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## **Saving Our Natural Capital in Central and Eastern Europe with Civil Action – CEEweb’s Strategy for 2015-2020**

### **PREFACE**

This strategic planning of 2015-2020 is based on the first board meeting’s resolution in 2014 that expressed the need of new priorities and strategic goals in a changing environment and in the light of new challenges.

CEEweb will have its strategic focuses on

1. *Sustainable resource use* with specific focus on the Resource Cap Coalition (RCC), Business and Biodiversity, and sustainable tourism
2. *Sustainable land use and management* with the specific focus on Green and Blue Infrastructure and water management
2. *Site and species conservation management* with specific focus on Natura 2000 network and Emerald network outside EU. Within these areas, CEEweb will continue providing expert opinions, participation and representation of CEE views, carrying out advocacy work and providing capacity building.



CEEweb will increase its networking and communication activities activating members to participate and contribute at an elevated level as well as being well-known and visible among relevant stakeholders.

CEEweb staff will become highly efficient and professional adequately recognized by relevant stakeholders.

### **BACKGROUND**

CEEweb for Biodiversity was founded in 1994 with the mission to lead efforts on the conservation of biodiversity through the promotion of sustainable development. Currently, 62 NGO members from 22 countries of the network are striving to conserve the natural heritage of Central and Eastern Europe.

### **MISSION**

The conservation of biodiversity through the promotion of making development sustainable (in CEE). CEEweb works through advocacy, influencing decision-making, common projects, capacity building, networking and awareness raising. It targets its members, local, national and international decision makers, NGOs and NGO networks, companies and the scientific community.

## VISION OF THE ORGANIZATION

CEEweb as an effective and well-known knowledge-sharing network of cooperating NGOs dealing with biodiversity conservation and management, as well as one of the main (and most active) civil forces lobbying at EU level for sustainable land and resource use and maintenance (and development) of ecosystem services based on the knowledge of its members (as a think-tank); and it bases its activities on (and is well-known for having) a broad view on sustainability, the sustainable resource use of both economy and society. With its work, CEEweb largely contributes to the stop of biodiversity loss in the region by 2020.

## TARGETS

CEEweb reaches its vision through achieving the following strategic targets:

1. CEEweb is well-recognized and accepted network of environmental NGOs from the CEE region. As an expert organization it is regularly consulted and invited to participate in expert groups at the pan-European level with focus on environmental policy and regulations. CEEweb is sought for partnership, consultation, expertise, involvement in EU-wide and international projects, groups, policy processes and stakeholders
2. CEEweb becomes a renowned player in the field of sustainable resource use, sustainable land use and site and species conservation management through focusing work on RCC, Business and Biodiversity, Green Infrastructure, Ecosystem Services and species and site management and implementing advocacy work, capacity building, projects and awareness-raising.
3. CEEweb secretariat (Head Office) has adequate human resources, is well-coordinated, organises events, comments policy documents and coordinates the activities of the network. Policy Officers are experts in their fields and act as consultants/trainers in their respective fields.
4. CEEweb receives funds from various sources not building on entirely the NGO Operating Grant, reserves are large enough to operate the organization throughout at least a year without any additional income. CEEweb has actual products to offer and is a credible and trustworthy organization to invest to. CEEweb carries out field and practical projects with the joint implementation of members, however focusing still on policy and lobby work.
5. CEEweb members are actively involved, mutually work with the head office towards the success of the network. They consider the organization as a basic experience exchange platform in the CEE region and a key contact point for policy and gate to Brussels and to other international institutions, conventions and processes. They actively contribute to the efforts, participate in project search and implementation as well as the communication effort of the organizations.

The implementation of achieving the above targets is detailed in the organization's **Action Plan 2015-2020**.

**CEEweb for Biodiversity is a network of non-governmental organizations in the Central and Eastern European region. Our mission is the conservation of biodiversity through the promotion of sustainable development.**