## Strategy 2023-2025

### CORE VALUES
1. Happiness and Wellbeing
2. Equity and Inclusion
3. Creativity and Co-creation
4. Innovation and Impact

### CORE FOCUS
Advancing the interconnection of nature, wildlife, and human wellbeing so animals, people, and the planet can thrive.

OneNature brings a focus on human wellbeing to development, conservation and climate projects, supporting transformational financial, programmatic, and community outcomes. We expand understanding and awareness of the wellbeing/conservation connection through data and stories that inspire hope and create transformational change.

### 10-YEAR TARGET
OneNature is an acknowledged leader in developing and applying a community-thriving approach and measurement tools to conservation. This approach is well understood and adopted as an integral part of conservation by a significant number of conservation non-profits and investors in these projects. The results are used to create a wellbeing conservation certification, to influence better human wellbeing and conservation policy, to provide models of the connection, and provide hope and a path for transformational change.

### MARKETING STRATEGY
**Target Market:** Biodiversity and climate conservation project leaders and funders.

**Unique Benefits**
- Data-driven community wellbeing approach that incorporates the best practice in objective and subjective wellbeing measurement tailored to the local context
- Information about community perception that can provide an early warning of community unhappiness, social unrest, and perceived human rights violations, thus reducing risk for project funders and implementers
- A way of understanding community values, attitudes, and perceptions that can increase effective investment in community conservation, and increased project impact and project sustainability.

**Guarantee:** The “Wild Happiness approach” enables partners and clients to measure and report on the true wellbeing and social impacts of climate and biodiversity investments, increases the effectiveness and sustainability of those projects, mitigates risks of negative social impacts, and increases community thriving and wildlife stewardship.

### 3-YEAR PICTURE

**Future Date:** December 31, 2025

**Revenue:** $750,000

**Measurables:**
- 2-4 Wild Happiness projects/year
- Using Wild Happiness pilot project experience to create DIY materials
- 2 major funders are supporting the inclusion of the Wild Happiness approach with their grantees/investors.
- We are sharing this approach with leaders at climate/biodiversity meetings (with adequate funding for 4 in-person/virtual conference attendance/presentations year)
- We are telling the stories of connection we are collecting through blogs, media, book, etc)
- We are connected with Wellbeing/Equity and Valuing nature policy in the United States and providing expert guidance based on research and projects

**Staff:**
- 1 paid admin/finance/IT assistant
- 1 paid project, fundraiser, communications associate
- Salary and benefits for ED and deputy