

IMPACT REPORT

20 25

Who we are

One of Canada's most trusted sources of environmental market research and guidance since 2016

Public source of intel for communicators and campaigners, advocating for action on climate change and protection of biodiversity

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

Nimble network of researchers, NGOs, governments, aligned businesses and capacity builders

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.

New partners

This was a year of rewarding new projects and partnerships with governments, capacity builders, and an Indigenous-led organization, broadening our influence with novel research, new tools and guidance.

We blazed new paths: into urban climate policy and communications with our Clean Cities Research project; and sensitive financial practices research with the RAD (Restore Assert Defend) Network, in support of Indigenous-led conservation

New relationships brought new opportunities for collaboration and fee for service work

A funding gap prevented us from doing a wider variety of research, as planned; but new collaboration took us into promising new terrain

WWF-Canada returned as a paying member

We developed and shared powerful new research and communications tools for NGOs

Research: Clean Cities Research

Launched June 2025

Cities are on the front lines of enacting climate policies but are now facing increasing opposition and misinformation. This project aims to help cities and their allies mobilize passive public support for climate policies in urban ON and BC.

Progress and plans in its five phases include:

PHASE 1 10 interviews with city staff and elected officials (complete)

PHASE 2 40 interviews with building stakeholders (in progress)

PHASE 3 2 quantitative surveys, with samples of 1,500 residents each, drawn from the “curious middle” (in progress)

PHASE 4 Qualitative focus groups with survey respondents in the “curious middle”, potential passive supporters of climate policies (spring 2026)

PHASE 5 Knowledge mobilization: customized toolkits and training for 10 distinct groups of influencers including city staff and elected officials, NGOs and advocacy groups, etc. (summer 2026)

Research: Clean Cities Research

Network building

Key advisors include B.C.'s Zero Emissions Innovation Centre and Community Energy Association as well as Re.Climate; Researchers are Environics, EcoInsights, and Bright Future Studio

40+ participating groups, from different sectors, including municipalities in BC and ON, Climate Caucus, British Columbia Climate Action Secretariat, Toronto Atmospheric Fund, LC3 Network, Stand.earth and Clean Air Partnership, CityHive and EcoA's ENGO members





Research: Building Electrification

Focus groups

This contract supported ZEIC, BC member of the LC3 Network, and allied groups working on building decarbonization

Environics conducted four focus groups to learn more about how the “curious middle” thinks about building electrification and elements of BC’s progressive Zero Carbon Step Code

EcoA provided guidance on narrative frames for mobilizing the public in support of electrification and the Code

Research: Aligning ENGO Financial Practices with Indigenous-led conservation

March–December 2025

Participants included 10 ENGOs, who engaged in qualitative survey, focus groups, learning event, national webinar

Based on new partnership with Restore, Assert, Defend (RAD) Network

Detailed final report, together with assessment tools, released in December

New tools and services



“The Segmenter”

Drs. Erick Lachapelle and Marjolaine Martel-Morin’s analytical tool, informed by our CA-MAP segmentation, allows communicators to recruit segments of the “Five Canadas of Climate Change” for focus groups, survey samples, analysis of mail lists, etc.



LLM for CA-MAP segments

Developed by Organizing For Change, using CA-MAP data and a large language model to translate content (social media, email, websites, etc) for values-based population segments.



Contract research

Customized research and/or tools for member or non-member use. This includes fee-for-service work: e.g., ZEIC’s building electrification focus groups, and two major national surveys by Springboard Communications.

Knowledge translation

8

EcoA Tips newsletters

2

Clean Cities Research
updates

2

Briefs and Research
Nutshells

8

Webinars

300

Subscribers,
72 new this year

Continuity

Planning a large national framing and messaging survey, spring 2026, our 14th since 2016

Contributing to the Nature Canada Digital Communication Community of Practice

Enduring research partnerships with Erick Lachapelle and Marjolaine Martel-Morin (UdeM), and Sarah Robertson and Annika Jagmohan, Environics, and UBC researchers David Tindall and Gail Hochachka as well as trusted knowledge translators and advisors: Amber Bennett and Louise Comeau (Re.Climate)

New opportunities

Expanded partnerships are generating new research, and potential *fee for service* contracts:

Focus group research in support of biodiversity protection in BC (winter 2026)

Interviews with the building contractors in Victoria, BC, expanding on similar studies of the Clean Cities Research project (winter 2026)

Focus groups to understand public attitudes to climate adaptation measures (winter–spring 2026)

RYAN STEFAN VIA UNSPLASH

