



NATURAL
CAPITAL
IRELAND

2021-2023 Strategic Plan



ABOUT US

VISION

Our vision is for an Ireland in which natural capital and ecosystem goods and services are valued, protected and restored.

MISSION

Our mission is to value, protect and restore Ireland's natural capital and ecosystem services. We will do this by supporting the adoption of natural capital concepts in public policy and corporate strategy, promoting informed public and private sector decision-making, and assisting in the establishment of a national natural capital accounting standard.

WE CONVENE

We regularly deliver high profile events, including the sold-out National Biodiversity Conference held in Dublin Castle in February 2019. Speakers included President Michael D. Higgins and Minister for Heritage Josepha Madigan.

WE BUILD CAPACITY

We host seminars and webinars, lectures and meet-ups, and produce and share resources on our website and via social media channels. This includes our popular Quick Reads and Natural Capital Glossary, and a monthly newsletter.

WE CONNECT

We can connect our 850+ members with experts. NCI introduced Bord na Mona and Bord Iascaigh Mhara (BIM) to global experts on natural capital accounting, with both able to deliver natural capital projects and advance in their sector.

WE CONTRIBUTE

We advance the natural capital agenda in Ireland by participating in original research. This includes the INCASE project, an EPA-funded project to pilot natural capital accounting in Ireland. We also contribute to draft policy and discussion frameworks.

LOOKING FORWARD

Three key strategic themes will help NCI's Board of Directors, Steering Committee and members deliver on its vision and mission:

- Funding and Governance
- Influence, Engagement and Awareness
- Research

STRATEGIC OBJECTIVES

GOAL	YEAR	ACTION IN GIVEN YEAR
FUNDING AND GOVERNANCE		
NCI has established a long-term funding model	2021	Launch of a dedicated programme of work for fundraising
		At least 10 meetings held with potential funders
		Funding received from at least one research, government and corporate funding arm
		Funding reaches €100,000/annum (100% increase YoY)
		Corporate funder package created, including training kit
		A decision on NCI's potential charitable status application is made
	2022	Funding received from >1 research, government and corporate funding arm
		Funding reaches €150,000/annum
	2023	NCI has three well-defined and long-term funding arms: research, government, and corporates
Corporate package has been delivered to 10 funders		
Funding reaches €200,000/annum		
NCI is seen by prospective funders as a professional and trustworthy organisation	2021 / 2023	Set of audited accounts are produced annually and AGM is held
		NCI maintains a work programme/funding target list—it is clear what is being funded
		NCI maintains appropriate contractors to deliver on strategic plan
		Annual business plan is ready by August each year and is available to be presented to funders
		NCI receives and facilitates >50 inbound requests for help/support/advice on natural capital concepts ¹

¹ The Secretariat will track all requests for support from prospective funders. This does not include requests for help from members.

INFLUENCE AND BUILD NATURAL CAPITAL AWARENESS IN IRELAND

Relevant stakeholders are aware of NCI, key natural capital concepts and benefits of natural capital accounting	2021	Events reach 1,500 people ²
		NCI's social media focuses on NCI's data hub and research
		Social media following (Twitter and LinkedIn) has grown to 4,000+
	2022	Events reach 2,000 people
		NCI is regularly asked to speak at or contribute to events
		New funding opportunities are generated from events/social media
	2023	NCI membership has grown to 2,500+, up from 850 in Jan. 2021
		Social media following has grown to 10,000+
		Events reach 3,000 people
Events are consistently delivered, with at least 4 presentations per year to the following groups: Third-level (university), Semi-state agencies, Business, SME and finance, and policymakers		
NCI is a leading data hub for information on natural capital concepts	2021	Content on website is refreshed, updated or expanded upon
		Media Response Unit is further formalised
	2022	Downloads from website are up 100%
Irish policy is beginning to incorporate key natural capital concepts, with direct influence from NCI	2021	NCI Policy Working Groups are launched
		Working Groups form policy positions and begin to make submissions to relevant bodies
	2021 / 2023	At least 20 key consultations, policies and stakeholders receive an NCI submission each year
		NCI maintains relationships with relevant international organisations, such as the EU Business & Biodiversity Platform, the Capitals Coalition, UNEP WCMC, and more
		NCI publishes an annual policy briefing outlining our agenda and policy positions, as well as important policy developments

IMPLEMENT RESEARCH PROGRAMMES

NCI participates in original research to advance knowledge on natural capital in Ireland and internationally	2021 / 2023	The INCASE project is delivered and further work and funding from the project is explored
		NCI develops a short list of research themes that we believe should be most urgently explored
	2023	Involvement in at least 2 multi-year research projects

² Beyond those delivered as part of corporate donor packages

This Strategic Plan covers the period March 2021 to December 2023 and is a reissuance of the first draft issued in Q1 2020.
