

# Moving Forward:

## *Advancing the Advocacy Priorities of Ontario's Environment and Cleantech Sector*





## About ONEIA's Advocacy efforts

The Ontario Environment Industry Association (ONEIA) has been serving as the advocacy and public policy voice of the province's environment and cleantech sector since 1991. In that period, ONEIA has established a strong reputation with the Ontario government as a nonpartisan body that provides practical advice based on its principles of "...sound science, sound policy and a sound environment." Our Advocacy Committee and various subcommittees in areas such as Brownfields, Air, Waste and Water have provided feedback on a number of issues and helped foster closer industry-government collaboration.

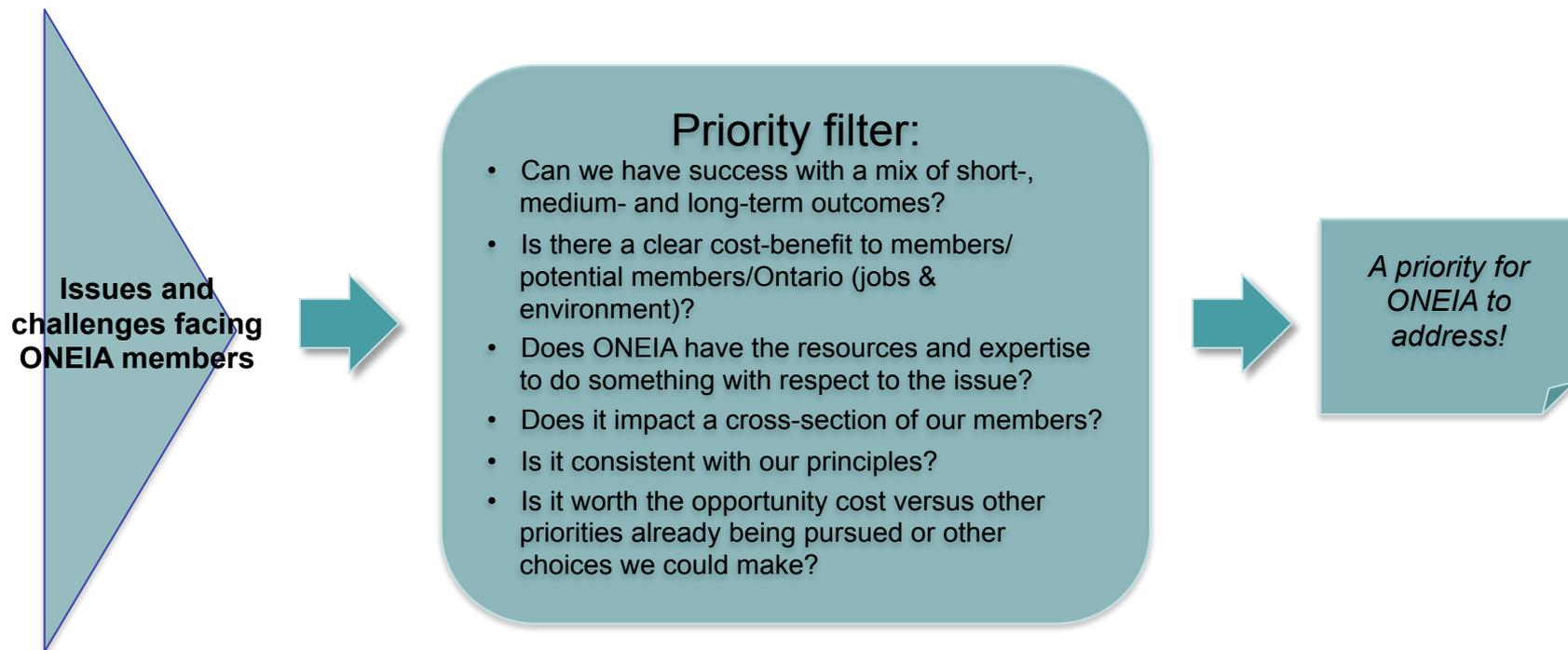
In the spring of 2014, ONEIA's Board of Directors asked for a two-year strategy that establishes the organization's priorities with government and identifies a path to advance them. The following pages are a brief overview of ONEIA's Advocacy efforts and activities.



# ONEIA's Advocacy Filter

One of the challenges facing membership-based advocacy organizations such as ONEIA is that it is often difficult to determine what advocacy priorities should be pursued. In many instances, this decision is the product of deliberations by individuals or small groups of members without reference to the broader needs of the entire membership, the limited resources of the organization and its strategic position re government and other stakeholders.

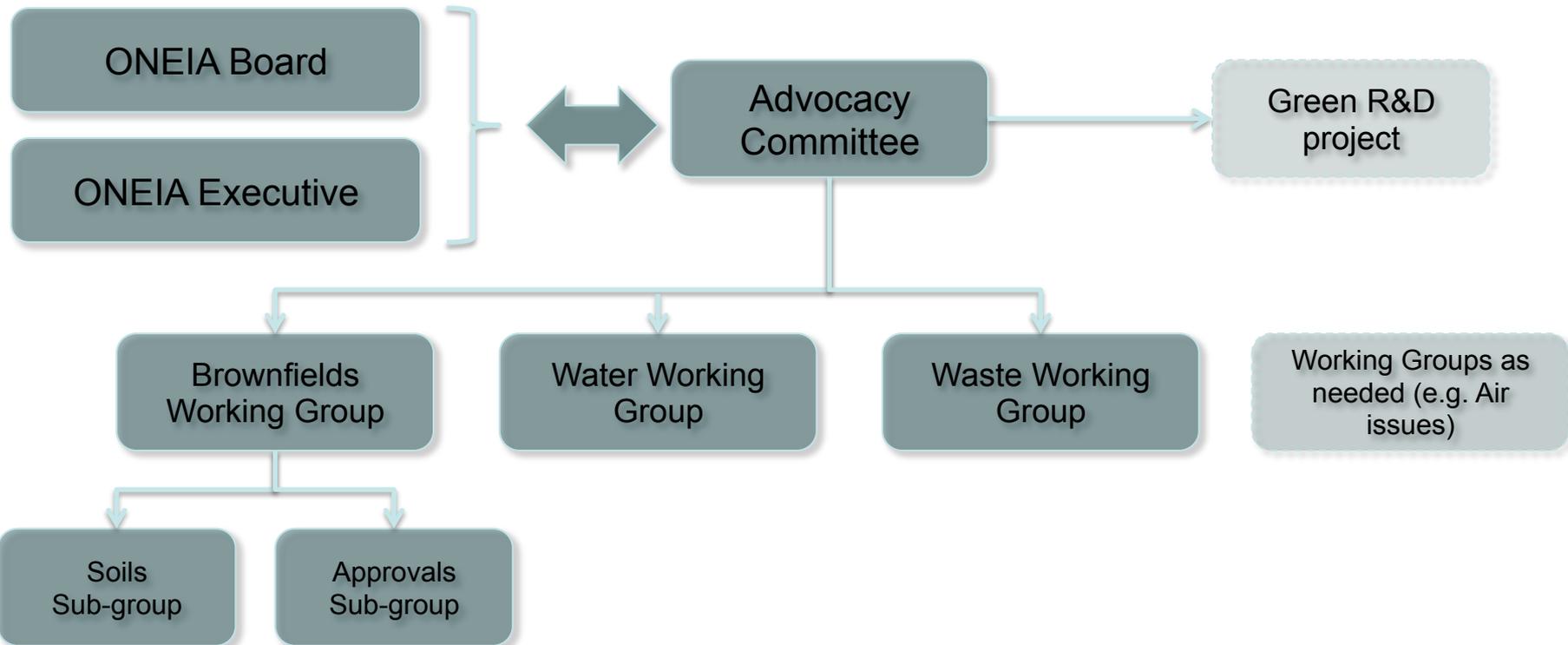
The following criteria reflect how the ONEIA advocacy priorities are established.





# Accountability Structure

In order to ensure that ONEIA's advocacy priorities move forward and that the board holds the member committees accountable for their work commitments, we will use the following structure over the next two years:





# For more information:

Please contact one of the co-chairs of Advocacy or one of the ONEIA staff listed below to discuss this advocacy strategy further.



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