

**CCIC STRATEGIC DIRECTIONS 2007- 2012**  
**(ADOPTED BY THE CCIC BOARD OF DIRECTORS ON MAY 25, 2006)**

**STRATEGIC GOAL**

*To promote and strengthen the role of civil society in efforts to promote peace, defend human rights and to end global poverty and injustice.*

This over-arching goal encompasses all the Strategic Directions below and the CCIC membership strategy (adopted by the Board of Directors December 2, 2005).

**I. POLICY DEVELOPMENT AND PROMOTION**

**1. Policy Research and Development**

*To conduct policy analysis and research in collaboration with Southern partners, global and Canadian networks. To provide opportunities to members for policy development, policy capacity building, networking, engagement and dialogue.*

The CCIC Secretariat conducts analysis and research on ODA and other Foreign Policy issues related to poverty. A major vehicle for this work is via member-led working groups, in the Africa-Canada Forum, the Americas Policy Group, and the Asia Pacific Working Group in collaboration with Southern partners. With respect to policy capacity building, the Council seeks opportunities to strengthen the analytical capacities of member organisations by capturing policy lessons from their practical involvement as development actors and to use those lessons in policy dialogue processes. On behalf of its members, CCIC participates in national and global civil society networks to monitor and engage in multilateral fora affecting Canada's foreign policy directions.

**2. Communications and Government Relations**

*To communicate and profile the sector's perspectives and to enhance the capacity of CCIC and its members to intervene in policy processes through engagement with government, parliamentarians and the media.*

The CCIC Secretariat communicates and engages with parliamentarians, government and the media. CCIC uses direct interventions by spokespersons (mainly the CCIC President and CEO), facilitates member capacity for national campaigns and produces tools and materials to promote the sector's perspectives and messages.

CCIC supports members to enhance their capacities to communicate their perspectives to government, parliamentarians and the media.

## **II. PUBLIC ENGAGEMENT**

### **3. Public Engagement**

*To enhance the capacities of CCIC and its members in their work to engage Canadians as global citizens.*

The CCIC Secretariat focuses in two streams: 1) Monitoring and promoting commitments to public engagement by CIDA and other relevant government departments; and 2) Strengthening members' capacity to assess the results of their public engagement efforts and to engage the public, particularly youth, on global issues through campaigning and other action-oriented initiatives.

## **III. SECTOR STRENGTHENING**

### **4. Organizational Change**

*To facilitate members' organizational change efforts using the Code of Ethics as the guiding framework, and promoting collaborative approaches such as sharing of best practices and lessons learned.*

Beyond those already mentioned under Strategic Directions 1, 2 and 3, the CCIC Secretariat identifies, with members, areas for organizational change linked to the Code of Ethics where there is interest and readiness from the membership to engage in peer learning and learning by doing methods.

Areas of focus include: changing relationships with Southern partners, engaging youth in leadership development and transition, and exploring and transforming our models of development.

This Direction includes practices and procedures associated with the Code of Ethics.

### **5. Strengthening CSO Sector Viability**

*To strive for the ongoing health and viability of CCIC and its members.*

The CCIC Secretariat monitors funding and operational trends and issues in members' relations with CIDA (revenue sources, marginalization of Canadian NGOs) and supports its members on operational issues. In addition, CCIC collaborates with others such as cluster groups within the membership, relevant networks and voluntary sector coalitions in Canada on issues of common interest.

This Direction responds to members' interest in promoting the health of the international civil society sector in Canada. It includes efforts to ensure the political, institutional and financial viability of CCIC and its members.