



Strategic Plan (2020-2025)

Green Pixel

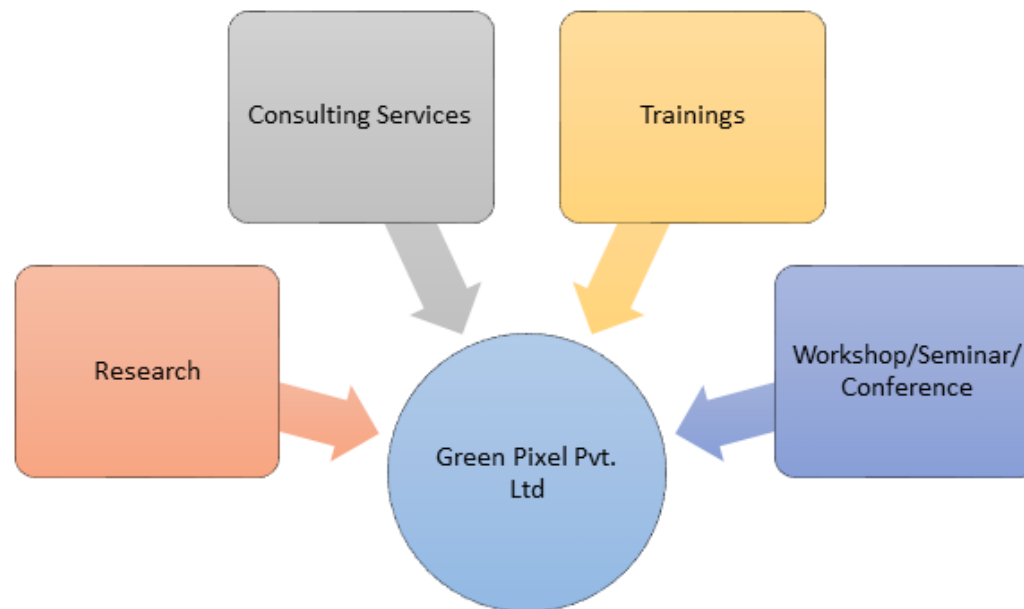
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Introduction

Green Pixel (GP hereafter) is a for-profit company dedicated to the well-being of society. It has been established to work with partners for conservation and sustainable use of natural resources. Green Pixel is registered at the Office of the Company Registrar (registration no.: 242426/077/078) under Government of Nepal in 2020.

This 2020-2025 strategy puts forward our commitment to work together with local, regional, national, and international communities in nature conservation based on scientific evidence and management approaches. The company will carry out research, training, workshops and provide consulting services to governmental/non-governmental agencies at national and international level including



academic institutions in the areas of wildlife, climate change, disaster risk reduction, watershed management, ecosystem, hydrology, and tourism.

GP aims to achieve a globally competent workforce/institutions in conservation in the south asian region. GP aspires to be a highly reputed consulting service for all environment-related activities. This includes habitat restoration, soil conservation, environmental assessments, renewable energy and environmental engineering. One of the company's key aims is to build resilient communities prepared for climate change impacts. We aim to do so by providing communities with information, and introducing SMART technologies that can encourage sustainable use of natural resources.

Vision

“Be a leading organization to create a vibrant society for nature conservation.”

Mission

“Provide technical expertise and promoting innovative ideas for nature conservation and sustainable development”

Objectives

To fulfil its vision and mission, Green Pixel is registered as a for-profit company under the Government of Nepal with the following objectives.

1. Provide consultancy services on environment and biodiversity for the different organizations to help them make informed decisions.
2. Conduct environmental conservation and research related training, seminars and workshops and related

programs/conferences to bring stakeholders together to form strong networking.

3. Strengthen rural communities' economy and conserve the natural environment by promoting sustainable ecotourism.

4. Produce and trade tools and equipment such as camera-traps, radio-collars, bioacoustic sensors, modelling desktops, etc related to biodiversity research and conservation.
5. Establish Wildlife Rescue and Rehabilitation center(s).
6. Advocate for policies on Environment and biodiversity conservation and sustainable use backed by scientific research.
7. Produce and disseminate digital and print media to raise awareness of nature and society.
8. Work on all aspects of WASH.
9. Promote use and work on all aspects of eco friendly infrastructure/green designs.
10. Support and promote SMART agriculture.
11. Promote and collaborate on the supply and distribution of renewable energy.
12. Generate funds and support for the annual green innovation program.
13. Conduct training on all technical skills required for ecological research.
14. Create guidelines and conduct training on disaster risk reduction/mitigation /emergency responses.
15. Support and promote policy for low carbon energy technology, reword to match nepali translation.
16. Maintain a market for recycled items made from waste as well as zero waste shopping.
17. Certify forest-friendly products.

Organizational Core values

Integrity: We are reliable, ethical and trustworthy.

Solicitous: We will be solicitous to the clients, to the community and to the environment.

Inclusive: We provide service regardless of any caste, color or ethnicity.

Corporate social responsibility: We fulfil our responsibility to the society we serve.

Promoting innovations: We encourage new ideas for conservation and sustainable resource management .

Strategic Plan: Themes, Goals, Strategies and Objectives

NCRC will concentrate on four thematic areas for nature conservation: 1. Biodiversity, 2. Ecology and Environment, 3. Water and Climate Change and 4. People and Community. Under each theme, there are multiple objectives to complete strategies that will help us achieve our targeted goals.

THEME 1: Biodiversity

Goal 1.1: Create globally competent professionals working in the field of biodiversity across South Asia.

Strategy 1.1.1: Enhance capacity of professionals/organizations working on biodiversity conservation in South Asia (especially in Nepal)

1. *Train on ecological data analysis using advanced analytical tools like python, R, QGIS, and Google Earth.*
2. *Conduct data management workshops on camera trapping and any other relevant topics.*
3. *Conduct bootcamps on wildlife study design and data analysis.*
4. *Conduct scientific/popular writing workshops for early to mid-career researchers.*
5. *Develop and deliver courses on wildlife genetics to wildlife managers, researchers, students etc.*

Strategy 1.1.2: Introduce novel methods of data collection and analysis to upgrade biodiversity research practices

1. *Develop applications for PC and smartphones that assist biologists in*

monitoring, data collection, and analysis

2. *Promote the use of open-access data collection softwares such as Open Data Kit, kobotool box, ODK Collect*
3. *Generate a public domain database on biodiversity of Nepal with DNA barcode data to clarify taxonomic confusions and increase bioliteracy.*
4. *Initiate feasibility study for development of a gene bank by collaborating with museums, CIB, government departments and genetic labs.*

Strategy 1.1.3: Initiate collaboration with governmental/non-governmental institutions

1. *Run conference to bring stakeholders together to form strong networking (eg. conference on the geopolitics of conservation)*
2. *Initiate project development and implementation/project consortium partnership.*
3. *Create/maintain a roster of potential collaborators with their expertise.*

Strategy 1.1.4: Enhance physical capacity of organizations through research equipments supply

1. *Supply research equipment such as camera-traps, radio-collars,*

bioacoustic sensors, modelling desktops.
2. *Establish appropriate rental services of research equipment for*

organizations.

THEME 2: Ecology & Environment

Goal 2.1: Study ecological functions to enable environmental managers and policy-makers to make an informed decision

Strategy 2.1.2: Identify major ecological threats and suggest best management approaches

1. *Map the (annual/seasonal) extent of wildfire and its severity through remote sensing.*
2. *Document species lost due to invasion of exotic species and map the extent of invasion.*
3. *Assess the effects of major infrastructure development such as rural road construction on the fragmentation of forests.*

Strategy 2.1.4: Soil conservation and management

1. *Promote bioengineering concept for sustainable conservation.*
2. *Conduct field study on the properties of soil at required study sites inside Nepal.*

Strategy 2.1.5: Study environmental pollutions and work on reducing them

1. *Establish/collaborate with a lab capable of pollution assessment including air, water, and soil quality.*

2. *Assess pollution and their impacts on human health*

Goal 2.2. Identify, promote, and manage ecosystem services to ensure its health and function.

Strategy 2.2.1: Identify and assess ecosystem services to monitor its health and functionality

1. *Document/promote ecosystem-based adaptation.*
2. *Study Payment for Ecosystem Services (PES) to recommend scientifically and socio-economically acceptable mechanisms for such payments.*
3. *Collaborate with local governments in identifying the least known yet high potential areas for eco-tourism.*
4. *Develop eco-tourism based management plans and actions.*

Goal 2.3. Manage, conserve, and restore habitats crucial for genetic diversity and healthy ecosystem functioning.

Strategy 2.3.2: Assess current and future impacts of Infrastructure and Development Projects in environment

1. *Provide consulting services: RRA/PRA/EIA/IEE to help clients make informed decisions regarding environmental issues.*

2. *Provide consulting services on monitoring compliance to inform clients about current practices and their impact on the environment.*
3. *Research the cost-benefit of conservation vs development to evaluate if the development is/was worth it.*

Goal 2.4. Research, encourage, collaborate, and establish demonstration sites on eco-friendly technology and green solutions for environmental research and protection.

Strategy 2.4.1: Environmental Engineering and Eco-Friendly Technologies

1. *Promote the use of eco-friendly infrastructure/green designs such as rainwater harvesting in pilot project areas.*

2. *Pilot urban agriculture practices in Kathmandu.*
3. *Encourage reuse, recycle to minimize waste production.*

Strategy 2.4.2: Work towards making clean renewable energy readily available to all Nepalese

1. *Coordinate with private institutions/companies working in renewable energy in extending their branches in probable provinces.*
2. *Promote of Improved cooking system in rural areas of Nepal.*
3. *Initiate and conduct collaborative projects on the feasibility of alternative energy sources and their potential outcomes.*

THEME 3: Water & Climate change

Goal 3.3: Strengthening climate resilience and supporting adaptive measures to mitigate the impacts

Strategy 3.3.1: Document, promote, disseminate the Information, Education and Communication (IEC) and other resources for the sustainable livelihood

1. *Promote resilient crops species and animal breeds.*
2. *Share science-based climate change education resources to local residents.*
3. *Study new pests/diseases and their control strategies.*
4. *Generate funds and support for green innovation each year.*
5. *Support and promote SMART agriculture.*

Strategy 3.3.2: Promote and support for the policy for the adaptive and mitigative measures

1. *Develop guidelines/training on disaster risk reduction/mitigation /emergency responses.*
2. *Document and disseminate information on successful strategies (technology transfer).*
3. *Support and promote policy for low carbon energy technology.*
4. *Support government on formulation and implementation of policies and climate change targets.*
5. *Conduct vulnerability assessments and prioritize adaptation strategies and/to support government policies.*
6. *Support and promote the Reducing emissions from deforestation and forest degradation (REDD/REDD+) mechanism.*

Strategy 3.3.3: Promote community led resilient programs through interactive and inclusiveness approaches

1. *Introduce and promote preservation facilities - yield/seeds/nursery.*
2. *Implement technological solutions - improved home building insulation/cooling/resilient public infrastructures.*
3. *Supplement the existing system of planting and harvesting (Hydroponics/Aquaponics/Aeroponics).*
4. *Build resilient infrastructures and translocation of high-risk settlements.*

Goal 3.4: Identifying water as the vulnerable natural resource in the face of changing climate and physical environment

Strategy 3.4.1: Maintain the availability of water as a vital resource for humans and the stability of earth ecosystem

1. *Study on the upstream downstream linkages and significance of the snow-glacier-water for the downstream community.*
2. *Study climatic changes and extremes and its significance in the availability of water resources.*
3. *Conduct researches on water scarcity and/or abundance and its role in the different social and ecological sectors.*
4. *Run quantitative and qualitative analysis of hydrological regime in response to future climatic scenarios*
5. *Focus researches on urban hydrology and its role in the changing land use and climatic behaviour.*
6. *Research and construct a "rainwater recharging aquifers" demonstration*

site feasible in major urban areas of Nepal.

- 7. Introduce and promote drip irrigation, plastic ponds in drought prone areas/facing the problem of water scarcity.*

Strategy 3.4.2: Ensure the good quality of water as a physio-chemical component

- 1. Document/map surface and aquifer water system (including springs,*

sprouts, lakes and other) of the area.

- 2. Support on maintaining the physical and chemical aspects of water by recommending mitigative actions while conducting developmental activities.*

THEME 4: People & Community

Goal 4.1: Create a platform to disseminate the research & conservation outreach through mass media to professionals and local youths.

Strategy 4.1.1: Produce various IEC (Information, Education, and Communication) materials to communicate conservation messages to a wider public.

1. *Create a user-friendly database that can be learned by even the most basic users to access information about biodiversity. Encourage this information sharing, especially with policymakers.*
2. *Organize different programs and festivals to mark the important days.*
3. *Conduct talk programs to provide a platform for young conservationists to share their stories and experiences in the field of natural science and conservation.*
4. *Organize “Hindu Kush Himalaya International Conservation Film Festival”.*
5. *Encourage open access journals. Publish one if there is a niche available.*
6. *Share experiences and information of experts by creating podcasts on diverse themes.*

Goal 4.2: Enriching indigenous communities to explore, document, and communicate their existing natural and cultural practices.

Strategy 4.2.1: Provide advocacy/consulting services to defend/protect their right to land/resources in Nepal

1. *Map landscapes and sites used/inhabited by indigenous communities to advocate their historical land use rights.*
2. *Support evidence-based actions and movements by indigenous communities to regain their lost territory through campaigns and policy dialogues.*

Strategy 4.2.2: Promote community stewardship for sustainable utilization of natural resources including NTFPs and forest-based products

1. *Promote kitchen/home garden, afforestation, urban agriculture.*
2. *Research on shifting environmental trends.*
3. *Research and awareness of unscientific extraction and mining.*
4. *Develop the understanding the effects of globalization on natural resources consumption in different communities of Nepal.*
5. *Encourage plantation programs in abandoned/fallow lands to enhance greenery and income generation.*

6. *Identify and conduct training on cash crops (like Amriso, Alainchi, Bamboo,)*

7. *Research the perception of communities on environment and conservation.*

Appendix A - Description of Strategic Planning Process Used

This strategic plan came about after multiple vigorous discussions between founding members. It required multiple revisions, going back and forth in our steps before we achieved any order to our first draft of strategic plan.

The strategic plan was drafted in several phases. The idea was conceived to focus our activities and projects so that we could achieve greater impact in conservation. We first listed out all the possible and probable broad activities we wanted and we could conduct for conservation. These activities were then categorized into five themes. After a round of discussion, four themes were chosen as our working themes: 1. Biodiversity, 2. Ecology and Environment, 3. Water and Climate Change and 4. People and Community.

After settling on the four themes, we then tackled each theme separately. For each theme, we discussed what goals we wanted to achieve, what our strategies will be to achieve those goals and broke those strategies further into objectives. These were discussed in length for issues such as thematic suitability, feasibility as well as Specific, Measurable, Achievable, Relevant and Timely (SMART) framework. During these discussions, initial goals, strategies and objectives were rewritten, rearranged and finalized.

Vision, mission and core values were set by mutual agreements. Each member wrote a set of vision, mission and core values. These statements helped us understand each other's understanding of the organization and aspirations from it. The most fitting statement was selected and modified to accommodate other statements too. Core values were discussed in length and finally agreed upon. These values would guide us on how we operate the organization.



Green Pixel Private Limited | Kathmandu | Nepal
www.greenpixelnepal.wordpress.com

