



**INVASIVES**  
**CANADA**

**Strategic Plan**  
2024-2027

# Getting Here

## The National Threat of Invasive Species

Invasive species are organisms—plants, animals, and pathogens—introduced outside their natural range, primarily through human intervention. Once established, they spread rapidly because they lack the natural checks and balances in their native ecosystems. This unchecked growth allows invasive species to outcompete local species, disrupt ecological stability, and negatively impact the environment, economy, health, and cultural heritage. Fortunately, we can manage invasive species and their impacts by working together locally and nationally.

## The Vital Role Of Invasives Canada In Addressing National Threats

As we look forward, we are filled with pride and energy on the important role of Invasives Canada in addressing the growing importance

of taking action on these threats to our nation. We will continue to amplify our outreach efforts, engaging with diverse communities and people across Canada. Through enhanced educational programs, workshops, and public awareness campaigns, we aim to inspire action at every level. Our goal is to create a culture of stewardship, where every Canadian understands the importance of preventing the spread of invasive species.

## Building Partnerships For Effective Management

Through strong chapter relationships, expanding collaborations, and strengthening our existing partnerships, we will expand awareness and drive responsible and innovative practices in invasive species management. Our strategic plan includes specific initiatives to further engage Indigenous communities, youth, and urban populations, ensuring that our messages and actions resonate with all Canadians.

## A Pivotal Moment For Growth And Collective Action

Invasives Canada stands on the precipice of significant growth in our efforts to protect Canada's ecosystems, economy and communities from invasive species. As we continue on this exciting journey, we invite each of you to join us with renewed energy and commitment. Together we can achieve a future where people take action to protect our communities, economies and natural environments from invasive species.



**Rebecca Lord**  
Executive Director, Invasives Canada



**Gail Wallin**  
Chair, Invasives Canada



# This Land And Waters

**We acknowledge the traditional stewards of this land we cherish and on which we live and work to sustain.**

We respect and acknowledge the First Nations, Inuit and Métis peoples of Canada as the Keepers of these territories. We pay respects to their Elders, past and present.

**We recognize the importance of sustainable practices in our work.**

Our strategic direction includes advocating for stronger practices that support sustainable land and water management.

**Stopping the spread through partnerships and relationships.**

We work closely with Federal, Provincial and Territorial, Municipal, and Indigenous governments, industry stakeholders and local communities to promote practices that prevent the introduction and spread of invasive species while supporting environmental and economic sustainability.



Oak Wilt  
© iNaturalist - MathewZappa

# Our Commitment to Protecting Canada's Ecosystems

## Vision

Healthy lands, waters, communities, and economies, resilient to invasive species.

## Mission

Collaboratively safeguarding landscapes and communities by reducing the introduction and spread of invasive species.



# Strategic Priorities 2024 to 2027

1. Prevention And Control Of Invasive Species
2. Strengthen Our National Network
3. Expand Our National Voice
4. Increase Funding And Capacity

Strategic Planning Retreat  
May 2024 | Toronto, Ontario



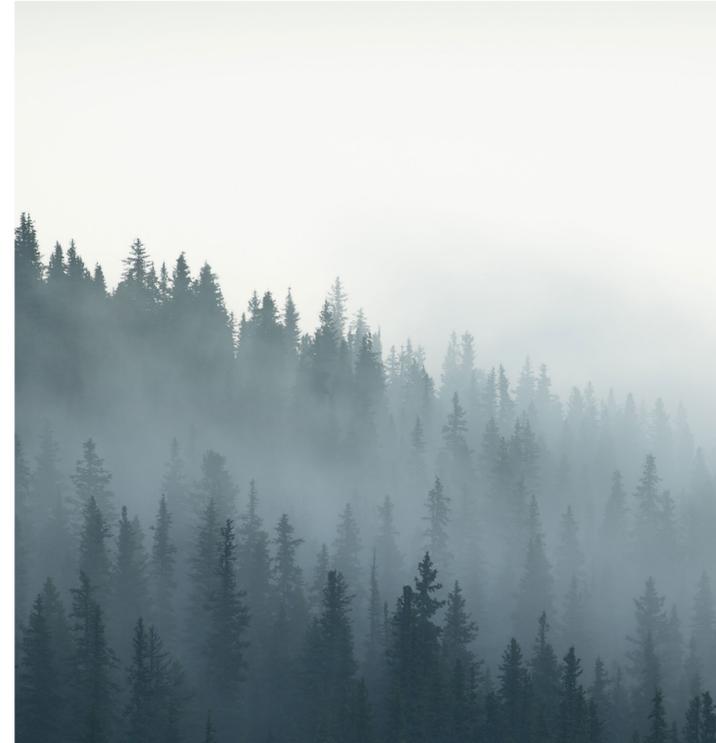


Phragmites

## 1. Prevention And Control Of Invasive Species

- Mobilize our resources and collaborate with partners to effectively implement field-based initiatives.
- Improve on tools for data collection, reporting and mapping.
- Support the development of operational and program efforts across Canada.





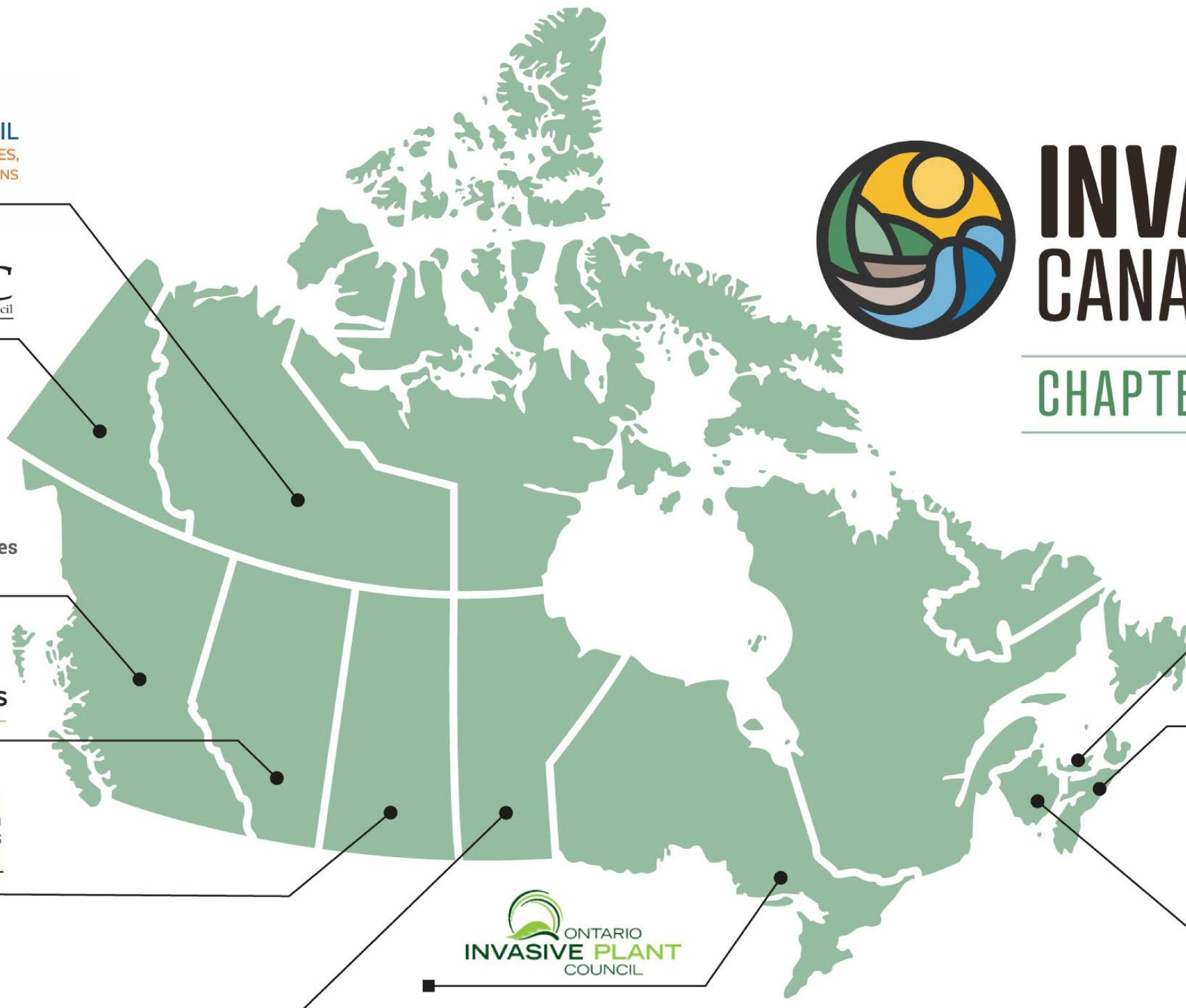
## 2. Strengthen Our National Network

- Further develop our strong network of chapters with representation from each province and territory.
- Enhance collaboration with existing partners, and develop new partnerships across businesses, governments, and community groups.
- Nurture and build strong, respectful connections with Indigenous organizations and communities at the national, provincial and territorial levels.



# INVASIVES CANADA

## CHAPTER NETWORK





Invasive Buckthorn

### 3. Expand Our National Voice

- Continue to lead as the primary source for information on invasive species.
- Ensure information on invasive species is accessible to everyone.
- Draw from the local knowledge and connections of chapters, Indigenous communities and other regional knowledge sources to enhance our efforts.





#### 4. Increase Funding And Capacity

- Secure sustainable funding through diverse revenue streams.
- Continuously develop and enhance cohesive messaging that supports both the unique nature of chapters and their roles in the national network.
- Engage partners, nationally and internationally, to achieve our shared goals.



Zebra Mussels  
© iNaturalist - MichaelHinczewski.

# Supporting Canada's 2030 Nature Strategy And United Nations Sustainable Development Goals

Invasives Canada actively supports the Canadian Government's efforts to halt and reverse biodiversity loss, specifically through its work aligned with Target 6: Invasive Alien Species under Canada's 2030 Nature Strategy.

We work in harmony with the United Nations Sustainable Development Goals, particularly Goal 14 (Life Below Water) and Goal 15 (Life on Land).

La Mauricie National Park, Quebec





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CANADA**

# Strategic Plan 2024-2027

## **Invasives Canada**

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The Canadian Council on Invasive Species is a federally incorporated not-for-profit organization under the Canada Not-for-profit Corporations Act. Established in 2012, the Council became a Registered Charitable Organization in 2022.

Charity number: 842134132RR0001

Emerald Ash Borer