



United Nations Association In Canada  
Association canadienne pour les Nation Unies

# UNAC PG Branch Strategic Plan 2015-2018

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## 1 Overview of UNA-Canada

UNAC-PG is a branch of the parent organisation, the United Nations Association in Canada (UNA-Canada). Our work at the Branch level is autonomous, but must remain consistent with the directives of the parent. The following sections introduce and outline UNA-Canada.

### 1.1 Purpose and Statement

Founded in 1946, UNA-Canada is a registered not-for-profit non-governmental organisation (NGO). UNA-Canada energizes, encourages and grows global citizens who are excited about and engaged in Canada’s place in the United Nations and what a strong, better UN means for Canadians. It offers each and every Canadian the opportunity to be part of positive change. With 20 vibrant volunteer-led community branches, and a wide range of innovative programmes, UNA-Canada touches over 80 communities and reaches over 2 million Canadians each year.

Through its programmes and activities, UNA-Canada offers inspiring, unique and meaningful opportunities to develop a deeper understanding of the ongoing and emergent global challenges that



affect us all; to offer and showcase made-in-Canada solutions to the UN and our government; and to develop skills in living together in peace and prosperity. The Association has been recognized by the UN Secretary-General and the World Federation of UNAs (representing 110 UNAs around the world) as leading the world in its innovation in programming, governance, and thoughtful non-partisan policy dialogue and citizen engagement.

UNA-Canada works tirelessly to build and strengthen support for the critical work of the United Nations around the world. The UN is building a more peaceful future for our planet today by:

- Meeting humanitarian needs.
- Maintaining peace and security.
- Assisting refugees.
- Protecting the environment.
- Promoting democracy and human rights.
- Promoting women's safety and well-being.
- Alleviating poverty.
- Fighting hunger.
- Improving global health.
- Pressing for universal immunization.

## **1.2 Mission and Vision**

UNA-Canada's mission is to educate and engage Canadians in the work of the UN and the critical international issues that affect us all. We believe that a strong and effective United Nations is essential if we are to secure a future based on equality, dignity and justice for all. UNA-Canada is dedicated to promoting constructive Canadian participation in the United Nations system and to growing global citizens in Canada who embrace the principles of the UN Charter.

## **1.3 Work**

UNA-Canada engages citizens and decision makers at every level of Canadian society. We invest across generations, bringing empathy-based educational resources on health, citizen education, diversity, peace and the environment to both the best and the brightest and to most marginalized youth within Canada and in the world's poorest countries.

We meet our mandate with a national network of branches, volunteers and education programmes that are inspiring and mobilizing Canadians in support of the principles and critical work of the UN. By growing global citizens, we are building a stronger, more outward looking Canada ready to accept the greatest challenges of our time.

## **1.4 Strategic Focus**

UNA-Canada's strategic focuses are:

- Model UN and special assemblies for young scholars.
- UN Season: bringing Canada and the UN to your community.
- "Canada's Place in the World" high level global solution-seeking dialogues, policy & leader engagement.
- UN Internships for the best and brightest of young Canadians.



- Innovate regional, national & international programmes on:
  - Peace & security
  - Diversity & anti-racism
  - Sport for development
  - Youth enterprise
  - Health
  - Environment
  - Corporate social responsibility.

## 2 Objects of UNA-Canada

The following Objects have been approved by the Association at several Annual General Meetings (AGMs) and are those which are on file with Revenue Canada in conjunction with UNA-Canada's approved status as a registered charity.

- To foster international peace, justice, security and development for the alleviation of world poverty through education programmes on international problems and Canada's concerns with those problems as a member of the United Nations and its related agencies.
- To study possible courses of action in the field of Canada respecting those courses of action and policies which the Association believes further the objectives and underlying purposes of the United Nations as expressed in its charter; and
- To furnish objective educational information about, and stimulate public knowledge of, the United Nations and its various agencies which have been or may be established for the direct or indirect promotion of international peace, justice, security and development for the alleviation of world's poverty.

UNAC-PG branch has the same Objects as UNA-Canada.

## 3 UNAC-PG Branch Plan 2015-2018

UNAC-PG Branch has a volunteer Board of up to 15 members (currently 12) who plan and coordinate branch activities in accordance with our branch constitution and strategic plan. Committees are formed as needed to carry out specific programmes and projects. The Board meets approximately once a month and committees meet as required.

### 3.1 Approach

UNAC-PG strives to see and show how local issues reflect global issues, and how global pressures have impacts at the local level. The interplay between global and local is present in all our work. Our values model those in the UN Charter. In particular, we make every effort to be inclusive, accessible, cooperative, diplomatic and respectful. The Branch slogan summarises our approach:

*Global citizens collaborating locally for a world based on peace, prosperity and justice for all.*



### 3.2 SWOT Analysis

SWOT is a tool for organisational analysis of Strengths, Weaknesses, Opportunities, and Threats. This understanding should inform the goals we set as a branch, to take advantage of our strengths, protect our weaknesses, seek out new opportunities, and avoid threats.

Table 1. UNAC-PG SWOT analysis.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Brand recognition "United Nations"</li> <li>• Good participation of volunteer Board</li> <li>• Guidance and support from an experienced volunteer of UNA Canada in our community</li> <li>• Well connected with community organizations and companies</li> <li>• Following a Strategic Plan</li> <li>• Proper financial records</li> <li>• Well promoted through Facebook, Twitter and website</li> <li>• Great relationship UNA Canada main office</li> </ul>	<ul style="list-style-type: none"> <li>• Small and new branch</li> <li>• Limited membership</li> <li>• In process of establishing programs and activities</li> <li>• No core funding</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Get more help from UNA Canada main office</li> <li>• Interest from other organizations working with international issues in partnering with us</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of trust from other organizations because of being a young organization</li> <li>• Volunteer time is a challenge</li> <li>• Board/volunteer turnover</li> </ul>

### 3.3 Goals

The Prince George branch of UNA-Canada aims to pursue four goals:

1. Promote awareness of global issues in our community.
2. Uphold human rights and combat racism in our community.
3. Respect Aboriginal initiatives and issues in our community and promote First Nations Culture.
4. Support local community sustainable development in social, economic, cultural, and environmental issues.

These are long term goals, and may continue, as amended, into the next strategic planning cycle. Every strategic planning cycle (currently 4 years), the Board should review and update the Chapter's goals. Activities and groups involved in achieving these goals would be reviewed and updated more frequently, such as annually or as opportunities arise. The groups involved can include working groups or committees within UNAC-PG, as well as other external partners.

The four worksheets in the **Appendix** attempt to link these goals to specific activities, responsible groups, outcomes, indicators, and proposed budget. At present, there are many gaps in the worksheets, but these will be filled in as details become available. While the overall Strategic Plan will



only be updated periodically, the worksheets accompanying each goal will be updated frequently and serve as a tool for monthly management of Chapter activities.

If a proposed activity cannot fit within any of the four goals, it needs to be discussed at the Board level. We want to generally focus our activities on achieving these main goals, without closing the door to new ideas and new program areas.

### 3.4 Strategies

For the next three years, our Prince George Branch has the following main strategies organised around our four main goals:

*Goal 1: Promote awareness of global issues in our community.*

- Host AGM
- Deliver Sport-in-a-Box
- Deliver Monthly Presentations
- Celebrate International Days
- Educate students in international issues through programs offered by UNA Canada

*Goal 2: Uphold human rights and combat racism in our community.*

- Strengthen the UNAC PG Branch role and capacity to educate citizens on human rights enforcement.
- Empower children and youth for the protection and promotion of human rights and combat racism in the community
- Create an effective dialogue between students to promote human rights and combat racism in different spheres
- Promote and protect the human rights of women, through education of all human rights instruments
- Ensure equality and non-discrimination in our community

*Goal 3: Respect and promote Aboriginal initiatives, issues and culture in our community.*

- Through involvement of our branch in cultural activities with Aboriginal communities
- Implementation of programs among Aboriginal youths and citizens that embraces respect for human rights among their communities
- Promote and support cultural diversity and inclusion of aboriginal people and its culture
- Engage and partner with aboriginal groups in our community to develop programs and organize event that aims to promote Aboriginal culture

*Goal 4: Support local community development in social, cultural, and environmental issues.*

- Develop networking approach
- Partner with public, private, and not-for-profit organisations
- Organize events that promote open and inclusive discussions among all stakeholders on environmental, social, economic, and cultural issues
- Promote the inclusion of all parties to discuss these issues and be the source for dialogue and discussion



### 3.5 Key Partnerships

In 2014 UNAC PG Branch began developing strategic partnerships with important organizations such as:

- University of Northern British Columbia (UNBC)
- College of New Caledonia (CNC)
- Nechako Rotary Club
- Amnesty International – PG Group
- The Prince George Legion
- The City of Prince George
- Members of Parliament (MP)
- Members of the Legislative Assembly (MLA).

We are currently looking at forming partnerships with organizations and private companies:

- Prince George Community Foundation – Sport-in-a-Box Program
- Nechako Rotary Club – Sport-in-a-Box Program
- Prince George Legion
- Prince George Peacekeepers
- YMCA Prince George
- Northern Sport Centre/UNBC
- Pacific Sport Centre
- School District 57
- MLA – Shirley Bond
- Canfor
- The Sims Group
- Prince George Chamber of Commerce
- First Nations Centre UNBC (including advice regarding Aboriginal issues)
- BC Council for International Cooperation
- Prince George Naturalists' Club (UNESCO designation for Ancient Forest).

### Closure

This draft was prepared by the Strategic Plan Working Group for presentation to the first Branch AGM in May 2015:

- Don Ireland (co-chair)
- Fabiola Sanchez (co-chair)
- Dave Tamblyn
- Giulliana Tamblyn.

The working group would also like to acknowledge the work of past-director Shane Mielty in initiating development of this Strategic Plan, and to the many participants at our SDG Forum at UNBC in September 2015 who provided valuable input on local priorities.

Prince George, 21 May 2015



## 4 APPENDIX. Goal achievement worksheets.

### 4.1 Goal 1: Promote awareness of global issues in our community.

Strategy	Actions	Responsibility	Outcomes	Indicators	Timeline	Budget
Host AGM	Host an open event to the public to show the accomplishments of the branch over its first year of operation		Awareness of the local UNAC Branch, and our accomplishments over the last year			TBD
Deliver Sport-in-a-Box	Local initiative to teach youth about global issues through sport		Youth become more aware of international issues			TBD
Deliver Monthly Presentations	Have monthly presentations at either our meetings or in the community by professionals working in International development		Awareness of global issues and initiatives. As well as the local connection to these issues.			No costs
Celebrate International Days	Celebrate International days such as. Women's Day and Human Rights day. Continue to Celebrate UN Day with flag rising at City Hall		Community Awareness of the UN and celebration of all its accomplishments		various dates, Oct. 24	
Educate students in international issues through programs offered by UNA Canada	Attendance of a PG and Northern BC delegation of university and college students to Model UN (CANIMUN), and promote participation at IDDIP.		Developing and learning diplomacy and negotiation skills useful to solve international issues		March 2016 and when requested by main office	TBD





## 4.2 Goal 2: Uphold human rights and combat racism in our community.

Strategy	Actions	Responsibility	Outcomes	Indicators	Timeline	Budget
Strengthen the UNAC PG Branch role and capacity to educate citizens on human rights enforcement.	Promote forums and lectures about human rights for students and general public such as the New Diplomacy of Natural Resources Forum.		Students promote human rights in their own environment, educate other students about human rights and combat racism			
Empower children and youth for the protection and promotion of human rights and combat racism in the community	Hold monthly presentations in schools with publications and video to promote human rights and combat racism.					
Create an effective dialogue between students to promote human rights and combat racism in different spheres	Use of technologies of communication and information (TICs) as a dialogue between students and general public to promote human rights and combat racism.		General public awareness about human rights and racism to combat it in our community			
Promote and protect the human rights of women, through education of all human rights instruments.	Inform the public and students about the strategy of the Committee on the Elimination of Discrimination Against Women and the Ratification of the Convention on the Elimination of All Forms of Discrimination against Women, and the role of Canada.		Increased public and student knowledge about the CEDAW, fight against the violence and discrimination against women			
Ensure equality and non-discrimination in our community	Promote forums and lectures and events to educate the public about gender equality and non-discrimination in PG.					



**4.3 Goal 3: Respect and promote Aboriginal initiatives, issues and culture in our community.**

Strategy	Actions	Responsibility	Outcomes	Indicators	Timeline	Budget
Through involvement of our branch in cultural activities with First Nations.	<ol style="list-style-type: none"> <li>Participation of UNAC-PG in Aboriginal Day in June.</li> <li>Partnering with First Nations organizations to implement programs with youth and adults in their communities.</li> </ol>	President and Board	Promote Aboriginal initiatives around Prince George and Northern BC	Agreements or events between UNAC-PG and Lheidli T'enneh and the Prince George Native Friendship Centre	Sep – Oct2015 UNAC-PG should have initiated conversations with Aboriginal groups	\$100
Implementation of programs among Aboriginal youths and citizens that embraces respect for human rights among their communities	<ol style="list-style-type: none"> <li>Coordinate with the Lheidli T'enneh and aboriginal groups to run the Sport in a Box Program in their community</li> </ol>	Sport-in-a-Box Committee	Aboriginal youth become more aware of international issues	Number of Aboriginal youth taking part of SBOX	September-October 2015	TBD
Promote and support cultural diversity and inclusion of aboriginal people and its culture	<ol style="list-style-type: none"> <li>Invite Aboriginal people to have an active role at forums and panel discussions that promote cultural diversity.</li> </ol>	Event Committee	Increase knowledge in our community of Aboriginal issues	Strong relationship with Aboriginal communities. Participation of Aboriginal speakers at events.	Through out the year	TBD



Strategy	Actions	Responsibility	Outcomes	Indicators	Timeline	Budget
Engage and partner with aboriginal groups in our community to develop programs and organize event that aims to promote Aboriginal culture.	<p>5. Coordinate a visit to the Native Friendship Centre and the Lheidli T'enneh to explore options of partnership or collaborating.</p> <p>6. Invite Aboriginal groups to take part or join us in our events and programs.</p>	President, and event committee	Inclusion and promotion of Aboriginal groups and its culture in our community	Number of Aboriginal participants at our programs and events	As programs and event develop	TBD



#### 4.4 Goal 4: Support local community development in social, cultural, and environmental issues

Strategy	Actions	Responsibility	Outcomes	Indicators	Timeline	Budget
Develop networking approach.	1. Generic UNAC PG Director's business cards with UNAC contact and optional personal contact info. Template to add personal info to, and print as needed.					
	2. Develop 15-minute Powerpoint to introduce and promote UNAC PG to potential partners.	Board	1. Form network of contacts in local organisations.	1. Cards available. 2. Powerpoint developed	Sep 2015	
	3. Maintain database of local organisations and contacts.	Media committee	2. Enhance UNAC "brand" recognition	3. Protocol adopted by Board	Jan 2016	TBD
	4. Develop and adopt protocol for deciding who to partner with and what types of events to participate in (vetting).				Jan 2017	
Partner with public, private, and not-for-profit organisations.	1. Monthly presentations on international issues. 2. Ask members to identify upcoming events at meetings or online (Facebook, Twitter, website)	Board  Local affairs committee	1. Form strategic partnerships 2. Increase effectiveness of partner organisations.	1. Number of events participated in 2. Number of partner organisations	ongoing	



Strategy	Actions	Responsibility	Outcomes	Indicators	Timeline	Budget
	<ol style="list-style-type: none"> <li>3. Identify potential partners.</li> <li>4. Arrange participation in a partner meeting or event.</li> <li>5. Invite partners to participate in UNAC PG events.</li> </ol>					
Organize events that promote open and inclusive discussions among all stakeholders on environmental, social, economic, and cultural issues.	<ol style="list-style-type: none"> <li>1. Run again the forum: New Diplomacy of Natural Resources in Prince George, event run by UNA Canada across Canada</li> </ol>	Board and Event Committee	<ol style="list-style-type: none"> <li>3. Promote dialogue and understanding of socio-economic and environmental issues of natural resource development</li> </ol>	<ol style="list-style-type: none"> <li>3. Number of participants at forum</li> </ol>	TBD	
Promote the inclusion of all parties to discuss these issues and be the source for dialogue and discussion.	<ol style="list-style-type: none"> <li>1. Invite all stakeholders interested in taking part of events that discuss social, economic, environmental and cultural issues</li> </ol>	Board	<ol style="list-style-type: none"> <li>4. Promote inclusion, engagement and open dialogue for all parties</li> </ol>	<ol style="list-style-type: none"> <li>4. Participation of different type of stakeholders including minority groups</li> </ol>	TBD	