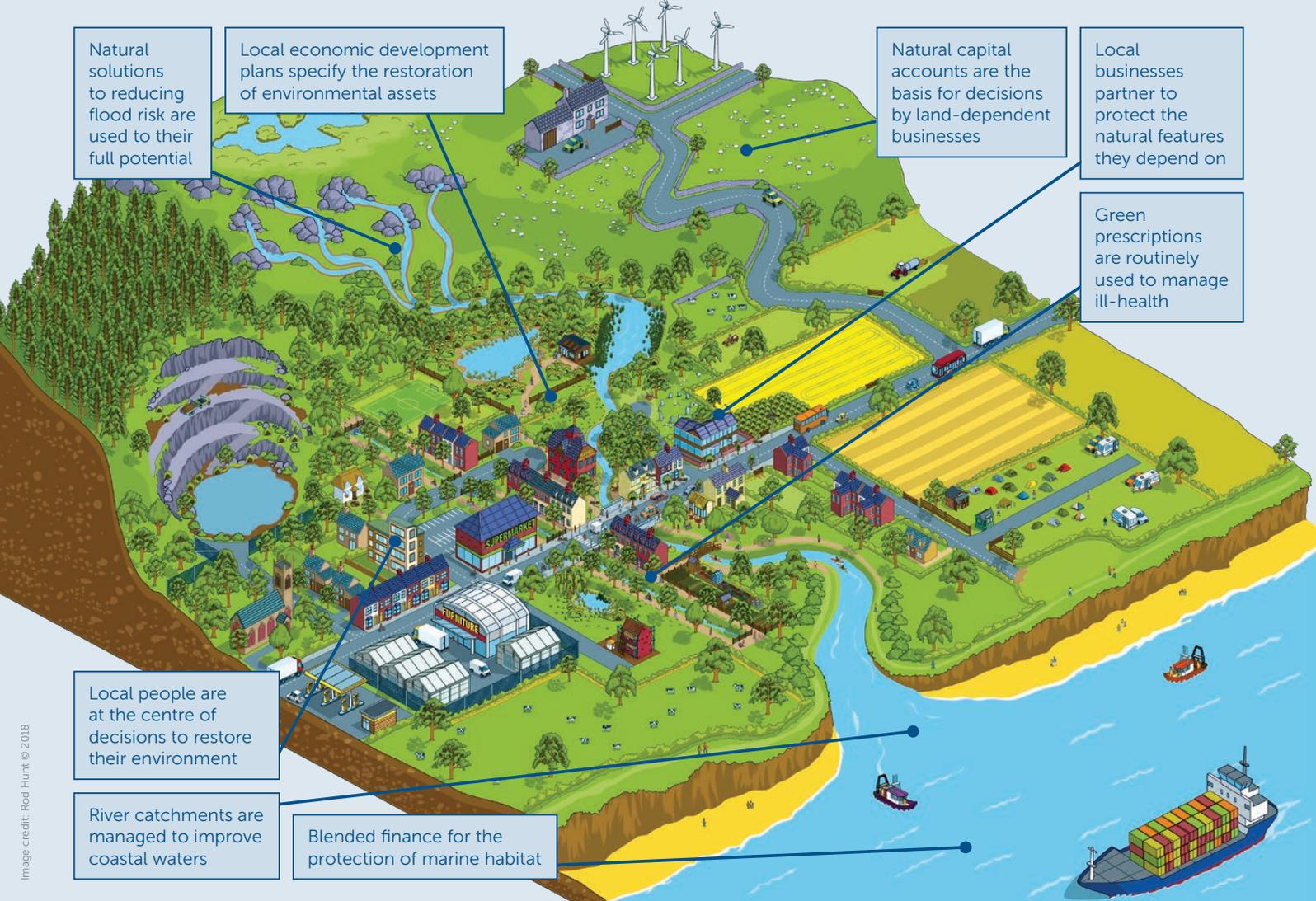


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Tool
Assessor

Natural Capital
Assessment Gateway

2019
CONFERENCE
Natural
Capital
Investment

FORUM
Natural
Capital
Investment

