



STRATEGIC PLAN

UPDATED OCTOBER 2020

CENTRE FOR
HUMAN-WILDLIFE
CONFLICT SOLUTIONS

OUR MISSION

To work towards creating a safe, healthy environment for people and wildlife in the Yukon by reducing negative human-wildlife encounters.

OUR VALUES:

Respect for Wildlife

We believe all wildlife has intrinsic value. We strive to ‘keep wildlife wild’ by reducing negative encounters between wildlife and humans.

Collaboration

Strong working relationships with community managers and organizers, and with our partners, guides the work we do and helps to shape our priorities and programming. We respect, support and make use of information from a broad range of sources to reduce human-wildlife conflict.

Communication

Communication within our organization, with those we work with and with the general public, is respectful and non-violent, inclusive and engaging.

Accountability and Transparency in all that we do builds trust and a better understanding of our mandate and messaging.

Research

We are guided by the best available, sourced information and by research that is evidence-based, relevant and recent.

Education

We believe that providing opportunities for education is an effective way to engage individuals and promote personal and corporate responsibility for the ‘WildWise’ concept.

STRATEGIC GOALS	OBJECTIVES
<p>Goal 1 Reduce the frequency and severity of negative human: wildlife encounters</p>	<ol style="list-style-type: none"> 1. Increase awareness of and appreciation for wildlife. 2. Identify the causes of human-wildlife conflict and changes of the causes of HWC over time. 3. Increase public awareness and use of attractant management techniques.
<p>Goal 2 Be a trusted source of information about evidence-based solutions to HWC</p>	<ol style="list-style-type: none"> 1. Use research, outreach and education to appeal to two audiences: residents and visitors. 2. Make WildWise accessible to all people and establish a greater presence.
<p>Goal 3 Promote behaviors, attitudes, policies and technologies to minimize HWC</p>	<ol style="list-style-type: none"> 1. Identify and work with partners who can have a positive influence on visitor behaviors. 2. Promote practical and achievable solutions to address human-wildlife conflict. 3. Support efforts to establish peer leadership in reducing human-wildlife conflict. For example, in the agricultural community. 4. Influence policy and community development initiatives to ensure negative human-wildlife encounters are considered.
<p>Goal 4 Be a sustainable, accountable and collaborative organization</p>	<ol style="list-style-type: none"> 1. Secure ongoing funding. 2. Ensure financial and administrative accountability. 3. Build reserve funds. 4. Increase membership and donations. 5. Seek and contribute to meaningful partnerships. 6. Attract engaged board members.