

STRATEGIC PLAN 2023—2025



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.

WHO WE ARE

The British Ecological Society is the largest scientific society for ecologists in Europe with a membership of 7,000 in over 120 countries around the world.

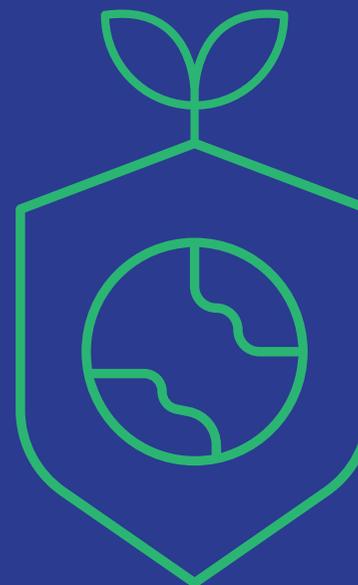
We support the ecology community at all stages of their careers through our journals, meetings, grants, and education and policy work. The first ecology society to be established anywhere in the world, we have been the champion of ecology for more than a century.

OUR VALUES

Evidence-led: We are objective, and we are the expert voice of ecology

Bold: We are innovative, and we set the agenda

Inclusive: We are international, we collaborate, and we welcome everyone



OUR STRATEGY

We are delighted and excited to introduce the British Ecological Society's new 2023–2025 strategy.



This strategy is high-level: we will publish detail about each goal and sub-goal in our wider communications, and we will give a progress update at least annually.

It is also rightly ambitious. We will rise to the global challenges of climate change and biodiversity loss. We will help people discover the wonder of ecology in their everyday life. And we are backing this ambition with new investment: we expect to put in roughly £2.7 million over these three years to have greater impact.

Some of the aims and activities here will already be familiar to our members and to the public, as they are an essential element of who we are. We will always advance ecological science through our publishing portfolio, by bringing ecologists together from different disciplines, and by supporting our members all over the world.

There are also new ambitions here. There will be a new focus on facilitating emerging areas of ecology and working with those not just in policy-making but those involved in implementing change on the land and in the seas. We will also set out a coherent path for becoming a Net Zero and nature positive organisation.

We will focus relentlessly on equity in all forms. Just a few examples of this include ensuring that local ecologists get as much credit for their work as visiting ecologists do, working to make ecology accessible to people on all incomes and, of course, continuing our efforts to include everyone from marginalised or under-represented groups.

The ecological community includes everyone connected to ecology: practitioners, policy-makers, researchers, students of all ages, and anyone with a love for the natural world. Our strategy is for all of us, and for the wider public too. We're excited by the challenge set in this document. We hope it inspires you too.



Yadvinder Malhi
President



Hazel Norman
Chief Executive

OUR STRATEGIC FRAMEWORK

OUR VISION

Nature and people thrive
in a world inspired by ecology

OUR MISSION

Advancing ecology and creating solutions
for a planet under threat



GOAL 1

Advance
ecological science
to deepen our
understanding of
the living world



GOAL 2

Put ecology at
the heart of
decision-making
for a sustainable
planet



GOAL 3

Nurture a growing
community that is
strong, equitable
and collaborative



GOAL 4

Celebrate the
wonder of ecology
to inspire action
and change



GOAL 5

Become more
sustainable to
enable our
long-term future,
and lead the way
in best practice

GOAL 1

Advance ecological science to deepen our understanding of the living world



AMBITION

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 ACHIEVE THIS BY:

- Facilitating new connections, ventures and collaborations within ecology and other disciplines
- Supporting a full programme of online, hybrid and face-to-face events
- Growing our publications portfolio, supporting an inclusive transition to open access
- Supporting open and transparent science

GOAL 2

Put ecology at the heart of decision-making for a sustainable planet



AMBITION

We will convene policy-makers, implementers and ecologists to discuss ecological challenges and find solutions to global problems. We will build the ecological community's capacity to influence policy.

WE WILL ACHIEVE THIS BY:

- Being the authoritative voice for ecology
- Working with new and diverse audiences on realising ecological solutions to global problems
- Building partnerships with different decision-making communities
- Equipping the ecological community with the skills to work with decision-makers
- Shaping evidence-led policy-making and implementation

GOAL 3

Nurture a growing community that is strong, equitable and collaborative



AMBITION

We will help everyone feel that ecology is a welcoming and inclusive discipline that celebrates diversity. We will nurture ecologists from their first steps throughout their whole career.

WE WILL ACHIEVE THIS BY:

- Promoting equitable practices in international ecological science
- Building and supporting networks and groups across our vibrant community
- Attracting new members and retaining current members, anywhere and everywhere
- Supporting and recognising teachers and teaching, from childhood to adulthood
- Supporting ecologists to pursue and achieve their ambitions throughout their whole career
- Implementing our new grants programme to further careers and have impact

GOAL 4

Celebrate the wonder of ecology to inspire action and change



AMBITION

We will share stories that tell of the astonishment and importance of ecology. We will excite, encourage and support a new generation of ecologists.

WE WILL ACHIEVE THIS BY:

- Enabling people to discover ecology in everyday life (eg health, food and water)
- Nurturing the ecological spark in new and marginalised groups
- Contributing to modern, inspiring and relevant curricula
- Building capacity to inspire and educate about ecological science
- Enabling and empowering the next generation to join and remain within ecology

GOAL 5

Become more sustainable to enable our long-term future, and lead the way in best practice



AMBITION

We will set ambitious targets to reduce our impact on nature and share that journey with others. We will nurture those who work with us in an equitable and inclusive environment. We will develop new income streams.

WE WILL ACHIEVE THIS BY:

- Investing in our staff and volunteers
- Committing to an equitable and inclusive approach in all areas of our business
- Becoming Net Zero and nature positive
- Diversifying revenues
- Leveraging expertise and resources to lead others in implementing best practice



British Ecological Society
42 Wharf Road
London N1 7GS
Tel: +44 (0)20 3994 8282
hello@britishecologicalsociety.org
www.britishecologicalsociety.org