

2024 IMPACT REPORT

 **Eco**Analytics



Who we are

Canada's trusted source
of environmental market
research and guidance

Public source of intel
for communicators and
campaigners, addressing
climate change and
biodiversity loss

Cooperative initiative
on shared platform of
MakeWay, led by diverse,
fee-paying coalition of
NGOs

Since 2016: 13 national
surveys, 26 reports,
many webinars

Theory of change

If EcoA provides
influential ENGOs with...

Rigorous, timely public
opinion research on
topics of greatest
relevance to them

+

Good guidance on
applying this research
in communicating with
diverse, key segments

Space to discuss
learnings, experience
applying guidance and
design research of value

Then...

EcoA will strengthen the environmental movement and contribute to changing the political landscape, so decision-makers take action to protect people and the environment, permanently.

Key achievements



Influential research

Two rounds completed, one initiated

Our largest survey, segmentation research informing change-makers nationally, English/French

National biodiversity opinion survey

Groundwork for research to expand Indigenous-led conservation

Expanded knowledge translation

New publications and presentations that have reached a growing subscriber audience

National influence

Broadened our reach greatly, through partnerships

Wide publication of research has forged new relationships...

Broadened our network of research, ENGO, media and governmental partners, clients and supporters

Highlights: CA-MAP National Segmentation Survey

In 2023–2024, our members wanted to learn more about potential new audiences; so we conducted our largest climate survey to date, the CA-MAP national segmentation study.

- 6,142 surveyed
- Five key segments identified
- Attracted extra funding from members
- Informed follow-up focus groups run by Re.Climate
- Shared results in 6 webinars to 1,500 communicators
- Quantitative and qualitative results fuelled innovative campaigns by Environmental Defence, My Climate Plan, and other groups
- Worked closely with Re.Climate, Université de Montréal, Environmental Defence, COMM-Climat



Highlights: National Biodiversity Survey

Two public
webinars
attracting
230

Collaboration
with Environics
and Sustainability
Network

Members wanted to know what Canadians understand about nature loss, its causes and solutions, and how they think about these things in relation to their personal lives and the well-being of society.

Highlights: ENGO financial practices research

Broad consultation in the field of Indigenous conservation finance culminating in seminal research on how ENGO financial practices align with their commitments to reconciliation.

12

member and
non-member
participating
ENGOs

Partnerships with
RAD Network and
CRP, Environics
Research

RAD: Restore, Assert, Defend Network

CRP: Conservation Through Reconciliation Partnership

AARON CLOWARD VIA UNSPLASH

Knowledge translation

2

*EcoA Research
Nutshells*

FOCUS: OPINIONS OF
PARENTS AND BRITISH
COLUMBIANS

2

*Notes from the
Field briefs*

FOCUS: CAMPAIGNS BY
MY CLIMATE PLAN AND
ENVIRONMENTAL DEFENCE

2

Research briefs

FOCUS: RENEWABLES IN
ONTARIO, CLIMATE DENIAL
IN RURAL ON

4

Articles published in
The Energy Mix

7

Issues of *EcoA Tips*
newsletter

2,850
registered for
seven public
webinars

Webinars on hot topics

Including ecoanxiety in youth, biodiversity opinions, communicating with social values, lessons from Europe and US on populist backlash and polarization. Hosts included:

- The Sustainability Network (2 webinars)
- Re.Climate (2)
- COMM-Climat (1, in French)
- EcoAnalytics (2)

Audience reach

This year our reach grew significantly due to open access to data, new products, new partnerships and relevant research

279

subscribers
↑ 65%

68%

average open rate
despite rapid growth of
readership

1,536

attended webinars,
10x increase over 2023

4,381

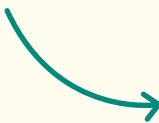
website traffic
doubled in 2024
(over 2023)



Diverse collaboration

New collaborators, reaching
new sectors

*Social media
testing*



*Building
industry
survey*



*ENGO financial
practices
research*



Our growing community

Members were engaged more than ever, designing the research, disseminating results, funding additional studies, etc. And we built many new relationships (see right).

- Social media testing, supported by a digital community of practice for conservation communicators, with Nature Saskatchewan and Nature Canada
- Welcomed as a new member The Nature Agency
- Helped ZEIC conduct a building industry survey that proved pivotal in encouraging City of Vancouver to maintain its ban on natural gas in new builds
- Continued work with research partners Erick Lachapelle, Marjolaine Martel-Morin and Environics
- Forged productive new relationships with NGOs focused on supporting climate-friendly policies in cities: The Atmospheric Fund, Community Energy Association, STAND.earth, BC Climate Action Secretariat, Urban Climate Leadership, etc.

13

member groups
attended our biannual
3-day meeting in
Toronto

Looking ahead, 2025

A white-breasted nuthatch is shown clinging to the side of a tree trunk. The bird has a white breast and belly, a black cap, and a long, sharp beak. The tree bark is rough and textured, with shades of brown and grey. The background is a soft, out-of-focus green, suggesting a forest setting.

In what could be a tumultuous year, our research will build on recent strengths, while breaking new ground. This may include:

- A research and strategic communications project in support of decarbonizing new buildings, and forging productive new relationships with unconventional municipal allies.
- Research on nature in urban areas, climate adaptation and opinions of rural residents, plus further segmentation research.
- More knowledge translation: 9 *EcoA Tips*; 3 *Research Nutshells*, the first looking at the opinions of Atlantic Canada; and *Notes from the Field* briefings on Sue Big Oil, and other campaigns.

To our members, funders, and subscribers, thank you! For more on us and our public database, go to ecoanalyticscanada.org