

Multi Year Plan 2013 - 2017

DCNA Multi Year Plan 2013-2017

The basis for the Multi Year Plan can be found in the Articles of Incorporation, where the mission statement and the organisational goals are clearly established. The existing park management organisations and other conservation organisations in the Dutch Caribbean strongly support the establishment and sound management of at least one marine and one terrestrial protected area on each island as an effective means to adequately safeguard biodiversity throughout the region.

The Multi Year Plan provides prioritised goals and associated strategies as stepping stones towards the fulfilment of the organisation's mission. As such it is a key governance document. This Multi Year Plan has been developed based on input and feedback, collated between 2012 and 2013 from Board members, internal and external partners as well as a review committee.

Purpose

The purpose of the Multi Year Plan is to set out a clear framework for policy decision making and to guide day-to-day management for the coming five years.

Mission

The mission is to assist nature conservation organisations throughout the Dutch Caribbean to safeguard nature and promote the sustainable use of the islands' natural resources.

Goals

DCNA's goals in order of priority are as follows:

- Goal # 1 Support and assist the efforts of conservation organisations to secure sustainable sources of funding for nature conservation, both for themselves and collectively
- Goal # 2 Promote and assist institutional capacity building, training, partnership building and technical resource sharing amongst conservation organisations
- Goal # 3 Promote and represent nature conservation in the Dutch Caribbean, nationally and internationally
- Goal # 4 Provide a central dynamic repository for information related to biodiversity and conservation management and encourage information exchange

Strategies and tactics

Strategies are intended to ensure that organisational goals are reached and tactics are suggested courses of action. These strategies have been prioritised and are presented in their order of priority.

GOAL 1: Support and assist the efforts of conservation organisations to secure sustainable sources of funding for nature conservation both for themselves and collectively.

Strategies

1. Assist park management organisations efforts to cover their basic operational costs through the conservation Trust Fund and any other appropriate means
2. Capitalise the nature conservation Trust Fund
3. Build fundraising capacity amongst conservation practitioners
4. Fundraise for thematic projects and training
5. Secure funding for infrastructure, land acquisition and similar large capital projects

Tactics

- Task the Trust Fund Committee to oversee all matters pertaining to the Trust Fund including management, capitalisation and disbursement of funds
- Task the Fundraising Committee to draft and oversee the implementation of a strategy to build capacity amongst conservation practitioners to raise funds
- Work with all parties, including government, to seek sustainable funding solutions for conservation organisations
- Identify and address fundraising training and capacity building needs of conservation practitioners
- Ensure synergy between fundraising strategy and communication strategy

GOAL 2: Promote and assist institutional capacity building, training, partnership building and technical resource sharing amongst conservation organisations

Strategies

1. Facilitate and support biodiversity conservation projects based on regional and/or subregional conservation organisation needs
2. Run (thematic) trainings and workshops for conservation organisations based on regional and/ sub regional needs
3. Provide resource sharing and personnel exchange opportunities and facilitate information sharing
4. Provide training for conservation management staff
5. Improve standardisation and professionalisation of nature management
6. Encourage and support partnership building and networking both within the Dutch Caribbean and with the wider Caribbean

Tactics

- Invest in thematic capacity building, workshop and training topics
- Periodically review and adapt capacity building initiatives to conservation practitioner needs
- Provide the means to support information and resource sharing throughout the region
- Use targeted workshops to get feedback and set the agenda for future thematic capacity building and training initiatives
- Integrate capacity building results and achievements into promotion and representation activities and fundraising

GOAL 3: Promote and represent nature conservation in the Dutch Caribbean, nationally and internationally

Strategies

1. Foster a shared internal vision
2. Enhance internal information exchange
3. Improve branding – creating an image of nature and conservation that people connect with
4. Build a strong profile and create a unified voice for nature conservation in the Dutch Caribbean
5. Work with all partners to improve support for nature conservation management throughout the Dutch Caribbean
6. Engage in regional (Caribbean) dialogue and participate in events, identifying trends and opportunities

Tactics

- Develop and implement a Communication Strategy
- Identify and prioritise target audiences
- Develop consistent messaging to resonate with target audiences
- Create targeted communication materials for key audiences and channels
- Make efficient use of internet, social media and new technology
- Improve communication materials (printed, photo and film)
- Showcase nature conservation in the Dutch Caribbean
- Evaluate promotional and outreach tools
- Develop style guide
- Participate in relevant meetings within the wider Caribbean

GOAL 4: Provide a central dynamic repository for information related to biodiversity and conservation management and encourage information exchange

Strategies

1. Develop a content rich source of information on nature conservation in the Dutch Caribbean online
2. Organise online access to a central repository for maps, data and information on nature and conservation, including educational materials, in the Dutch Caribbean
3. Maintain an online photo database for photo/film material
4. Develop a central online contact management database

Tactics

- Utilise DCNAnature.org as the main web presence
- Develop DCNA.nl as a portal for Dutch language speakers
- Support content management of a centralised online database
- Summarise available information from reports and similar and disseminate this information
- Make efficient use of existing electronic information storage and sharing
- Maintain current agreements with copyright holders regarding use of their resources