

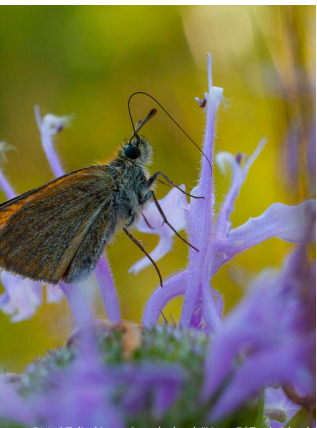
For Nature. For People. For Good.



ESCARPMENT
CORRIDOR ALLIANCE

Strategic Plan 2025 - 2027

2025 PRIORITIES



Introduction for 2025

The Escarpment Corridor Alliance (ECA) is a regional conservation charity and community land trust dedicated to protecting the Niagara Escarpment of Southern Georgian Bay. By working together to create a connected ecological corridor, we ensure a legacy of biodiversity, sustainability and wellness for generations to come. Together, we can balance nature, economy, agriculture, and community while safeguarding the heart of our region.

The ECA launched as a charity in March 2022. Our first two years were about learning, awareness and connection. Now, with nearly 5,000 people engaged with our vision, we have created a ground swell of interest and support within the community.

2025 is the year that the ECA transitions from AWARENESS to ACTION as we prepare to put together the first physical pieces of a regional ecological corridor as a collaborative community land trust. Our model of implementing nature-based solutions is rooted in education and voluntary participation in a regional 'conservation community'.

For nature. For people. For good.



VISION

Our vision is to create a protected and connected ecological corridor across the Niagara Escarpment of South Georgian Bay, for nature, for people, for good.

More protected, more connected habitats and green spaces in a regional ecological corridor.

By December 31, 2025 we will:

1

Conservation Corridor

Using our geospatial ecological data and optimal corridor analysis, determine 2-3 core areas for the first Corridor Connectors to focus our efforts on prioritized conservation action.

- Determine our overall project and hectare goals 2026 - 2027
- Explore opportunities to implement a variety of conservation tools for corridor enhancement



2

Conservation Science

Update our knowledge on wetlands and other highly biodiverse habitats across the central SGB region and investigate opportunities to increase habitat protection for species-at-risk.

3

ECA Land Trust

Develop essential land securement procedures and guidance documents; become an eligible recipient charity of Canada's Ecological Gifts Program. Begin strategic landowner outreach using our model of education to drive voluntary participation and conservation action.

4

Community Engagement & Education

Continue to provide educational opportunities to the community, to strengthen a conservation ethic; Launch a landowner engagement program to highlight local nature-based solutions for biodiversity loss and climate resilience.

Investigate Inappropriate Development HotSpot Protection

By December 31, 2025 we will:

1

Talisman

Continue our advocacy and research of the Talisman property and create a strategic work plan for 2026



SMART & SUSTAINABLE

The ECA is in favour of smart, sustainable development in South Georgian Bay. This means appropriate scale, location (ie. focus on affordable homes within existing settlement areas to create complete communities) and appropriate purpose for the location.

2

Castle Glen

Continue our advocacy and ecological research of the Castle Glen property and create a strategic work plan for 2026

3

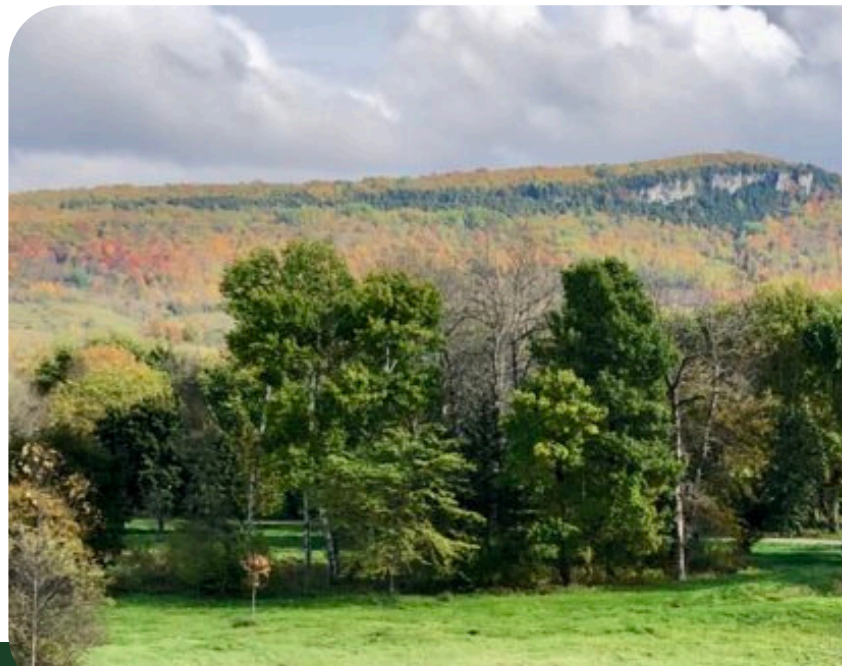
Government Relationship Building

Continue strategic government relationship building to advocate for changes to the Niagara Escarpment Plan based on the professional land use planner recommended amendments in 2024

Forging Alliances with Our Community

By December 31, 2025 we will:

- 1 Meaningful Indigenous Relationships**
Establish and strengthen a meaningful relationship with the Saugeen Ojibway Nation and regional Indigenous communities to foster Indigenous-led conservation opportunities and to adopt a Two-Eyed Seeing approach
- 2 Collective Impact Through Alliance Network**
Host annual Environmental Community Groups & Collaborators Gathering for 20+ like-minded groups and to amplify our collective voice to be a force for nature
- 3 Nature Corridor Summit**
Host second annual ECA Nature Corridor Summit as a mini-conference for 300 attendees that improves corridor knowledge and includes inspiring actions for attendees. Build on the themes of a Conservation Economy and the power of wellness through nature, as key human benefits of a regional corridor.
- 4 Public Private Partnerships**
Advocate for regional government to take action by partnering and collaborating across jurisdictions
- 5 Engage Agricultural Community**
Plan a gathering of farmers and agricultural business for Winter 2026 to explore the “intersection of conservation and agriculture”
- 6 Next Gen Leaders**
Begin discussions with other community groups about environmental youth engagement for 2026



Build a Foundation for the Future

By December 31, 2025 we will:

- 1 Build the ECA Team and Capacity**
 - Build an ECA staff team with the capacity and expertise to execute this strategic plan
 - Add conservation science expertise to our staff and board team
 - Develop operational systems to increase capacity, efficiency and effectiveness
- 2 Governance - Board of Directors**

Strengthen our Board of Directors with new membership and a committee structure
- 3 Financial Sustainability**

Increase our multi-year funding levels and diversity with new public foundations and government support
- 4 Amplify Our Voice and Craft the Story**

Revitalize the ECA brand and improve communications as a symbol for a sustainable future and nature-based solutions

CONNECTEDNESS

Nature connectedness in an environmental sense, can be defined as a merging of self and nature or a sense of oneness or unity with nature

- *ScienceDirect*

