

# SCB Europe Section – 2011-2015 Strategic Plan

## Introduction to Global SCB Strategy (2011-2015)

The Society for Conservation Biology (SCB) is a global community of professional conservation scientists and practitioners with thousands of members worldwide. SCB membership and the breadth of its activities have grown substantially since its founding in 1985. The establishment of an executive office in Washington, D.C. in 2001 and the creation of a policy office in 2007 considerably increased SCB's organizational capacities. Since 2003, the establishment of sections such as the Europe Section has fostered the involvement of the Society in regional and local issues and enhanced the recruitment and retention of members, as well as its visibility around the world. Global and section-level meetings have attracted numerous young conservation professionals to SCB and fostered the initiation of new chapters in many countries.

SCB has developed a strategic plan to create a common vision for the organization, focused on five strategic areas for the period 2011-2015, and on key objectives within each area. Reflecting current opportunities and constraints, this plan draws on past successes and challenges, particularly its work since 2003 on developing a global organization. This strategic plan and the corresponding implementation plans and activities are guiding the work of SCB and aims to maximize its conservation impact while enhancing financial stability and organizational growth.

## Introduction to SCB Europe Section (SCB-ES) Strategic Plan

SCB-ES Strategy identifies the unique features of biodiversity and its conservation in Europe. These include **a)** Europe holds high diversity of cultures and landscapes ranging from highly intensive, human dominated to low intensity, traditional land-uses and pristine habitats; **b)** Europe experiences an on-going decline of biodiversity and ecosystem services, associated with rapid socioeconomic changes; **c)** Expansion of the European Union and the European common market create opportunities and challenges, yet the EU does not encompass the whole geographic Europe; **d)** the disproportionate consumption of the Earth's resources by Europeans, and their sophisticated technological and scientific knowledge to contribute to global problem solving, demands responsibility beyond Europe.

In being relevant and responsive to current pressures on biodiversity and ecosystems, a strategic plan for SCB-ES acknowledges the unique attributes of Europe, as well as a need for a multidisciplinary approach which encompasses both natural and social sciences. Its implementation requires responding to economic instability which will undoubtedly influence of conservation biology actions in Europe in the coming years.

Finally, SCB – Europe Section strategy responds to relevant legislative frameworks affecting Europe, including EU Biodiversity Strategy, the EU Common Agricultural Policy and the Intergovernmental Science Policy Platform on Biodiversity and Ecosystem Services (IPBES) which is based in Bonn, Germany, Europe.

## Vision of SCB – Europe

The Society for Conservation Biology (SCB) envisions a world where people understand, value, and act to conserve the diversity of life on Earth. We envision a European Section of the Society as an integral part of the global community of conservation professionals, a leading scientific voice for the study and conservation of biological diversity in Europe and beyond.

## **Mission (Europe)**

The Society for Conservation Biology – Europe Section seeks to advance the science and practice of conserving biological diversity in Europe and globally, in order to preserve our natural heritage for future generations.

## **Organizational Values**

1. There is intrinsic value in the natural diversity of organisms, the complexity of ecological systems, and the resilience created by evolutionary processes.
2. Human-caused extinctions and the destruction and loss of function of natural ecosystems are unacceptable.
3. Maintaining and restoring biological diversity are individual and collective responsibilities of humans.
4. Science is critical for understanding how the natural world operates and how human actions affect nature.
5. Collaboration among scientists, managers, and policy-makers is vital to incorporate high-quality science into policies and management decisions affecting biological diversity.

**The five strategic foci of SCB for 2011-2015 are:**

- I. Advocate support for, and facilitate the creation and dissemination of, conservation science.**
- II. Increase the application of science to management and policy.**
- III. Strengthen SCB-Europe section.**
- IV. Serve the interests of members.**
- V. Build and maintain organizational capacity.**

## **SCB ES Strategic Focus I**

### **Advocate support for, and facilitate the creation and dissemination of, conservation science**

#### *Statement of Goals*

G1: Identify and encourage scientific research, capacity building and financial support needed to understand and conserve biological diversity in Europe, including knowledge transfer among countries.

G2: Appraise scientific outputs and disseminate the highest quality science in the European conservation community, professionals, academics and students.

G 3: Encourage good quality education for both theoretical and applied conservation, and facilitate transfer of conservation knowledge and skills.

#### *Main Activities*

1. Organise regular meetings of the Section (ECCB), the chapters, as well as topical meetings
2. Support other Section-related meetings or co-organise events related to conservation biology (e.g., training courses, summer schools, workshops).
3. Promote information exchange among researchers, conservation practitioners, academics/educators and students (e.g. through online platforms, meetings, blogs).
4. Identify gaps and disseminate knowledge through publications, media and participation in science-policy interfaces.
5. Provide conservation scientists with training on how best to interact with media and the public.

## **SCB Strategic Focus II**

### **Increase the application of science to management and policy**

#### *Statement of goals*

G1: Improve communication on management and policy at local, national, regional, and European levels with the highest quality science, to reduce gaps between science and management and between science, policy and society.

#### *Main Activities*

6. Use ECCB and other meetings as platform to express views on conservation science and practice.
7. Form strategic partnership with relevant organisations at the local, national and European scales.
8. Evaluate the effectiveness of policy and management and follow up on suggested interventions and actions. Stimulate improvements in conservation legislation and implementation instruments.
9. Foster participation in a Science-Policy dialogue with conservation practitioners, decision makers, scientists and other stakeholders, taking special note of the existence of the IPBES secretariat located in Bonn, Germany, Europe.
10. Monitor and ensure the perpetuation of SCB Europe's science-policy and science-society activities.

### **SCB strategic Focus III**

#### **Strengthen the SCB-Europe Section**

##### *Statement of goals*

G1: Engage, involve and recruit new members to the Europe Section.

G2: Increase visibility of SCB-Europe as a leading learned society in the field of conservation science at the European level.

G3: Set good examples regarding environmentally friendly performance.

G4: Move towards greater responsibility for the Section's actions and affairs in order to enhance SCB-ES's growth and capacity, while developing and maintaining a good working partnership between the Europe Section and the SCB's Board of Governors and executive staff, as well as other sections.

##### *Main Activities*

11. Strengthen activities from local to European levels and promote European chapter establishment with emphasis on balanced representation across European regions
12. Encourage participation of non-biologists and non-members in SCB activities
13. Identify best means to increase young researchers and practitioners involvement in SCB activities (e.g. in summer schools, student conferences)
14. Clearly communicate the benefits of SCB Section membership to target audiences and develop a plan to improve member retention.
15. Identify and implement means to reduce the SCB environmental footprint (e.g., through online tools, low-carbon travelling), and offset this footprint where possible.
16. Provide an overview for the SCB Global on local and regional issues, and where necessary and possible, work with SCB Global and other sections on initiatives of relevance to the committees and chapters.

### **Strategic Focus IV**

#### **Serve the interests of members**

##### *Statement of goals*

G1: Identify, prioritize, and serve the needs and interests of current and potential SCB Section members.

##### *Main activities*

17. Characterize SCB-Europe's current and prospective membership and their motivations for joining and participating in SCB.
18. Assess, prioritize, determine how to provide, and deliver benefits to members with a special focus on student members.
19. Provide well-functioning member services and promote national contact network with the aim of better knowledge-transfer and information circulation.
20. Promote student activities and networking possibilities.
21. Communicate SCB's activities and benefits, identify challenges and regularly seek channels of improvements

## **Strategic Focus V**

### **Build and maintain organizational capacity**

#### *Statement of goals*

G1: Assess and expand the organizational capacity necessary to implement and sustain the goals and activities that advance the Section vision and mission.

G2: Secure sufficient revenue for SCB-Europe's activities

#### *Main Activities*

22. Develop annual and longer-term budgets that are based on the strategic plan and linked to program goals and financial strategies
23. Develop together with the EO and global-SCB financing mechanisms that enable SCB-ES to conduct its own programs.
24. Align committee structure between global-level and section-level boards.
25. Establish annual work plans, based on the strategic plan, that provide the board of directors, committees, the coordinator, working groups, and chapters with clear guidance on responsibility and authority for achieving program goals and objectives
26. In each committee, increase the participation and involvement of current members, create and maintain mechanisms to improve membership ability and institutional memory.
27. Recruit a treasurer to SCB-Europe and develop and implement a fundraising plan.
28. Identify and address potential funders and fund-raising opportunities and aid in attracting funds for SCB-ES.
29. Maintain transparency of our governance.