

LINK



The voice of Scotland's environment community Strategy 2016-2019

Who we are

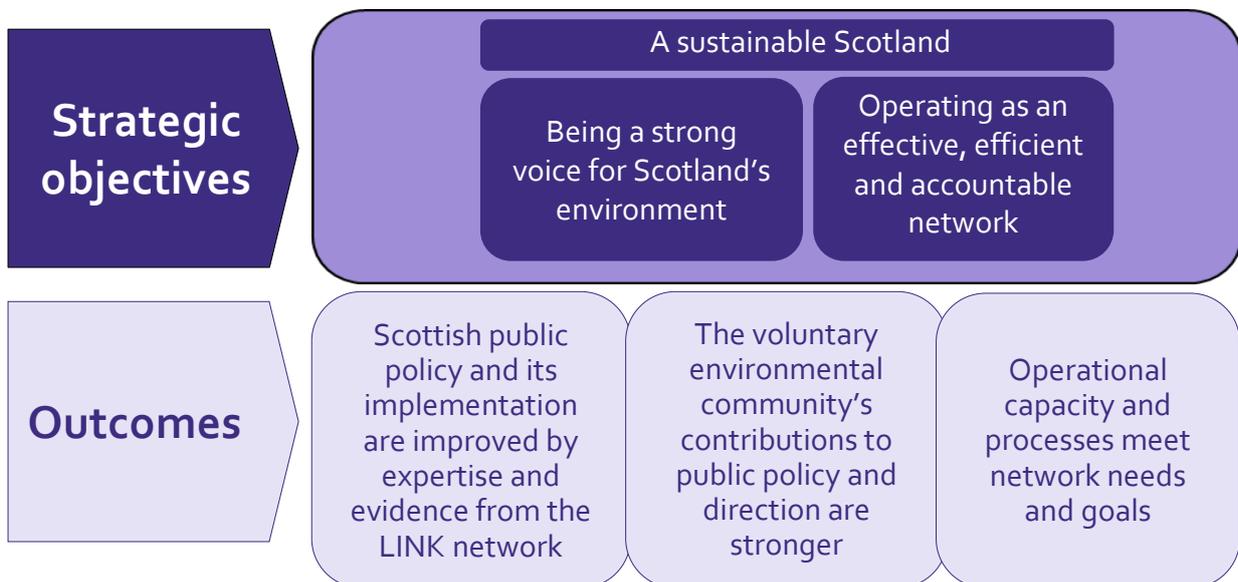
Scottish Environment LINK is an independent charity which acts as the national intermediary for Scotland's voluntary environmental organisations. Over 35 member bodies, with a collective membership of several hundred thousand people, represent a wide range of environmental interests with the common goal of contributing to a more environmentally sustainable society.

Our aim

Our aim is to secure sustainable development in and beyond Scotland, where all aspects of the country's environment are valued to enhance the quality of life for all.

The difference we want to make

Our strategic objectives set our direction and focus. Each objective is supported by clear outcomes, helping us to measure and demonstrate our impact:



What we do

LINK provides a forum for its member bodies, enabling informed debate and cooperation within the voluntary environmental sector. Central to this are information-sharing, discussion and concerted action.

LINK assists communication between its member bodies, governments and other parts of civic society. Acting at local, national and international levels, LINK aims to ensure that environmental sustainability is recognised and delivered across public policy and legislation affecting Scotland.

Our Values

Central to LINK's strength are our shared values, which shape our identity, the way we engage with others, and establish high standards for member and staff cooperation in pursuit of our goals.

In our work with others, we believe in the importance of:

- Quality of life as an indicator of national well-being.
- Justice, participation and transparency in public governance and decision-making.
- Maintaining independence from party-political or funder agendas.
- The legitimacy that comes from representing our members' joint supporter base.
- Recognising environmental limits and the rights of future generations.
- Integrating local, Scotland-wide and global perspectives.

How we work

LINK tries to be a dynamic network, helping members to achieve collective goals. We do this by sharing knowledge and information; encouraging discussion on key concerns; building consensus, and taking action together.

Working through LINK allows member bodies to build collectively on their individual strengths and act smartly together. Mechanisms for collaboration include:

- Horizon scanning to inform changing environmental priorities.
- Ensuring the network is well informed about current political, economic and social contexts.
- Prioritising collective work and resources to have greater impact or influence.
- Developing actions around priorities through groups of members working together.
- Providing delegates to relevant national and international stakeholder forums who can represent the case for environmental sustainability.
- Holding events to raise awareness, encourage debate, make the case for change and influence direction on key issues.

Who we work with

- Governments and other key decision-makers.
- Wider civic society including the media.
- Our membership network.

LINK members are citizen-led, non-governmental organisations including land managers, service providers, campaigners, policy experts on issues like agriculture, wildlife, landscape, health and wellbeing, economics, environmental governance and environmental justice. [LINK members are listed on page 4](#)

Judging our success

We will strengthen LINK's performance by:

- Evaluating progress towards our outcomes.
- Learning from experience, improving the quality of our work, becoming more adaptable.
- Focusing our plans, activities and resources on clearly identified priorities.
- Enabling mutual accountability within the network for achieving agreed goals.
- Being accountable for our use of resources.

Our priorities 2016-2019

External engagement: working with our partners and stakeholders

Over the next three years, LINK will:

- Support effective implementation of policy and legislation. We will increase the profile of our work on Environmental Governance.
- Connect across policy areas. Linking environmental issues to other social agendas makes their relevance to people and policy clearer.
- Develop positive, solutions-focused approaches, communicating clearly about what we stand for.
- Connect more with other organisations and alliances. We will look for opportunities to bring an environmental perspective to issues of shared interest.
- Collaborate closely with government as an effective way to exert influence.
- Continue to advocate robustly for the environment in the public interest.

Internal engagement: working with our members and networks

Over the next three years, LINK will:

- Continue to support collaborative processes. LINK brings people together purposefully to create – and use – a strong collective voice.
- Sharpen our focus. We will develop processes to prioritise the issues we address and the resources we use.
- Build on our strength in diversity. Members and stakeholders value our ability to promote mature debate, inform policies and represent different voices.
- Sustain LINK's independence. We will draw funding from a range of sources and maintain our right and responsibility to be a strong voice for the environment.

Our members



Contact us:



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