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# 2021 Operational Plan Appendix II



**Appendix II: CEC activities and budgets for 2021**

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## North American Pollutant Release and Transfer Register (NAPRTR) Initiative

The North American Pollutant Release and Transfer Register (NAPRTR) Initiative enhances stakeholder understanding of data on the sources, amounts and management of industrial pollutants across the region, with the objective of informing decisions relative to pollution prevention and reductions. The CEC, in collaboration with the national PRTR Programs and representatives of industry, NGOs, academia and civil society, work to improve access to and the completeness, comparability and quality of North American PRTR data and promote their use to support industrial sustainability initiatives.

To this end, North American PRTR data are harmonized, integrated, analyzed and disseminated via the *Taking Stock* report series and the Taking Stock Online website and searchable database. These efforts add value to the national PRTR data by enhancing stakeholder understanding through analyses and additional contextual information relating to the nature of certain industrial activities, pollutant releases in border areas and their potential impacts on shared ecosystems, and transfers of pollutants across national borders, where integrated data and information provide support for improved reporting compliance and environmental management.

This unique tri-national collaboration, which involves specific activities aimed at engaging a wide variety of stakeholders in the analysis and discussion of PRTR data and information for approximately 30,000 facilities, has resulted in marked improvements in data access, quality, coverage, and comparability for the region. The Taking Stock Online website tools are instrumental in improving public access to and understanding of North American PRTR data, industrial activities, and the potential risks associated with the substances they use and generate, as well as factors affecting changes in reporting. The data and information are used by researchers and NGOs to support their related efforts, and by industry sectors and governments to assess facility reporting and the effectiveness of pollution prevention measures.

In 2021, activities include:

- a) coordination among national PRTR programs to enhance NAPRTR data quality, comparability and accessibility;
- b) the integration into Taking Stock Online of the most recent PRTR data available for all three countries and the development and publication of Volume 16 of the Taking Stock report, featuring a special analysis of off-site pollutant disposals; and
- c) stakeholder engagement activities and the development of a voluntary industry pollution prevention “Challenge” initiative.

Objectives and activities	Budget (\$C)
<p><b>Objective 1. Enhance the access, quality, completeness, and comparability of North American PRTR data, and increase access to information about the sources and nature of industrial releases, in order to support decision making relative to pollution prevention and reductions.</b></p>	
<p><b>Activity 1. Coordination and communication with the national PRTR programs and other stakeholders relative to enhancing NAPRTR data quality, comparability and accessibility</b></p> <ul style="list-style-type: none"> <li>a. Collaborate and exchange with government PRTR officials and other pertinent stakeholders relative to enhancing comparability among the North American PRTRs – e.g.: assessing changes at the national level and their impacts on NAPRTR comparability.</li> <li>b. Work with the PRTR Officials and stakeholders to address PRTR data quality and accessibility issues and implement recommendations in the updated Action Plan to Enhance the Comparability of PRTRs in North America (“Action Plan”)</li> <li>c. Share information about national efforts involving the use of PRTR data to promote reductions in pollution releases, the establishment of pollution prevention programs, and improved chemicals management.</li> </ul>	10,000
<p><b>Activity 2. Collection, integration, analysis and dissemination of North American pollutant release and transfer data</b></p> <ul style="list-style-type: none"> <li>a. Integrate 2019-2021 data from the three PRTR programs and where pertinent, other sources of information, for the Taking Stock Online searchable database; provide the data in a format suitable for use in web and mapping applications (in accordance with CEC guidelines); develop the information management infrastructure and explore innovative ways to improve the process of gathering, storing, and accessing NAPRTR data in order to increase their usefulness in existing or future applications (e.g., Atlas mapping, and other CEC initiatives).</li> </ul>	125,000
<p><b>Activity 3. Stakeholder engagement</b></p> <ul style="list-style-type: none"> <li>a. Organize consultations and promote engagement of stakeholders, including governments, NGOs, industry, media and the public, relative to the NAPRTR Initiative and the Taking Stock report. Some of these consultations are conducted in coordination with national PRTR program outreach activities.</li> <li>b. Increase outreach via enhanced access to the Taking Stock Online website and tools, workshops, outreach videos and/or webinars with stakeholders and potential users of the information (e.g., media, NGOs, industry), and participation in national and international PRTR efforts.</li> <li>c. Develop a voluntary industry pollution prevention “P2 Challenge”</li> </ul>	50,000
<b>Total</b>	<b>185,000</b>

Partner organizations: National PRTR programs (Canada’s NPRI; Mexico’s RETC; U.S. TRI) Industry associations, Green Chemistry organizations and industry sustainability initiatives, academic institutions, NGOs.

## North American Environmental Atlas and North American Land Change Monitoring System (NALCMS)

The North American Environmental Atlas (the Atlas) is an online mapping resource that supports research, analyses and management of environmental information in Canada, Mexico and the United States. It assembles over sixty seamless and accurate cartographic data and maps, documentation, and interactive map layers at a scale of 1:10,000,000 or greater. Thematic map layers allow for the visualization of various environmental topics, such as impacts on ecosystems and communities of a variety of economic activities. Activities in 2021 will focus on individual map layer updates, including (but not limited to) Blue Carbon, Terrestrial Ecoregions, North American Forests, and Reporting Industrial Facilities. Additional activities and resources will also be dedicated to improving the visibility and dissemination of this work; including migrating all datasets to ArcGIS Online, in order to increase dissemination and use of our unique North American mapping products.

The North American Land Change Monitoring System (NALCMS) involves ongoing collaboration among the remote sensing, mapping, natural resource and conservation agencies in our three countries to monitor and document land cover and its change over time. The NALCMS depicts information about land cover and land cover change in a seamless, consistent and automated way across North America. It provides valuable indicators to help the three countries better understand the dynamics of land cover and its change over time, and can be used in analyses for decision making with regard to issues such as ecosystem management and conservation, climate change mitigation and adaptation, and urban sprawl.

Activities in 2021 will focus on integrating and publishing the North American land cover 2020 dataset.

Objectives and activities	Budget (\$C)
<b>Objective 1. Produce improved and updated land cover map products and data sets</b>	
Activity 1. Produce continental 2020 land cover map product at 30-m	10,000
<b>Objective 2. Strengthen and facilitate collaboration among partner agencies on an ongoing basis, to produce harmonized North American data for decision-makers and researchers</b>	
Activity 1. Presentations at relevant events to promote NALCMS products	5,000
<b>Objective 3. Produce and update thematic map layers to show environmental information at the continental scale, including information stemming from CEC projects</b>	
Activity 1. Updating and adding datasets to the Atlas (Blue Carbon, North American Forests, Protected Areas, PRTR Reporting Industrial Facilities,	25,000
Activity 2. Mapping support for other CEC projects and activities (SEM, NAPECA, Monarchs, Blue Carbon, others as needed)	5,000
Activity 3. Mapping software licensing	3,000
<b>Objective 4. Dissemination activities and outreach strategies to engage additional users</b>	
Activity 1. Migrate all NA Atlas and NALCMS products to ArcGISOnline	5,000

Activity 2. Creation of ArcGIS StoryMaps and other promotional material to reach and engage stakeholders.	15,000
Activity 3. Assess the needs of CEC data platform users to inform the development of CEC data and information	30,000
<b>Total Budget</b>	<b>98,000</b>

**Partner Organizations:** NRCan (CCMEO), USGS, Conabio, Conafor and INEGI

### Submission on Enforcement Matters (SEM)

Objectives and activities	Budget (\$C)
<b>Objective 1. Strengthen public awareness on the SEM process</b>	
Activity 1. Develop a SEM Outreach Plan considering challenges and opportunities for public participation in Canada, Mexico and the US.	2,000
Activity 2. Carry out outreach and engagement activities with relevant stakeholders in North America and, through our network of partners, implement the SEM Outreach Plan in the region. Include activities such as workshops on the SEM process under the USMCA, the filing process and requirements, and the way in which the process supports transparency and public participation in environmental law enforcement.	65,000
<b>Objective 2. Maintain rigorous, transparent, timely, and efficient SEM efforts</b>	
Activity 1. Implement the SEM process following principles of transparency and timeliness, ensuring an efficient and rigorous processing of submissions and development of factual records.	195,000
Activity 2. Revise the current procedures to make the filing of submissions simple, straightforward, and consistent with the USMCA	18,000
<b>Total</b>	<b>280,000</b>

### Joint Public Advisory Committee (JPAC)

Objectives and activities	Budget (\$C)
<b>Objective 1. Support effective trilateral cooperation</b>	
Activity 1. Organize JPAC activities (e.g., meetings, consultations and webinars) to provide advice to the Council on matters within the scope of the ECA based on strong stakeholder engagement	250,000
Activity 2. Facilitate the participation of JPAC members in CEC projects, based on their respective expertise	20,000
<b>Objective 2. Increase JPAC stakeholder engagement</b>	
Activity 1. Liaise with JPAC to inform, support and enhance CEC engagement activities	30,000
<b>Total</b>	<b>300,000</b>

### Traditional Ecological Knowledge Expert Group (TEKEG)

<b>Objectives and activities</b>	<b>Budget (\$C)</b>
<b>Objective 1. Increase TEKEG stakeholder engagement</b>	
Activity 1. Liaise with TEKEG to inform, support and enhance CEC engagement activities	10,000
<b>Objective 2. Ensure optimal organizational capacity to support the Parties</b>	
Activity 1. Identify and implement TEK, indigenous perspectives and stewardship practices to the CEC operations and policy recommendations	90,000
<b>Total</b>	<b>100,000</b>

## Outreach and Partnerships (Engagement)

Objectives and activities	Budget (\$C)
<b>Objective 1. Expand CEC stakeholder network</b>	
Activity 1. Develop and perform survey with CEC's stakeholders (from past 10 years) to inform engagement strategies	20,000
Activity 2. Integrate and maintain user-friendly software to compile & manage stakeholder information	5,000
Activity 3. Develop assessment to implement innovative engagement tools and communication channels by target sectors	5,000
<b>Objective 2. Increase engagement with existing and potential stakeholders through improved internal CEC practices</b>	
Activity 1. Perform qualitative and quantitative processes to inform engagement efforts in CEC activities (e.g. strategic and targeted surveys)	10,000
Activity 2. Optimize CVENT tool for best practices in stakeholder engagement and follow up to facilitate communications with stakeholders	2,000
Activity 3. Complement stakeholder engagement efforts (e.g., e-blasts, campaigns, reminders) across all CEC activities	10,000
<b>Objective 3. Increase youth engagement in all CEC activities</b>	
Activity 1. Develop and implement youth engagement strategy	5,000
Activity 2. Research to implement innovative youth engagement tools	5,000
Activity 3. Organize youth and indigenous led event to facilitate collaborations with youth organizations	10,000
Activity 4. Support CEC's Youth Innovation Challenge	5,000
<b>Objective 4. Increase JPAC &amp; TEKEG stakeholder engagement</b>	
Activity 1. Assess stakeholder engagement in JPAC activities to support future efforts	2,000
Activity 2. Research indigenous led efforts, networks and groups to inform engagement	6,000
Activity 3. Create and disseminate corporate video on JPAC and TEKEG and outreach strategy	5,000
Activity 4. Create and host webinars with JPAC and TEKEG members to inform stakeholders on their roles and activities	5,000
Activity 5. Support coordination of online consultations, public meetings, digital platforms.	5,000
<b>Objective 5. Enhance dialogue with the stakeholder during the Annual Council Session</b>	
Activity 1. Support Council to engage stakeholders through 1) direct outreach to key stakeholders at the location of the Council session and across the three countries (including coordination of hubs); and 2) engagement campaign strategies	6,000
Activity 2. Gather feedback from stakeholders and analyze results (surveys and reports)	4,000



<b>Objective 6. Maximize resources and impact through partnerships linkages and channels</b>	
Activity 1. Organize joint-events with international organizations on topics of common interest	25,000
Activity 2. Attend international events to identify potential partners	5,000
Activity 3. Promote partnerships work through social media and blog articles	5,000
Activity 4. Develop and maintain a partners' webpage on the CEC website to raise partners visibility	5,000
<b>Total</b>	<b>150,000</b>

## Outreach and Partnerships (visibility)

Objectives and activities	Budget (\$C)
<b>Objective 1. Increase regional and international presence and recognition of the CEC as a key player for environmental cooperation in North America</b>	
Activity 1. Present CEC work at national, regional and international events	5,000
Activity 2. Organize public online webinars to highlight CEC work	5,000
Activity 3. Collaborate in efforts led by international organizations	10,000
Activity 4. Develop best practices and resources to support outreach, partnership building and communication across all CEC activities	10,000
<b>Objective 2. Increase collaborations across all CEC activities at an organizational level</b>	
Activity 1. Perform organization scan on CEC priorities to identify collaborations and partnership opportunities	10,000
Activity 2. Refine outreach and partnerships performance measurement practices to be responsive to analytics	10,000
Activity 3. Promote collaborative efforts through social media campaigns and identify lessons learnt through metric analytics	5,000
<b>Total</b>	<b>55,000</b>

## Communications

Objectives and activities	Budget (\$C)
<b>Objective 1. Increase overall audience engagement with CEC content by refining target audiences and messaging according to geographic, subject-matter or language considerations</b>	
Activity 1. Refine internal communications performance measurement practices to be responsive to analytics	10,000
Activity 2. Use paid digital media strategies to target specific audiences	20,000
Activity 3. Improve the CEC's email marketing practices by providing tailored content to subscribers according to preferences	10,000
<b>Objective 2. Communicate the CEC's role and opportunities to engage using compelling stories and visuals across a variety of platforms</b>	
Activity 1. Implement CEC visual rebrand across all assets	35,000
Activity 2. Create compelling social media post copy and high quality digital graphic images that are consistent with new brand	56,000
Activity 3. Tell stories about CEC work using high quality photography, videography and infographics	31,500
<b>Objective 3. Increase awareness of the CEC among the general public as well as relevant regional/international stakeholders as a key player for environmental cooperation in North America</b>	

Activity 1. Gain ‘earned media’ coverage from reputable media sources and influencers about outcomes of CEC work to build awareness and trust among the general public	87,500
Activity 2. Capitalize on the CEC’s annual Council Session as an opportunity to drive awareness and build engagement with the organization	60,000
<b>Total</b>	<b>310,000</b>

## Council

Objectives and activities	Budget (\$C)
<b>Objective: Support effective trilateral cooperation</b>	
Activity 1. Support collaboration on Council deliverables that are bold and ambitious	10,000
Activity 2. Enhance cooperation on ensuring results-oriented and productive Council and Alt Reps meetings	55,000
Activity 3. Facilitate an engaging exchange between the Council and the public, and among CEC constituents	205,000
<b>Total</b>	<b>270,000</b>

## Performance Measurement

Objectives and activities	Budget (\$C)
<b>Objective: Evaluate CEC activities, demonstrate progress, and share relevant accomplishments</b>	
Activity 1. Implement enhanced performance measurement (PM) framework, including organizational and project-level performance measures and software acquisition	25,000
Activity 2. Report to the Parties on a regular basis, including the 2019-2020 OP and SP2015-2020 performance reports, 2020 Annual Report and 2021 Executive Director Report to Council.	60,000
Activity 3. Engage and coordinate with Parties’ experts and other stakeholders to monitor, assess, and report on the long-term impact and contribution of initiatives in Canada, the United States, and Mexico, particularly on projects that may lead to changes in capacity, conditions and policies	70,000
<b>Total</b>	<b>155,000</b>