

Greening the Landscape Research Consortium

Build the collective capacity of the Canadian urban tree value chain by developing and mobilizing scientific knowledge within our collaborative network.



vineland
RESEARCH & INNOVATION CENTRE

APPROACH

Science & Innovation

Address fundamental knowledge gaps through rigorous scientific experimentation and transform practice through data driven decision-support tools and evidence-based applications.

Collaboration

Foster collaborative relationships across the value chain and engage under-represented members guided by principled and transparent processes.

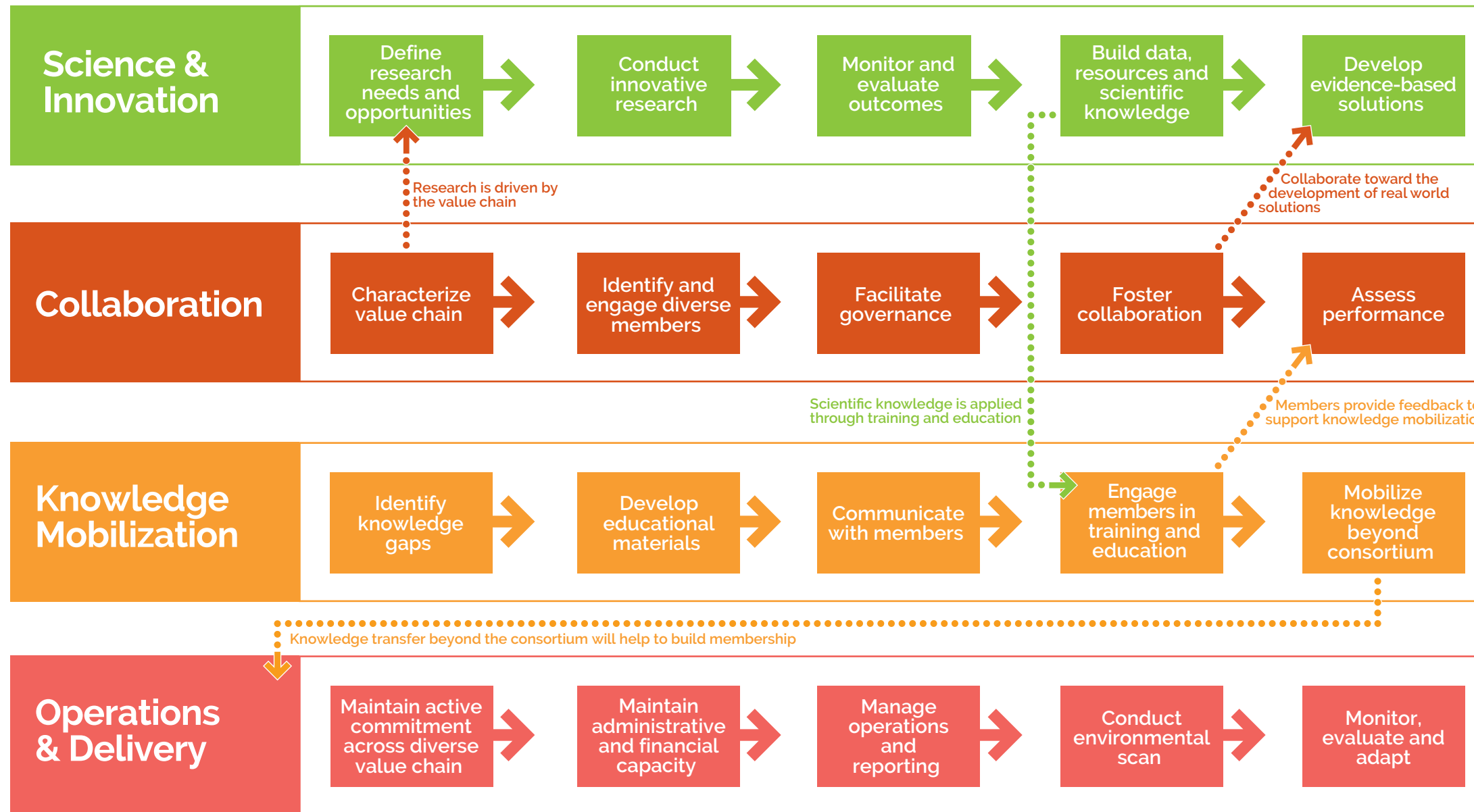
Knowledge Mobilization

Co-generate information addressing the needs of the value chain while concurrently ensuring solutions are adopted through focused training and education opportunities.

Operations & Delivery

Enhance the collective capacity of the Canadian value chain by delivering on-time and on-budget projects targeting member-identified priority areas.

STRATEGY MAP



INDICATORS OF SUCCESS

- # of research projects
 - # of scientific publications
 - # of experiments scaled into demonstration trials
 - # of new practices disseminated and success measured by end-users' adoption
- Engagement of diverse members
 - Extent to which members reflect the value chain
 - Member satisfaction ratings
 - Member retention rate
- # of website logins
 - # of material downloads
 - # of policy, best management practices and specification changes adopted
 - Engagement across levels of the organization
- Achievement of strategic milestones
 - Members conversion rate
 - Team member and resource retention
 - Successful alignment of performance and project objectives
 - Observed impact beyond consortium