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STRATEGIC PLAN - GRAPHIC

Scottish Environment LINK

MISSION

LINK supports our members to work together on agreed priorities, in order to effect environmental policy change in Scotland. We build partnerships that create irresistible momentum towards change.

- Outcomes
- Activities
- Impacts
- Tools

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STRATEGIC PLAN - TABLE

INSPIRE | ENABLE | BRING ABOUT CHANGE

Outcomes

A sustainable Scotland
Where Scotland's nature, land and seascapes are healthy and resilient, supporting thriving communities and flourishing people.

A strong voice
For the environment, nature, land and seascapes so they support a prosperous future.

An effective network
Communicating effectively, working together and achieving more.

Activities

- Building awareness
- Monitoring & assessment
- Putting issues onto agenda
- Developing partnerships
- Informing & capacity building
- Advocating policy change

Tools

- Active campaigns
- Impactful comms
- Policy delivery assessments
- Informed by science
- Annual Group Work Plans
- Safe conversation spaces
- Trusted relationships
- Funded partnership projects
- Working in coalitions
- Member support
- Horizon scanning
- Targeted advocacy
- Active campaigns
- Impactful comms

Impacts

- Sound environmental policies adopted
- Stakeholders promote LINK environmental proposals
- Members empowered to influence policy makers
- Environment is firmly on political agendas
- Scotland moves from rhetoric to delivery
- Just Transition benefits environment and people

VISION

Scotland's environment is
CONNECTED | RESTORED | RESILIENT

Our society has nature at its heart, benefiting people, communities and the planet.

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