

Growing a Green Economy

Goal: The department will champion evolving, and support existing, primary industries that promote environmental protection and energy independence and use of products, production techniques and services that have minimal impact to the waste stream, while attaining energy independence, resiliency to climate change and economic development in the state, the region and the country.

Conserving Natural Areas and Sustaining Working Lands

Goal: DENR and its One North Carolina Naturally Initiative will coordinate public and private efforts to sustain, conserve, restore and protect the state's natural, economic and social resources in a balanced, focused and integrated way for current and future generations.

Climate Change

Goal: To address climate change in North Carolina in a comprehensive way, using mitigation efforts and adaptation strategies to increase the resiliency of our state's resources to these complex changes.

More Effective Environmental Regulation

Goal: To protect the environment by developing and enforcing rules that are clear and consistent and result in business and government, together, preserving the environment and its resources, while growing our economy as well as maintaining the high quality of life for the state's citizens that attracts new companies and retains existing industry.

Growing DENR's Visitor Attractions and Nurturing North Carolina's Natural Resources

Goal: Enrich the quality of citizens' visits to our attractions by further developing the services within our museum, zoo, aquariums, state parks, coastal reserves and state forests. Create a memorable visitor experience that fosters awareness of environmental stewardship in a manner that is efficient, effective and ensures value.

Organizational Effectiveness Supporting DENR's Mission

Goal: An agency where all actions, services and products are of high quality, and serve the department's mission and vision through continuous improvement, optimum efficiency, effectiveness and customer satisfaction in all operations.



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North Carolina Department of Environment and Natural Resources



2009-2013 STRATEGIC PLAN

Beverly Eaves Perdue
Governor

Dee Freeman
Secretary

Mission

To conserve and protect North Carolina's natural resources and to maintain an environment of high quality by providing valuable services that consistently support and benefit the health and economic well-being of all citizens of our state.

Vision

Through innovation, teamwork, customer focus and partnerships, we lead the way to accomplish our mission and to secure the future of:

- a cleaner environment;
- sustained natural resources;
- healthier lives;
- thriving ecosystems;
- a stronger economy; and
- a valued state agency.

Values

- **Integrity** – We are truthful, ethical and lawful in carrying out our mission.
- **Accountability** – We are responsible for our decisions and reliable in producing results.
- **Commitment** – We meet the department's mission and vision and the needs of our customers.
- **Respect** – We regard everyone with dignity and provide consistent services to each other and our customers.
- **Quality** – We effectively and efficiently provide services and products that serve the department's mission.
- **Transparency** – We use the expectations of our customers and partners as the focal point for communicating, educating, setting priorities, developing programs and executing our business processes and services.
- **Professionalism** – We meet our mission by always conducting ourselves with the highest standards of professionalism.
- **Teamwork** – We are a valued and integral member of the team of departments that comprise North Carolina state government.

N.C. Department of Environment and Natural Resources

GOALS

Sustaining Water for the Future

Goal: Better manage the entire water cycle to prepare for the future by developing and implementing sustainable solutions based on sound science that effectively: protects water at its source; treats it to the highest standards; delivers it to homes and businesses; encourages its efficient use; and then collects and again treats the wastewater before reintroducing it safely back into the environment.

Sustaining Clean Air for the Future

Goal: Work to improve air quality of the state for the health and well-being of all its citizens by using sound science, monitoring and input from the public and regulated community.

