

Unflood Ontario

Promoting the Many Benefits of
Natural Infrastructure

March 2021



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Together, naturally.

About Us

A project initiated by:

- the Durham Community Foundation
- the Niagara Community Foundation
- the Toronto Foundation.

Project Management by the Small Change Fund.

Part of the Great Lakes One Water Initiative, a basin-wide international network of 7 teams led by Community Foundations to reduce lake pollution.



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Why Flooding?

It's a great frame to address a number of challenging social and environmental issues.

What We Want to Do

Use the flooding frame to build public demand for Natural Infrastructure (NI) and highlight NI's multiple benefits, especially as a COVID-19 recovery action.



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How We're Building Support for Urban-based Natural Infrastructure

Step 1: Use the flooding frame to educate the general public about Natural Infrastructure and its multiple benefits.

Step 2: Create public demand for urban-based Natural Infrastructure:

- (a) inspire people to install NI;
- (b) encourage the Federal Government to create funding for urban-based Natural Infrastructure.

Step 3: Work with broad selection of stakeholders to ensure multiple benefits are realized.



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How We Fit in the Green Infrastructure “Ecosystem”

Stakeholders	Leaders	Audience	Actions
Green Infrastructure Ontario	Industry experts	government, Industry experts	research and education, collaboration, government relations
Conservation Authorities	Planning and Ecology professionals	municipalities, developers, general public	research, installation, communications, engagement
Local Groups	Engagement experts	local supporters, local residents	education, installation, communications
Unflood Ontario	Community Foundations (unusual allies), engagement experts	interested public, unusual allies (GGH-wide)	community engagement, outreach to unusual allies, communications



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What We're Offering

- A great brand
- Excellent communications collateral
- Reports written for general public
- A Website
- A “Call to Action”
- A network of usual and unusual allies
- A Launch Strategy that will get our message out to a large audience



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Website:



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No matter what else we have to deal with, rain will keep coming.

Unflood Ontario Reports



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**THE MANY BENEFITS
OF NATURAL
INFRASTRUCTURE**



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Best Practices across the Great Lakes:

**WHAT GREAT LAKES
CITIES ARE DOING TO
SUPPORT NATURAL
SOLUTIONS**



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Park and Drown:

**WHY PARKING
LOTS IN TORONTO
NEED TO CHANGE**



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Take Action

[Reduce
Your Flood
Risk](#)

[Install
Natural
Infrastructure](#)

[Tell Government
to Invest](#)

The Launch Plan

- Hold a Sneak Peek Event on March 29
- Launch Unflood Ontario on April 19: hold virtual launch event; release main video and two solution videos online, through broadcaster (eg. The Weather Network); push content through social media channels (including our partners)
- Release remaining videos and research papers over the next couple of weeks
- With local partners, find opportunities to promote Natural Infrastructure actions and government support for these actions.



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Our Ask to You

1. Add your name to Unflood Ontario network list on the website:



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Network

The following organizations are working together to “unflood” Ontario by educating and engaging the public about the impact of floods and the multiple benefits of Natural Infrastructure.

Name

Name

Name

Name

Name

Name

Name

Name

Name

Name

Name

Name

Our Ask to You

2. Agree to use your organizational communications channels to promote and share Unflood Ontario communications content (eg. the videos, reports, social media messaging, etc...) and Call to Action, starting in April
3. Work with Unflood Ontario to find local opportunities to promote Natural Infrastructure and flood reduction.



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