



STRATEGIC PLANNING DOCUMENT

MissionCanada

*Building a Prosperous, Innovative, Sustainable, and Connected
Canada*

DOCUMENT	TIME HORIZON
Strategic Plan 2035	2025 – 2035

VERSION
Draft 1.0

A Framework for a Stronger Canada

This strategic plan outlines a long-term framework for MissionCanada as a collaborative initiative focused on strengthening Canada's economic resilience, innovation capacity, environmental sustainability, and community well-being. The plan emphasizes measurable outcomes, ethical leadership, practical partnerships, and continuous learning.

It provides a roadmap that organizations and communities can adapt to local needs while aligning with shared national objectives — across a ten-year horizon from 2025 to 2035.

Key Themes:

Responsible Innovation	Skills Development	Sustainable Economic Growth
Civic Engagement	Evidence-Informed Decisions	Transparent Governance

Vision & Mission

OUR VISION

Canada is recognized as a resilient, innovative, inclusive, and sustainable society where communities collaborate across sectors to improve quality of life, expand opportunity, and prepare for future challenges.

OUR MISSION

MissionCanada connects people, organizations, institutions, and communities to support projects that strengthen Canada's economy, environment, education, innovation ecosystem, and civic life through collaboration, practical action, and measurable impact.

Core Values



Integrity

Operate honestly and transparently in all activities.

Respect

Value diverse perspectives and respectful dialogue.

Collaboration

Encourage partnerships across sectors and communities.

Innovation

Promote responsible experimentation and improvement.

Sustainability

Balance economic, environmental, and social goals.

Accountability

Measure progress and publicly report results.

Inclusion

Seek accessible participation and diverse viewpoints.

Ethics

Uphold the highest standards in governance and conduct.

National Context

STRENGTHS	OPPORTUNITIES	CHALLENGES
› Stable democratic institutions › Highly educated workforce › World-class universities › Diverse economy › Abundant natural resources › Strong research capacity › International partnerships	› Artificial Intelligence › Clean technology › Advanced manufacturing › Agriculture innovation › Digital transformation › Space technologies › Arctic development › Ocean economy › Biotechnology › Entrepreneurship	› Housing affordability › Healthcare pressures › Aging population › Productivity growth › Skills shortages › Climate adaptation › Infrastructure renewal › Cybersecurity › Regional disparities

Strategic Goals

Economic Development

Support entrepreneurship, innovation, productivity, investment, and workforce development.

- ✓ Businesses supported
- ✓ Partnerships created
- ✓ Skills programs delivered
- ✓ Employment outcomes tracked

Education

Expand access to practical learning, digital skills, financial literacy, and lifelong education.

- ✓ Learners reached
- ✓ Certifications completed
- ✓ Educational partnerships formed

Innovation

Strengthen research collaboration and technology adoption across sectors.

- ✓ Pilot projects launched
- ✓ Research collaborations
- ✓ Startup participation rates

Sustainability

Encourage conservation, climate resilience, and responsible resource management.

- ✓ Community environmental projects
- ✓ Sustainability education initiatives
- ✓ Restoration activities completed

National Missions

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NATIONAL MISSION

Economic Prosperity

OBJECTIVES

- ▶ Encourage entrepreneurship
- ▶ Support SMEs
- ▶ Promote responsible investment
- ▶ Improve productivity
- ▶ Strengthen local economies

PROGRAMS

- ▶ Startup mentoring
- ▶ Business networking
- ▶ Investment education
- ▶ Export readiness workshops

DELIVERABLES

- ▶ Annual business forums
- ▶ Entrepreneur resource portal
- ▶ Mentorship database

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NATIONAL MISSION

Innovation

PRIORITIES

- ▶ AI literacy
- ▶ University partnerships
- ▶ Startup incubation
- ▶ Technology transfer
- ▶ Innovation challenges

OUTPUTS

- ▶ Research publications
- ▶ Innovation labs
- ▶ Demonstration projects

PARTNERS

- ▶ Universities & colleges
- ▶ Federal research agencies
- ▶ Industry associations

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NATIONAL MISSION

Education

PROGRAMS

- ▶ Leadership Academy
- ▶ Financial literacy
- ▶ Digital literacy
- ▶ AI education
- ▶ Skilled trades awareness

GOALS

- ▶ Future-ready skills
- ▶ Adaptable learners
- ▶ Lifelong education culture

METRICS

- ▶ Participants enrolled
- ▶ Completion rates
- ▶ Community partnerships

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NATIONAL MISSION

Community Well-Being

INITIATIVES

- ▶ Volunteer programs
- ▶ Local partnerships
- ▶ Community events
- ▶ Food security initiatives
- ▶ Emergency preparedness education

OBJECTIVES

- ▶ Strengthen resilient communities
- ▶ Foster civic connection
- ▶ Support vulnerable populations

OUTCOMES

- ▶ Volunteer hours logged
- ▶ Events hosted
- ▶ Organizations engaged

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NATIONAL MISSION

Environmental Stewardship

AREAS

- ▶ Conservation
- ▶ Biodiversity
- ▶ Water protection
- ▶ Urban forestry
- ▶ Circular economy

PROGRAMS

- ▶ Tree planting campaigns
- ▶ Community restoration
- ▶ Environmental education
- ▶ Citizen science

IMPACT

- ▶ Hectares restored
- ▶ Species monitored
- ▶ Waste diverted (tonnes)

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NATIONAL MISSION

Technology & Digital Infrastructure

PRIORITIES

- ▶ Digital transformation
- ▶ Cybersecurity awareness
- ▶ Ethical AI
- ▶ Data governance
- ▶ Open innovation

INFRASTRUCTURE

- ▶ National portal
- ▶ AI assistant
- ▶ Resource library
- ▶ Learning platform

PRINCIPLES

- ▶ Privacy by design
- ▶ Open standards
- ▶ Accessible interfaces

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NATIONAL MISSION

Indigenous Partnerships

PRINCIPLES

- ▶ Respect & listening
- ▶ Collaboration
- ▶ Shared learning
- ▶ Indigenous-led initiatives

AREAS OF COOPERATION

- ▶ Education
- ▶ Entrepreneurship
- ▶ Environmental stewardship
- ▶ Youth leadership
- ▶ Cultural initiatives

COMMITMENTS

- ▶ UNDRIP alignment
- ▶ Free, prior, informed consent
- ▶ Co-designed programs

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NATIONAL MISSION

Health & Wellness

PROGRAMS

- ▶ Mental health awareness
- ▶ Healthy lifestyles
- ▶ Community wellness education
- ▶ Active living initiatives

OBJECTIVES

- ▶ Promote prevention
- ▶ Build community resilience
- ▶ Reduce health disparities

PARTNERS

- ▶ Public health agencies
- ▶ Community health centres
- ▶ Wellness nonprofits

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NATIONAL MISSION

International Collaboration

ACTIVITIES

- ▶ Research exchanges
- ▶ Innovation forums
- ▶ Educational partnerships
- ▶ International conferences

FOCUS

- ▶ Knowledge exchange
- ▶ Global best practices
- ▶ Bilateral partnerships

REGIONS

- ▶ Commonwealth nations
- ▶ Francophonie
- ▶ Pacific Rim partners
- ▶ G7 collaborators

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NATIONAL MISSION

Future Readiness

EMERGING TOPICS

- ▶ Quantum computing
- ▶ Robotics
- ▶ Space technologies
- ▶ Biotechnology
- ▶ Climate resilience
- ▶ Advanced manufacturing

APPROACH

- ▶ Horizon scanning
- ▶ Foresight workshops
- ▶ Scenario planning
- ▶ Long-term modelling

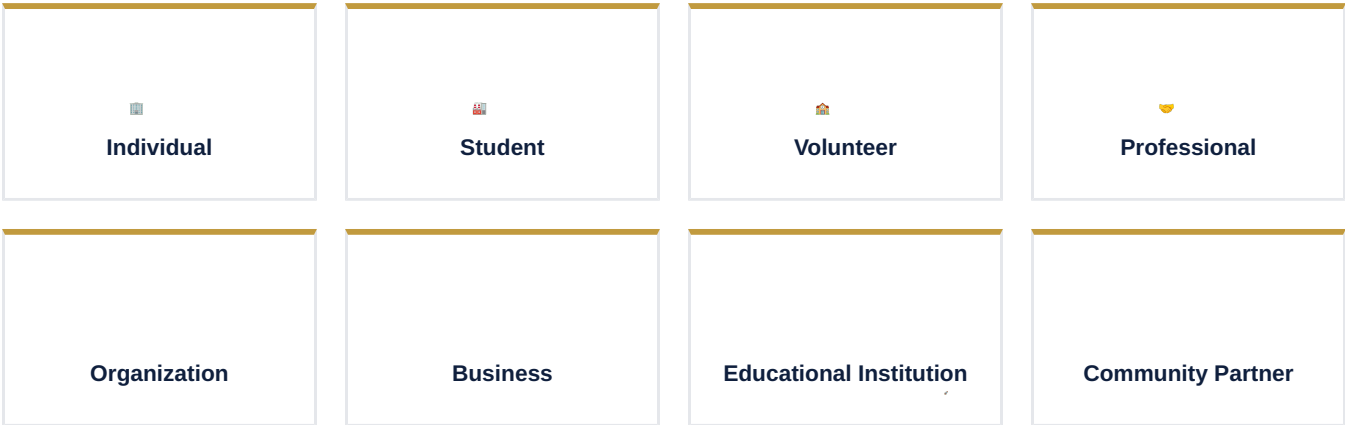
GOAL

- ▶ Encourage foresight culture
- ▶ Build adaptive capacity
- ▶ Position Canada as leader

Organizational Structure



Membership Framework



MEMBER BENEFITS

Project participation and co-creation

professional development	regions	
Access to research and resource library	Recognition programs and awards	Access to KPI dashboards and impact data

Digital Platform

Public Website

Open access information and engagement hub

Member Portal

Secure login for members and partners

Learning Platform

LMS with certifications and courses

AI Assistant

AI-powered resource and navigation tool

Volunteer Hub

Coordinate and match volunteer opportunities

Knowledge Library

Publications, briefs, and research reports

Project Database

Track and discover active initiatives

KPI Dashboard

Real-time impact and performance metrics

Five-Year Roadmap

PHASE ONE · 2025–2026

Foundation

- Establish governance structure
- Brand and identity launch
- Technology platform build
- Founding partnerships
- Pilot programs launched
- Initial membership recruitment

PHASE TWO · 2027–2029

Growth

- Expand membership base
- Launch regional chapters
- Broaden educational offerings
- Collaborative projects scaling
- First annual impact report
- Partnership development

PHASE THREE · 2030–2035

National Scale

- National partnership network
- Annual impact reports published
- Enhanced digital infrastructure
- Broad community participation
- International recognition
- Policy influence achieved

Annual Operating Cycle

Q1 · Jan–Mar

- Strategic planning
- Annual budgeting
- Goal setting
- Board approvals

Q2 · Apr–Jun

- Program launches
- Member recruitment
- Partnership development
- Spring events

Q3 · Jul–Sep

- Monitoring & evaluation
- Community engagement
- Interim reporting
- Mid-year review

Q4 · Oct–Dec

- Annual review
- Impact reporting
- Strategic updates
- Next-year planning

Performance Measurement

Economic ▶ Businesses engaged ▶ Programs delivered ▶ Partnerships established ▶ Jobs influenced	Education ▶ Learners reached ▶ Certifications awarded ▶ Workshops delivered ▶ Educational institutions linked	Innovation ▶ Research collaborations ▶ Pilot projects launched ▶ Technology adoption cases ▶ Patents / publications
Community ▶ Volunteers engaged ▶ Community projects ▶ Service hours contributed ▶ Events hosted	Environment ▶ Conservation activities ▶ Restoration projects ▶ Sustainability initiatives ▶ Trees planted	Partnerships ▶ Active MOU agreements ▶ Cross-sector connections ▶ Indigenous partnerships ▶ International links

Risk Management

Risk Category	Level	Mitigation Strategy
Financial	Medium	Diversified revenue streams; independent audits; reserve fund policy
Cybersecurity	High	Security-first platform design; incident response plan; staff training
Reputation	Medium	Code of conduct; ethics committee; transparent public reporting
Operational	Medium	Documented processes; succession planning; continuous monitoring
Legal / Privacy	Medium	Legal counsel; PIPEDA compliance; privacy impact assessments
Strategic	Low	Annual strategic review; scenario planning; stakeholder consultation

Risk Category	Level	Mitigation Strategy
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Environmental

Low

Climate risk assessments; sustainability policies; adaptive management

Partnership Strategy

Universities & Colleges	Industry Associations	Nonprofits & Charities
Municipal Governments	Provincial Organizations	Indigenous Organizations
Research Institutions	Businesses & SMEs	International Partners

Financial Framework

REVENUE SOURCES

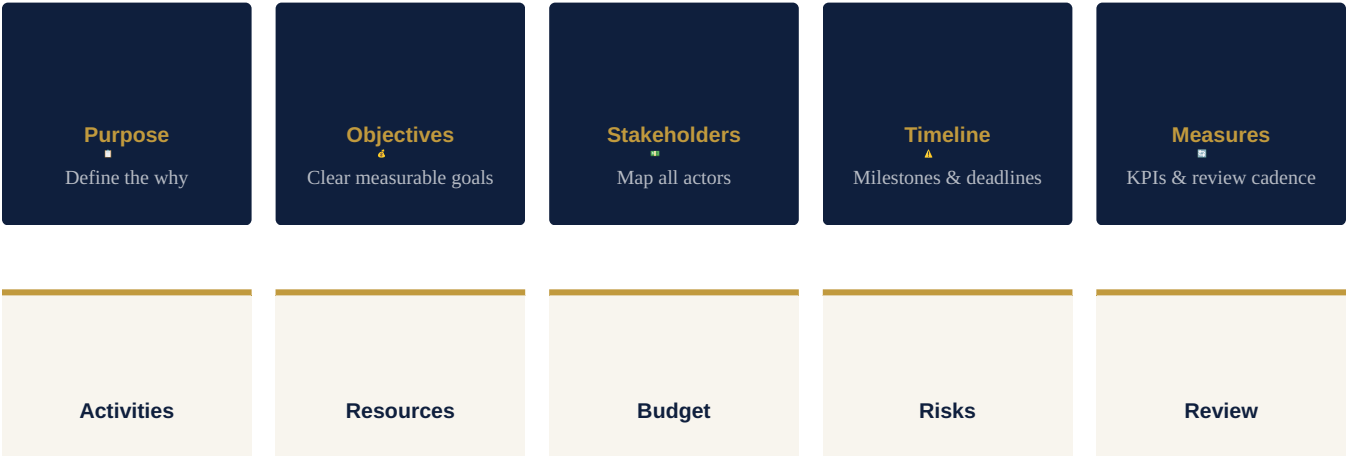
- ▶ Membership fees
- ▶ Government grants
- ▶ Philanthropic donations
- ▶ Corporate sponsorship
- ▶ Educational programs
- ▶ Events and conferences
- ▶ Consulting services
- ▶ Research partnerships

FINANCIAL PRINCIPLES

- ▶ Full transparency in reporting
- ▶ Long-term financial sustainability
- ▶ Responsible and ethical budgeting
- ▶ Independent financial oversight
- ▶ Surplus reinvestment into mission
- ▶ Annual public financial disclosure

Implementation Framework

Each MissionCanada initiative should be defined and governed according to the following structured framework. Progress should be reviewed regularly, with adjustments informed by evidence and stakeholder feedback.



Appendices

Organizational Chart	Governance Charter	Code of Conduct
Ethics Framework	Sample Budget	KPI Dashboard
SWOT Analysis	PESTLE Analysis	Risk Register
Stakeholder Map	Communications Calendar	Annual Reporting Template
Glossary of Terms	Partnership Agreements	Privacy Framework

CLOSING STATEMENT

A Collaborative Framework for Canada's Future

MissionCanada is envisioned as a collaborative framework rather than a fixed institution. Its success depends on broad participation, transparent governance, measurable outcomes, and adaptability.

By focusing on practical projects, respectful partnerships, and evidence-informed decision-making, MissionCanada can provide a flexible roadmap for strengthening communities, encouraging innovation, supporting sustainable development, and fostering long-term resilience across Canada.

We invite organizations, communities, institutions, and citizens across every province and territory to join this national mission — and to help shape the Canada we want to build together.