

Canadian Federation of Earth Sciences (CFES) – Operational Plan 2020-2023

CFES is the coordinated voice of Canada’s Earth Science community, ensuring that decision makers and the public understand the contributions of Earth Science to Canadian society and the economy.

The mandate of CFES is carried out through its committees. We coordinate overlapping efforts among member organizations to maximize efficiency and impact. Nationally, CFES advocates for the importance of Earth Science to all Canadians through our memberships in the Partnership Group for Science and Engineering (PAGSE) and the Science Media Centre of Canada (SMCC), and other communications efforts.

Strategic Initiatives	Tactical Actions – with timelines (Y1, Y2 or Y3)
Objective #1 - Provide coordinating role and common voice for MOs and the ES community in Canada	
<i>a) Develop and implement communications strategy and monitor for effectiveness</i>	<i>i) Develop and implement CFES Communication Plan by end Y1 ii) Monitor, adjust, and assess Plan effectiveness by end Y2</i>
<i>b) Elevate awareness of Geoethics and ethical decision-making in ES.</i>	<i>i) Assist IAPG with international survey on Geoethics by end Y1 ii) Obtain combined messaging text on Geoethics/Ethics from IAPG and Geoscientists Canada jointly – Post to CFES website by end Y1 iii) Publish blog on Geoethics in Y1</i>
<i>c) Increase communication and engagement with MOs</i>	<i>i) Initiate 1:1 consultation with each MO by mid Y1. ii) Respond to needs as identified through MO consultation – such as publish newsletter (quarterly?) and/or other actions by end Y1.</i>
Objective #2 - Coordinate Public Policy Advocacy on behalf of ES in Canada	
<i>a) Facilitate development of a National Geoscience Research Plan for ES (“NGRP”)</i>	<i>i) Support CFES Working Group to draft plan; engage MOs in review/finalization by end Y1; foster plan endorsement and release by mid Y2 ii) Monitor response and Plan effectiveness by end Y3</i>
<i>b) Issue Climate Change Statement</i>	<i>i) Conclude work of existing committee in drafting Climate Change Statement; achieve MO endorsement and publish by end Y1.</i>
<i>c) Issue Sustainable Resource Development Statement</i>	<i>i) Initiate committee and draft Sustainable Resource Development Statement by end Y1.</i>
<i>d) Add Director with responsibility for Public Liaison (resolve/combine to address Media Liaison Director vacancy issue)</i>	<i>i) Explore with PDAC and other MOs for suitable candidate and appoint by end Y1</i>
Objective #3 - Facilitate public awareness of Earth Science and Earth Science literacy	
	<i>i) Assist CGEN with transition to its new website for completion by end Y1</i>

Strategic Initiatives	Tactical Actions – with timelines (Y1, Y2 or Y3)
<i>a) Ensure all existing ES public awareness and ES literacy initiatives under the auspices of CFES thrive and expand, including CGEN and EdGEO.</i>	<i>ii) Champion CGEN completion/release of Education and Outreach Handbook for National Meetings by end Y1 (a RFG2018 legacy project)</i>
	<i>iii) Incrementally expand Geoscientists-in-National-Parks program through Y1-Y3</i>
	<i>iv) Expand Ottawa-based Geoheritage Day to become National Geoheritage Week by end Y2</i>
	<i>v) Continued Ed Geo support/explore other angles through Y1-Y3</i>
<i>b) Champion further success of Geoparks movement in Canada</i>	<i>i) Establish mutually-beneficial go-forward relationship with Canadian Geoparks Network by end Y1.</i>
	<i>ii) Link to Geoheritage week idea by end Y2</i>
	<i>iii) Champion Indigenous Geoheritage through UNESCO Global Geoparks in Canada through Y1-Y3.</i>
Objective #4 – Represent and Promote Canadian Earth Science internationally	
<i>a) Maintain active engagement in IUGS-CNC, IGCP and other international ES entities</i>	<i>i) Develop new CFES multi-use marketing materials for display/distribute/posting etc. Complete in Y1. (36th IGC targeted display/distribute event)</i>
<i>b) Expand international connections with counterpart national organizations of CFES.</i>	<i>i) Establish list of suitable counterpart entities and commence outreach by end Y1</i>

Objective #5 - Provide service to MOs in particular, and to the Earth Science community in general	
<i>a) Provide public clarity on ES issues through release of CFES Fact Sheets and apolitical Position Statements</i>	<i>i) Conclude and release Climate Change Statement and complete drafting of Sustainable Resources Development Statement - both by end Y1</i>
	<i>ii) Prepare initial SciEng page for PAGSE - built on J. Thompson PAGSE lecture topic (Metals and sustainability – Earth’s odd couple) by end Y1.</i>
	<i>iii) Decide on desirability/feasibility of CFES introducing ES Fact Sheets to bring current ES topics to attention of the public and policy makers by end Y1</i>
<i>c) Increase CFES engagement in public policy discussion, and in government and media liaison on ES issues</i>	<i>i) Consolidate CFES Board position with responsibility for Public Liaison (including government and media) by end Y2</i>
	<i>ii) In collaboration with the MO create and maintain national ES Expert List for media access purposes by end Y2</i>
<i>d) Shift from updating CanGeoRef to support for Open Data system for Canadian geoscience bibliographic records.</i>	<i>i) Decide about go-forward support or not of CanGeoRef by end Y1.</i>
	<i>ii) Shift from updating CanGeoRef to supporting federal/provincial surveys to transition to Open Access/Open Data system to make ES records readily and widely discoverable. Target national transition completion by end Y2.</i>
Objective #6 - Coordinate support for professional and academic organizations in Canada.	
<i>a) Play a co-ordinating role concerning Foundations funding ES initiatives in Canada</i>	<i>i) Explore possible role for CFES as national custodian of tabulated comparative info summarizing all Foundations in Canada that fund ES initiatives, including funding, capacity, focus, criteria, etc. Decide on further action for Y2 .</i>