

2020-2022 Strategic Plan

Mission: Protect and promote the economic interests of the St. Lawrence maritime community from a sustainable development perspective.

Vision: Make sustainable maritime development a priority for Québec.

Orientations		Objectives		Initiatives / actions	
1	Increase the marine industry's influence	1.1	Promote the investments required in maritime infrastructures overall	1.1.1	Convince the federal government to rapidly provide Québec with a suitable icebreaking fleet and navigation aid equipment
				1.1.2	Ensure that maritime and rail transport get their share in the Sustainable Mobility Policy
				1.1.3	Ensure long-term sustainable financing of the Maritime Information System
				1.1.4	Broaden SODES' network of influence among governments by creating alliances
		1.2	Meet human resources challenges	1.2.1	Work in collaboration with partners to promote maritime careers
				1.2.2	Raise young people's awareness of the marine industry's advantages
2	Raise awareness of the marine industry's advantages	2.1	Promote the St. Lawrence from an integrated perspective	2.1.1	Gain recognition of the St. Lawrence as an attractive, competitive trade corridor
				2.1.2	Broaden our network of supporters
				2.1.3	Collaborate with the research and innovation community for better conciliation of uses
				2.1.4	Increase the dissemination of relevant information about the industry
		2.2	Ensure the "Brought to you by ship" campaign's long-term sustainability	2.2.1	Promote use of the MIB, continuously increasing its content
				2.2.2	Ensure that members use the trademark logo
				2.2.3	Ensure the campaign's financing when Phase II ends
		2.3	Make the general public aware of the industry's social responsibility	2.3.1	Communicate members' achievements and successes
				2.3.2	Maintain SODES' involvement in working groups related to environmental issues
3	Mobilize our members	3.1	Reach out to members in order to have more influence	3.1.1	Organize events in the regions
				3.1.2	Increasingly use our members in relaying information on social networks
				3.1.3	Make use of directors to recruit new members
				3.1.4	Make use of our members' expertise in files
		3.2	Encourage the industry to adopt innovative practices	3.2.1	Keep an eye on best practices worldwide
				3.2.2	Raise members' awareness of new trends