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"A Comparative Analysis of the Vision and Mission Statements of International Environmental Organisations"

Campagna, Claudio, and Teresita Fernandez

Campagna, Claudio, and Teresita Fernandez. "A Comparative Analysis of the Vision and Mission Statements of International Environmental Organisations." *Environmental Values* 16, no. 3 (2007): 369–98. doi:10.3197/096327107X228409 .

The vision and mission statements of 24 environmental organisations were analysed under the premise that the language used in these statements reflects and influences the priorities of their operation. A dominant perspective, hinging on the concept of "sustainable development," merged the profile of government agencies and non-governmental groups. The language reflected an utilitarian ethics: the environment was more generally portrayed as resources than as nature. Aesthetic remarks were exceptional, even among groups focusing on wildlife. Despite a broadly claimed link between human welfare and habitat viability, environmental issues were not broadly referred to by humanitarian organisations, while conservation groups comply with societal priorities and needs. Organisational statements seem more concerned about political legitimation by audiences with specific expectations than about articulating purposes with internal structural consequences or goals that advocate change or reflect organisational uniqueness.
— Text from The White Horse Press website

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