

RRFB Nova Scotia's Strategic Plan

January 2012



Our work is to make a recognizable economic and environmental impact for Nova Scotians, innovating for sustainability and investing in partnerships.



Planning for Tomorrow...Today

Strategic planning should be the North Star of an organization – providing the direction that drives the organization's actions and decisions at all levels. We are pleased to share our direction with you for the next 18 to 36 months.

At RRFB Nova Scotia we believe effective strategic planning is proactive and responsive – not reactive and transactional. Strategic planning is crucial for building a sustainable organization, both for the environment and for the planning of today's complex and ever changing world. Clear planning allows an organization to identify opportunities and potential challenges while building the capabilities needed to succeed and plan for the future.

Responsive Planning

Due to the constant state of change in our economy and continual progression in the waste management industry, our strategy must be a cohesive response to change. The strategic planning process not only frames priorities for success but is flexible and responsive. Strategy must become a living process and the plan is intended to adapt where necessary as it progresses. The start date for this plan is January 1st, 2012 with the intention of measurable deliverables completed within each Strategic Priority throughout an 18 to 36 month timeframe. Upon completion, the plan will be evaluated and further developed.

Core Strategy Components

Strategy Statement

"Our work is to make a recognizable economic and environmental impact for Nova Scotians, innovating for sustainability and investing in partnerships."

Strategic Priorities

The objective of our strategic planning exercise was to develop and implement a clear, cohesive, and coordinated strategic plan for the sustainability and future growth of the organization. This included capturing and expanding upon the right opportunities within our mandates and further engaging our workforce.

[Strategic Priorities cont'd...](#) ➡

Strategic Priorities cont'd...

RRFB Nova Scotia has defined five key Strategic Priorities that will guide our organization. These areas are:

- 🌱 **Demonstrated Economic and Environmental Impact** – financial sustainability as an organization while contributing a clear positive economic impact for the province.
- 🌱 **Organizational Leadership and Talent Development** – build an engaged and motivated team with the goal of being recognized as a top employer in Nova Scotia.
- 🌱 **Innovation to Achieve Leadership and Expertise** – employ our expertise to develop new technology and value-added solutions supporting solid waste diversion.
- 🌱 **Stakeholder Relationship Building** – continue to develop our partnerships with stakeholders at all levels and be seen as a valued business partner.
- 🌱 **Education and Awareness** – better informed, educated and engaged stakeholders and residents of Nova Scotia in relation to waste reduction, while raising the profile of RRFB Nova Scotia and its contribution to our province.

Strategic Vision

Our Strategic Vision is a caption of what we hope to accomplish by the end of this plan.

It is December 2014 and there is strong public awareness of our leadership in improving the health of our environment by reducing waste while creating real economic benefit for Nova Scotians.

We have worked together as a team where everyone is engaged, informed and eager to tackle new opportunities with a focus on outcomes.

In 1996, we started simply with bottles. Facing a tall order from the Province, by 2011 we had grown to running multiple programs for industry, government, and the public, broadening our operations and taking charge of a clear strategy to enhance our scope and expertise.

Surpassing the 300kg Goal, we focused on providing new tools and programs through enhanced innovation and partnerships.

By following the strategy we laid out three years ago, we sharpened our approach to communication and relationships both internally and with our stakeholders.

