



Non-Profit Association | Rue Agasse 54, 1208 Genève, Switzerland | info@worldtrailsnetwork.org | worldtrailsnetwork.org

WTN Strategic Plan

January 2023 to December 2024

Approved April 20, 2023

Introduction

This Strategic Plan sets the direction for the World Trails Network for the next two years. The World Trails Network's core purpose is to bring together trail organisations, academics and enthusiasts to learn from each other and to share information. This strategic plan builds on that core purpose to grow the WTN as an organisation in breadth and relevance within the world of trails.

Through the Board and the Board Committees, the WTN will regularly monitor progress of the strategic priorities. Each Board Committee will undertake its part in the strategic priorities as a piece of their committee work. The Advisory Council, Task Teams and external resources can be consulted to achieve the strategic priorities.

Vision

Trail organisations and people around the world are inspired by the World Trails Network to learn, share, protect, promote and enhance sustainable trails for all.

Mission

To facilitate international cooperation and collaboration between trail organisations and individuals sharing expertise, knowledge and skills to promote sustainable trails.

Values

Care: Look after the trails, the people who use them and those who work to support them

Collaborate: Work together to advance the goals and strategic priorities of the World Trails Network

Motivate: Support and encourage all those who want to enjoy the trails with accurate information and advice

Advocate: Advocate for these international treasures, our trails

Transparent: Work in an honest, fair, ethical and transparent manner

Sustainable: Work with a light footprint to protect our environment now and for future generations

Strategic Priorities 2023-2024

1. Ensure reliable revenue streams for the World Trails Network

- A. Through the Board develop a business plan that incorporates a variety of revenue streams to support the work of the WTN. This includes revenues from membership, World Trails Conference, fundraising and other areas.
- B. Understand the current products of the WTN and investigate their viability
- C. Develop ideas for new WTN products for the Board to consider
- D. Through the Fundraising Committee develop a fundraising plan

2. Ensure consistent guidance and oversight to the World Trails Network

- A. Through the Governance Committee, and in consultation with the current hubs, determine the relationship between the hubs and the World Trails Network and how that relationship will continue as the number of hubs increases
- B. Through the Governance Committee develop an internal communications plan to ensure a good flow of information and consistent decision making methods for the Board, Board Committees and Advisory Council

3. Increase the reach of the World Trails Network

- A. Through the Membership Committee develop a membership plan
- B. Develop a robust membership program, including an accurate database of members
- C. Develop an external communications plan to increase supporters for the World Trails Network

4. Deliver a successful World Trails Conference

- A. Through the WTC Steering Committee to develop a robust World Trails Conference that both provides revenue for the WTN, and an opportunity for networking and learning
- B. Develop a compelling program for the WTC that allows the task teams space to share their work from the past 2 years