

# STRATEGIC PLAN 2020-2023



BRITISH  
ECOLOGICAL  
SOCIETY



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## OUR VISION

Nature and people thrive in a world inspired by ecology

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## OUR MISSION

Advancing ecology and making it count

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## OUR VALUES

### **Evidence-based**

We are objective and we are the expert voice of ecology.

### **Bold**

We are innovative and we set the agenda.

### **Inclusive**

We are led by our members. We are international, we collaborate and we welcome all ecologists, wherever and whoever they are.



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## WHAT IS ECOLOGY?

Ecologists study the interactions among living things and their environment. They provide new understanding of these critical systems as they are now and how they may change in the future.

Ecology enriches our world and is crucial for human wellbeing and prosperity. It provides new knowledge of the interdependence between people and nature that is vital for food production, maintaining clean air and water, and sustaining biodiversity in a changing climate.

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## WHO WE ARE

The British Ecological Society is the biggest scientific society for ecologists in Europe with a membership of 6,000 in 125 countries around the world.

We support the ecology community at all stages of their careers through our journals, meetings, grants, and education and policy work. The first ecology society to be established anywhere in the world, we have been the champion of ecology for more than a century.

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## OUR STRATEGY

Our strategy for 2020 to 2023 is focused on science, the world, and the people who live in it. We have seen unprecedented change of the earth's ecosystems and environment, and ecology is more relevant than it has ever been.

This plan is set in a context of great uncertainty for both political and publishing landscapes, and where science itself is being challenged in some areas. But ecological science is of growing importance to explain how nature works and to finding solutions to some of the greatest challenges facing and caused by human society.

Our strategy sets out how we will work towards our vision in which nature and people thrive in a world inspired by ecology. As a financially robust and well-governed charity and scientific society, with our staff and our membership providing talent and energy in abundance, we are confident that we will lead positive change towards our vision.

## OUR GOALS

1

**ADVANCE AND PROMOTE  
ECOLOGICAL SCIENCE  
AND ITS APPLICATIONS**

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2

**RAISE THE PROFILE  
OF ECOLOGY TO MAKE  
A DIFFERENCE**

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3

**FOSTER A STRONG AND  
DIVERSE ECOLOGICAL  
COMMUNITY**

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## GOAL 1

# ADVANCE AND PROMOTE ECOLOGICAL SCIENCE AND ITS APPLICATIONS

We will support new ideas, make connections and increase the impact of ecological science. We will be the best place for the ecological community to publish, meet and discuss their work.

### WE WILL

1

Deliver a dynamic, growing and far-reaching portfolio of publications

2

Create networks, encourage interdisciplinary collaboration and involve industry and practitioners

3

Design an international meetings programme which is inclusive of a diverse range of participants

4

Provide a suite of grants, responsive to the ecology community's needs





## GOAL 2

# RAISE THE PROFILE OF ECOLOGY TO MAKE A DIFFERENCE

We will be the 'go-to' evidence-based voice for ecology and our environment, working with our members, decision makers and public groups to apply ecological science expertise to solving societal challenges. We will excite, fascinate and enthuse.

### WE WILL

1

Engage with diverse public groups, business, policy and decision makers

2

Help ecologists have impact through their research and improve knowledge exchange

3

Push clear, evidence-based messages from a range of public and specialist platforms

4

Reach out to the next generation

## GOAL 3

# FOSTER A STRONG AND DIVERSE ECOLOGICAL COMMUNITY

We will empower and enable a vibrant and influential global community of ecologists. Everyone interested in ecology will be valued, wherever and whoever they are.

### WE WILL

1

Support ecologists to pursue and achieve their career ambitions throughout their whole career

2

Support teachers at all education levels

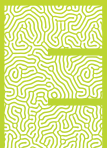
3

Help people nurture their inner ecologist through life-long learning

4

Attract new members, and retain current members – anywhere and everywhere





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