



2025-2028

STRATEGIC PLAN



BLUEGREEN

CANADA

WHO WE ARE

A coalition of union and non-governmental organizations that collectively form the strength and credibility of Blue Green Canada. Together, we are the preeminent voice on jobs and the environment.

OUR VISION

A sustainable and equitable society that enables workers and communities to thrive in the transition to a low carbon economy.

OUR MISSION

To unite and mobilize unions, environmentalists, and civil society organizations to challenge industries, governments, and employers to advance a sustainable and equitable society in the transition to a low carbon economy.

WHAT WE DO, WHO WE DO IT FOR, AND HOW.

CONVENE

Blue Green Canada (BGC) is the nexus between labour unions and non-governmental organizations (NGOs). We find a common vision and work to achieve shared goals that benefit jobs and the environment.



POSITION

With our common vision and goals established, we lead unions and NGOs in the development of shared policy positions. We do this by fostering dialogue and building collaborative spaces.

CAMPAIGN AND SUPPORT

With shared policy positions established, we develop projects and campaigns and seek opportunities to work with allies on existing relevant activities. We also support unions and NGOs in advancing our vision and policy positions by sharing information to raise worker and public awareness and capacity and by assisting unions with programs and strategies as requested.



CHALLENGE

We encourage and advocate that industry and government take action to advance our vision and shared policy positions.



ORGANIZATIONAL STRENGTH

BGC is an impactful and influential organization that successfully delivers on our vision and mission.

Goal 1: We commit to building a robust organization that has the strength and capacity to directly meet challenges.

INDUSTRIAL DECARBONIZATION

BGC integrates worker and labour-supported solutions into the decarbonization of key industrial sectors, resulting in reduced GHG emissions and more economic opportunities in Canada.

Goal 2: We will expand and achieve our Buy Clean work to ensure the use of low carbon, Canadian-made materials in public infrastructure projects, while creating and maintaining good jobs.

Goal 3: We will advocate for green industrial strategy, with the goal of maintaining and creating good jobs while decarbonizing.

JUST TRANSITION

BGC develops plans and programs that support workers and communities impacted by sectoral transitions and economic disruptions linked to climate change.

Goal 4: We will convene, campaign, position, and challenge key stakeholders to ensure Canada adopts just transition strategies.

COMMUNICATIONS

BGC empowers and reinforces worker and community concerns as the preeminent voice on joint labour-environment issues in Canada.

Goal 5: Using a diversity of communications tools and strategies, we will ensure that BGC's positions, campaigns, and projects are well received and understood with clarity and purpose.