HOPE LAND CANADA



STRATEGIC PLAN

2025 - 2030

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Foreword

Dear partners, members, friends and supporters,

It is with great pride that I present to you the Hope Land Canada Inc. 2025-2030 Action Plan. This strategic document reflects our unwavering commitment to supporting sustainable development, agricultural education, and cultural exchange between Canada and the Democratic Republic of Congo. We firmly believe that agriculture is at the heart of social and economic progress, and we are committed to creating concrete opportunities for young people, entrepreneurs and communities in both countries.

Since our inception, we have worked tirelessly to realize our vision of a future where knowledge and resources flow freely between nations for a more equitable and prosperous world. This action plan sets out an ambitious roadmap over the next five years that will enable us to strengthen our flagship programs, innovate in the agricultural sector, and build bridges between our two nations.

Programs such as Agrischool Academy Canada, AgriÉchange CANCONGO, Agrotour International and AgroVolontariat International are pillars of our mission and tangible proof of our positive impact. At the same time, our efforts to raise young people's awareness of the challenges of sustainable agriculture and to facilitate exchanges between players in the agricultural sector are essential to meeting today's global challenges.

Thanks to strategic partnerships with Canadian and international organizations, and the support of our many collaborators, we are moving confidently towards our objectives. We also rely on the generosity and commitment of our donors and partners, and look forward to seeing many of you at our upcoming events, where together we will celebrate our shared vision of a more just and resilient world.

We thank you warmly for your support and trust. Together, let's grow hope, cultivate knowledge and build stronger communities.

With kindest regards,

Yannick Nkayilu Salomon
Executive Director, Hope Land Canada Inc.

Summary

This strategic plan presents the global five-year vision (2025-2030) of Hope Land Canada Inc. HLCC Inc. is an organization committed to promoting sustainable agriculture, innovation, green entrepreneurship and the environment (climate change, sustainable development, etc.) in Canada, the Democratic Republic of Congo and Africa.

We are the Canadian branch of the Hope Land Congo organization, which has been operating in the Democratic Republic of Congo (DRC) and Africa since 2014.

The organization was established in Canada on March 23, 2024 with the aim of creating a solid network of partnerships, both in Canada and internationally through targeted advocacy to support concrete initiatives in Canada, the DRC and Africa.

Hope Land Canada Inc. is a not-for-profit gas pedal and incubator dedicated to propelling emerging and growing entrepreneurs to sustainable success. We offer comprehensive support tailored to their needs: financing, mentoring, access to investors, creation of strategic partnerships, business training, as well as personal development and innovation support.

The organization acts as a bridge between international players, donors and local partners to support initiatives in the fields of sustainable agriculture, green entrepreneurship, agricultural innovation and environmental protection.

This five-year action plan has been designed with the flexibility to allow annual adjustments in line with emerging needs and opportunities for collaboration. This adaptability is crucial for integrating innovations, adjusting approaches in the face of challenges, and taking advantage of new trends in the agricultural and environmental sectors.





1. PRESENTATION OF THE ORGANIZATION

H**ope Land Canada Inc**. is an organization committed to promoting sustainable agriculture, innovation, green entrepreneurship and the environment (climate change, sustainable development, etc.) in Canada. It is the Canadian branch of the Hope Land Congo organization, which operates in the Democratic Republic of Congo (DRC) and in Africa.

1.1. Vision, mission, purpose of the organization

- **Mandate: Hope Land Canada Inc.'s** mandate is to mobilize resources and create strategic partnerships, both in Canada and internationally, to support initiatives in Canada, the Democratic Republic of Congo (DRC) and Africa. The organization is committed to improving the well-being of local communities and promoting sustainable development focused on youth empowerment, environmental protection and economic development.
- **Vision:** To consolidate and develop agro-educational initiatives, promote agrotourism and strengthen exchanges between Canada and the DRC for a sustainable impact on local and international communities. Be a leader in facilitating international partnerships to support sustainable initiatives in the DRC and Africa.
- **Mission** :Our mission is to build a sustainable future by training leaders, supporting sustainable agriculture, and creating opportunities for collaboration between diverse regions and economic players. We aim to strengthen the impact of our activities in Canada, the DRC and Africa by securing technical, financial and human support for initiatives that promote the well-being of local populations, youth empowerment, environmental protection and sustainable economic development.
- **But** : We strive to create a solid network of partnerships, both in Canada and internationally, through targeted advocacy in support of concrete initiatives in Canada, the DRC and Africa.

1.2. The organization's objectives

1.2.1. Objectives

- Our main objective is to create a significant impact in the protection and preservation of the environment, while promoting sustainable development through the protection of natural resources and related activities.

- Our secondary objective is to actively contribute to the socio-economic development of the Democratic Republic of Congo (DRC) and Africa by working closely with various partners to achieve our common goals.

1.2.2. Strategic objectives

- Promote and reinforce sustainable agricultural practices.
- Support innovation and the creation of environmentally-friendly programs and projects.
- Implement actions to mitigate and adapt to climate change.
- Facilitate projects linked to the SDGs (Sustainable Development Goals) for a lasting impact in the DRC.
- Establish agricultural education and training centers in the DRC and Canada.
- Strengthen the mobility of agricultural skills and knowledge between the two countries.
- Support the development of local agriculture and raise young people's awareness of the importance of farming.
- Create partnerships with Canadian and international organizations to support the mission of Hope Land Congo Canada Inc. and Hope Land Congo.

1.2.3. Operational objectives

- Identify strategic partnerships in Canada and internationally and roduce a directory of international organizations around the world with objectives in agriculture, innovation, entrepreneurship and sustainable development.
- Launch a communications campaign to raise public awareness of our programs.



1.3. Main thrusts of our actions

SUSTAINABLE AGRICULTURE AND FOOD SAFETY

Support agricultural projects aimed at improving local food production, promoting sustainable agricultural practices, and strengthening food security in Canada, the DRC and Africa. This includes the adoption of new agricultural technologies and the training of local farmers.

ADVOCACY AND AWARENESS-RAISING

Engage in constructive dialogues with governments, non-governmental organizations, and the private sector in Canada and internationally to draw attention to needs and opportunities in Canada, the DRC and Africa.

MOBILIZING RESOURCES

Identify and secure funding, strategic partnerships and collaborations that support our projects in Canada, the DRC and Africa, particularly in the sectors of agriculture, education, health and community development, with a view to fighting global poverty.



2. AREAS OF ACTION

Our actions focus on promoting agribusiness, training young agripreneurs, green entrepreneurship, and building capacity in innovative agricultural technologies. We also engage in international cooperation programs to support the development of rural communities, food security, and the empowerment of women and young people in the agricultural and agrifood sectors.

Action areas	Description
Agro-industry and food safety	Support for agricultural projects aimed at improving local food production, promoting sustainable agricultural practices, and strengthening food security in the DRC and Africa. Includes adoption of new agricultural technologies and training of local farmers.
Training young agripreneurs	Training programs for young farmers and entrepreneurs in the agricultural field, with a focus on the technical and entrepreneurial skills needed to manage agricultural and agri-food businesses.
Green entrepreneurship	Promoting sustainable entrepreneurship with a focus on green practices, sustainable natural resource management and circular economy initiatives in the agricultural and agri-food sectors.
Innovative agricultural technologies	Capacity building in modern agricultural technologies, such as precision farming, digital tools for agriculture, and innovative cultivation and production techniques.
Advocacy and awareness-raising	Engaging with governments, NGOs and the private sector to draw attention to agricultural, educational and environmental needs in the DRC and Africa; raising awareness of sustainable development issues.
Mobilizing resources and fighting poverty	Seeking funding and strategic partnerships to support projects in the DRC and Africa in agriculture, education, health and community development to help reduce poverty.
Capacity building	Facilitation of skills exchanges between Canada, the DRC and other African countries; development of local capacities through training, workshops and collaborative projects to combat poverty.
Innovation and Sustainable Development	Implementing innovative, environmentally-friendly initiatives that promote sustainable development, integrating environmental and social best practices in the DRC and Africa.
Cultural exchange and opportunities	Promoting enriching cultural exchanges and creating personal and professional development opportunities for young people and entrepreneurs in the DRC and Canada.
Partnership and cooperation	Establishment and strengthening of strategic partnerships and international cooperation to support sustainable development initiatives in the DRC, other African countries and Canada.

Action areas (Continued)

Action areas	Description
Diversity and inclusion	Integration of diversity and inclusion in all actions; valorization of cultural differences and inclusion of all communities in the development process.
Education and vocational training	Investment in technical and vocational education for young Congolese, with programs tailored to developing skills in agribusiness, fostering their employability and entrepreneurial spirit.
Mental health and community well-being	Support for local health services, access to healthcare, and awareness of preventive mental health practices; nutrition and wellness programs for vulnerable communities.
Empowering women and young people	Promoting gender equality and the economic empowerment of women and young people; providing training, supporting entrepreneurship, and encouraging their leadership in community development.
Environment and Sustainable Development	Commitment to environmental protection with initiatives to conserve natural resources, reforest and promote renewable energies in the DRC, contributing to ecosystem-friendly development.
Promoting Human Rights and Peace	Raising awareness of fundamental rights, supporting victims of violence and promoting peace; facilitating community dialogues to prevent and resolve conflicts in the DRC.



3.STRATEGIC PLAN VISION AND COMMITMENT

Hope Land Canada Inc.'s 2025-2030 strategic plan embodies an ambitious vision to promote sustainable agriculture, innovation, green entrepreneurship and environmental protection in Canada and the Democratic Republic of Congo (DRC). Through structuring initiatives such as Agrischool Academy Canada, AgriÉchange CANCONGO, AgroVolontariat International and other projects, the organization aims to strengthen skills, create solid partnership networks, and foster knowledge exchange between Canada and the DRC. Through strategic partnerships with public, private and community stakeholders, Hope Land Canada Inc. aims to become a bridge of international collaboration to address contemporary issues of agricultural and environmental sustainability. This five-year action plan allows for annual adjustments to integrate new projects and opportunities, ensuring a lasting and evolving impact on local and international communities.

4. IMMEDIATE SHORT-TERM PRIORITIES

- Finalize charitable registration for Hope Land Canada Inc.
- Launch online awareness campaigns to attract first-time donors and financial commitments.
- Strengthen initial partnerships with local businesses and organizations for technical support and resources.
- Implement a strategic communications plan to increase visibility of the organization and future projects.



5. KEY STRATEGIC PROGRAMS

Key strategies	Description
Current programs	
Agrischool Academy in RDC	Agricultural training program for young people in the DRC, combining practical and theoretical courses. The curriculum is regularly updated to incorporate sustainable agricultural innovations.
Agrotour International 2025-2030 (8th to 12th editions)	Annual international gathering of agripreneurs to promote exchanges in agribusiness and ecotourism. Includes local educational tours to explore and discover local farming practices.
Citizen Forum	A platform for exchange and discussion to promote citizen participation and cooperation on issues such as peace, gender equality and justice.
New projects to be launched	
Agrischool Academy Canada	Education program in agribusiness, ecological agriculture and innovation in agricultural entrepreneurship in Canada. This program has 3 components: • JUNIOR (ages 6 to 17) : Awareness-raising and ongoing sustainable education • ADULT (18 to 54 years): Training in agribusiness, innovation and sustainable agriculture • SENIOR (55 and over): Raising awareness of sustainable agriculture among seniors
AgriÉchange CANCONGO	Agricultural exchange program between Canada and the DRC, aimed at strengthening the skills of farmers and students through a bilateral exchange of know-how and agricultural practices.
AgroVolontariat International	International agricultural volunteer program to offer young people practical experience in sustainable agriculture. The project aims to strengthen participants' skills in a framework of intercultural exchange, while supporting local initiatives in sustainable agriculture. The program is divided into four sub-programs: Agrovolontaire-ON, Agrovolontaire-CAN, Agrovolontaire-CONGO and Agrovolontaire-ON.

6. THE 4 MAIN PILLARS OF THE STRATEGIC PLAN

SUSTAINABLE AGRICULTURE

Objective: Promote farming practices that are environmentally friendly, adapted to climate change and focused on food security for community development.

Actions :

- Agrischool Academy (Canada and DRC): Training programs in modern and ecological agricultural techniques for young people and local farmers.
- AgriÉchange CANCONGO: Exchange platform between Canada and the DRC to share skills and innovations in sustainable agriculture.
- AgroVolontariat International: Mobilizing volunteers to support sustainable agricultural practices in rural areas.
- Hopeland Farm for the Afrodescendant community in Canada

Expected impact:
Increase community resilience to climate change and strengthen food independence through sustainable production methods.

GREEN ENTREPRENEURSHIP

Objective : Encourage the creation of businesses in green sectors, particularly in agribusiness and sustainable resource management.

Actions :

- Agrischool Academy - Entrepreneurship module: Training young people to create green businesses and manage sustainable projects.
- Networking and partnerships with companies through programs such as AgroVolontariat-ON, to develop entrepreneurial opportunities in ecological agriculture.
- Workshops and support for entrepreneurial initiatives in agriculture and green technology, in partnership with incubators and investment funds.

Expected impact:
Development of local and international entrepreneurship around innovative solutions, while generating green jobs and sustainable income.

ENVIRONMENT

Objective : Actively contribute to protecting the environment, reducing climate impact and managing natural resources.

Actions :

- Raising awareness of environmental protection: Organize education and awareness campaigns on eco-responsible practices and reforestation.
- National Museum of Agriculture and Food (2029-2030) in the DRC: Preserve agricultural heritage and raise public awareness of the importance of sustainable agriculture.
- Partnerships with environmental organizations to finance and provide technical support for reforestation and soil management projects.

Expected impact:
Improve the health of local ecosystems and promote environmentally-friendly lifestyles through community awareness and education.

INNOVATION

Objective : Integrate innovative technologies and best practices in agriculture and environmental management to optimize resources and increase the impact of projects.

Actions :

- Agricultural research and development: Adoption of new agricultural technologies adapted to local realities to maximize yields while reducing ecological impact.
- Collaboration with research centers in Canada and the DRC to develop smart farming tools (e.g. precision technologies, water management).
- CANCONGO Agri-Exchange Program: collaborative innovation platform between Canada and the DRC to exchange ideas and implement sustainable agricultural solutions.

Expected impact:
Accelerate the adoption of innovative agricultural solutions to improve production while respecting the environment and responding to current climate challenges.

Validation of program sustainability by pillar

This table is the structured evaluation framework we use to validate our sustainability initiatives. This framework is based on three main pillars of sustainability: economic, social and environmental.

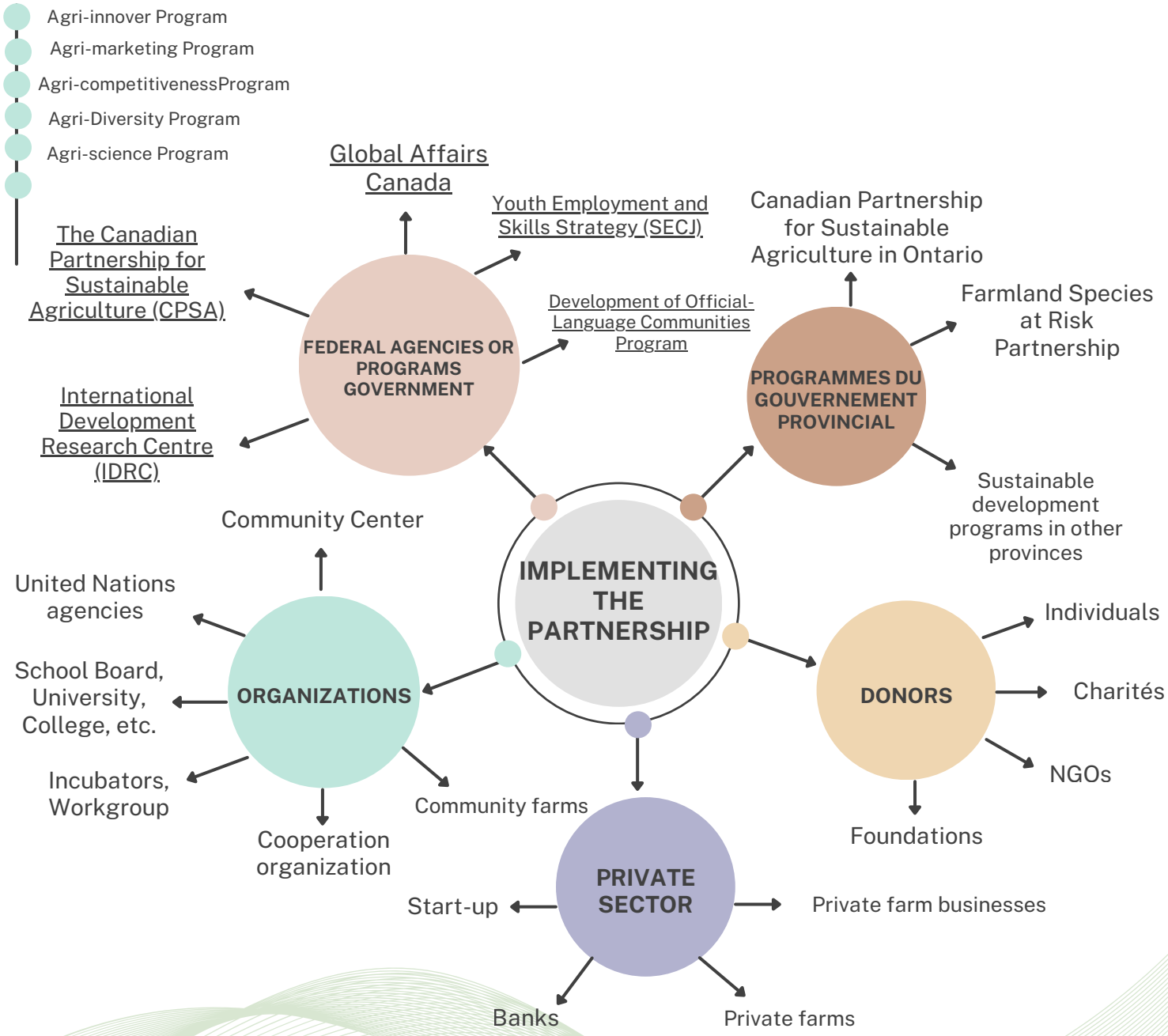
Piliers	Programmes	Durée	Évaluation de la durabilité	Résultats attendues et recommandations
• Sustainable Agriculture • Innovation	Agrischool Academy Canada	Continue	**Objective:** Train young agripreneurs in sustainable farming practices. **Assessment:** Includes modules on agroecology, abribusiness, natural resource management and innovation in sustainable agriculture.	**Result:** Promote the acquisition of sustainable practices, reduce the environmental impact of agriculture. **Recommendation:** Strengthen precision farming and soil management modules to increase the resilience of young agripreneurs.
	Holeland Farm for the Afrodescendant community in Canada	Continue	**Objective:** Promote modern agricultural practices adapted to local needs. Support food security for black communities by facilitating access to agricultural resources.	**Result:** It will produce 50 tonnes of tropical produce a year, and train 300 people in sustainable agriculture and entrepreneurship. **Recommendation:** develop strategic partnerships, diversify revenue streams, integrate innovative agricultural technologies, and actively engage the community. This project is an inspiring model for inclusive and sustainable development.
Green Entrepreneurship	AgroVolontariat International	Continue	**Objective:** Encourage international mobility in sustainable agriculture. **Evaluation :** Involves practical exchanges on farms applying sustainable practices, enabling volunteers to immerse themselves in sustainability standards.	**Result:** Dissemination of conservation and regenerative agriculture techniques. **Recommendation:** Include periodic evaluations to ensure that partners are following sustainable agriculture standards.
	Agrotour International	Annual	**Objective:** Develop agribusiness, ecotourism and economic exchanges around local agriculture. **Evaluation:** Attracts investment in rural areas, creates jobs and raises awareness of local, sustainable agricultural practices.	**Result:** Creation of additional income for rural communities, poverty reduction. **Recommendation:** Diversify tourist circuits to include model organic and regenerative farms.
Environment	Citizen Forum	Annual	**Objective:** Promote citizen participation on the themes of peace, gender equality and sustainable development. **Evaluation :** Create spaces for exchange and raise participants' awareness of social and economic sustainability issues in farming communities.	**Result:** Increased community involvement and awareness of sustainable development. **Recommendation:** Develop partnerships with environmental NGOs to enrich Forum content and perspectives.
• Sustainable agriculture • Innovation • Environment	AgriÉchange CANCONGO	Quinquennal	**Objective:** Strengthen agricultural skills between the DRC and Canada by facilitating exchanges of know-how and innovative agricultural practices. **Evaluation:** Acts as a bridge for sharing knowledge and adopting new practices, while supporting food security.	**Result:** Strengthening local skills and improving agricultural production in the DRC. **Recommendation:** Include practical workshops to adapt Canadian technologies to local realities in the DRC.

7. NEW STRATEGIC PARTNERSHIPS TO SUPPORT THE ACTION PLAN

To strengthen the impact of its initiatives, Hope Land Canada Inc. partners with several organizations and strategic programs of the Canadian government to benefit from technical, financial and networking support. These partnerships enable us to develop initiatives in sustainable agriculture, education and community involvement, while meeting the needs of our target communities in Canada and abroad.

7.1. Implementation partners for the commitment

The following diagram illustrates potential implementation partners for Hope Land Canada Inc. to maximize our involvement in agriculture and sustainable development.



7.2. Responding to calls for project proposals

To diversify and amplify the impact of our projects, Hope Land Canada Inc. may also explore partnerships with organizations specializing in sustainable agriculture, green entrepreneurship and environmental innovation. Here are a few recommendations:

Unsolicited submission approach and strategy

Hope Land Congo Canada Inc. positions itself as a proactive organization in the search for funding and the submission of projects to calls for tenders and proposals related to its mandate. The strategy consists of identifying and responding to calls for proposals from governments, private foundations, international organizations and development aid agencies for :

- Fund agricultural education and vocational training projects (Agrischool Academy).
- Support mobility and skills exchange programs (AgriExchange CANCONGO).
- Support international volunteering initiatives for sustainable agriculture (AgroVolontariat International).
- Finance innovative projects and infrastructures, such as the National Museum of Agriculture and Food in the DRC, planned for 2030.

Call for proposals

- Ongoing monitoring of funding platforms (Global Affairs Canada, Local Initiatives Fund, World Bank, European Union, etc.) to identify relevant funding opportunities.
- Creation of a dedicated proposal-writing team, including experts in agriculture, sustainable development and international project management.
- Needs assessment and adjustment of proposals according to each donor's priorities and criteria.
- Regular monitoring and evaluation of ongoing projects to demonstrate their impact and enhance chances of success for future funding.



7.3. Fundraising strategy and charitable registration

7.3.1. Strategic fundraising plan

Hope Land Canada Inc.'s strategic fundraising and engagement plan is based on obtaining charitable status, establishing strategic partnerships, and diversifying funding sources. By focusing on capacity building, network development and community engagement, the organization aims to create sustainable impact in the agricultural sector, promote citizen participation and empower youth and women.

Global Objective: To sustain Hope Land Canada Inc. initiatives by diversifying funding sources and building strong partnerships.

7.3.2 Registration of Hope Land Canada Inc. with the Charity Number (RR)

- **Objective : Obtain registered charity status to enable receipt of tax-deductible donations and increase donor confidence.**
- **Procedure :**
  - Submit required documents to the Canada Revenue Agency (CRA).
  - Ensure compliance of all programs with legal requirements for charitable organizations in Canada.
  - Establish a solid governance structure to ensure transparency of funds raised.

Table: short-, medium- and long-term financing strategies

Duration	Financial targets	Actions to be taken	financing targets
Short term	Set-up and awareness (0-1 year)	• Obtain charity number to make donations eligible for tax deduction. • Create an account via the ZEFFY and STRIPE fundraising platform. • Develop a regular giving program (e.g. monthly donations) to retain individual donors.	• Individuals • Local foundations • Local business partners
Medium-term	Partnership development and donor engagement (1-3 years)	• Launch an online awareness campaign (website, social networks) to attract individual donors. • Organize annual fundraising events, such as galas or community campaigns.	• Foundations • Food industry companies • Local authorities
Long term	Stabilization and diversification of resources (3-5 years)	• Forge partnerships with agribusiness companies and foundations. • Explore government grants and international fundraising opportunities.	• Government agencies • International organizations • Strategic partners

7.4. Opportunity strategies, difficulties and challenges

Element	Descriptions
Opportunities	• Access to Canadian funds for sustainable agriculture, agricultural innovation, agricultural marketing, the environment and international cooperation in sustainable development. • Access to international funds for sustainable development. • Potential for program expansion in Canada, the DRC and internationally.
Difficulties	• Competition with other NGOs and similar initiatives for funding. • Complex administrative procedures to obtain charitable status.
Challenges	• Ensure continuity of financing over the long term. • Maintain the commitment of donors and financial partners.

7.5. Capacity-building strategies and networking

Objective	Actions	Expected results
Developing fund management skills	• Train staff in the management of funded projects. • Improve financial reporting	Improve transparency and fund management.
Raising the profile of Hope Land Canada Inc.	• Participate in international conferences • Create media partnerships.	Increased international awareness and visibility.
Creating a strategic support network	• Establish links with leaders in the agricultural sector • Join cooperative networks. • Set up digital platform for intergenerational community connection (e.g. Agricommunuty connect).	Strengthen collaborations and benefit from external expertise.



7.6. Short-, medium- and long-term communication strategies

Duration	Communication objectives	Actions to be taken	Channels/ platforms
Short-term	Awareness and Visibility Initial (0-1 year)	• Launch an informative website and a presence on social networks (Facebook, Twitter, Instagram). • Create visual aids (brochures, infographics) to present programs.	• Website • Social network • Brochures and e-newsletters
Medium-term	Consolidation and Expansion (1-3 years)	• Organize webinars and virtual events to share success stories. • Creation of the community connection platform (Agricommunuty connect). • Publish annual impact reports and testimonials from program beneficiaries.	• Webinars • Annual reports • Local and international media
Long-term	Loyalty and Influence (3-5 years)	• Develop a large-scale communications campaign for major announcements (e.g. launch of new projects). • Create partnerships with influencers and media.	• Media campaigns • Media partnerships • International conferences

Strategy details

These communication strategies, adapted to the different phases of the action plan, enable Hope Land Canada Inc. to ensure ongoing visibility, a stronger commitment from its stakeholders, and a lasting impact in its areas of intervention.

1. **Short-term (0-1 year) :** The goal is to raise public awareness of Hope Land Canada Inc.'s activities and give initial visibility to the programs.
   - Create an effective online presence through an informative website and an active presence on social networks. Content should include articles, project photos and testimonials.
   - Visual aids such as brochures and infographics, distributed in both digital and physical formats, will quickly communicate the organization's objectives and actions.
2. **Medium-term (1-3 years) :** At this stage, the aim is to consolidate the visibility achieved and strengthen relations with stakeholders.
   - Organize online events (webinars, roundtables) to discuss the successes of programs such as Agrischool Academy and AgriÉchange CANCONGO.
   - Annual impact reports detailing results achieved, with case studies and testimonials from beneficiaries. These reports will be distributed to donors and partners.
3. **Long-term (3-5 years) :** The aim is to retain current partners and position the organization as an influential leader in sustainable development.
   - Launch large-scale communication campaigns for key projects, such as the construction of the National Museum of Agriculture and Food in the DRC.
   - Establish partnerships with influencers or media figures to attract the attention of the general public and increase the media impact of the organization's actions.

8. STRATEGIC PLAN DEVELOPMENT PHASES

To diversify and amplify the impact of its projects, Hope Land Congo Canada Inc. could also explore partnerships with organizations specializing in sustainable agriculture, green entrepreneurship and environmental innovation. Here are a few recommendations:

Phase	Year	Description
1	2025 - 2026	• Establish and strengthen partnerships with funders in Canada and internationally, for ongoing projects (Agrotour International, Agrischool Academy). • Launch calls for organization and sustainable strategic partnerships for programs (AgriEchange CANCONGO, Agrovolontaire International, Agrischool Academy Canada etc). • Identify and integrate working groups into advocacy framework. • Set up digital platform for intergenerational community connection (e.g. Agrocommunity connect)
2	2027 - 2028	• Expand successful projects, step up efforts to incubate new green businesses, strengthen climate action and create an institutional framework for projects.
3	2029 - 2030	• Sustain initiatives and partnerships, ensure national scaling-up and create mechanisms for program continuity beyond the decade.



8.1.1. Durability validation recommendations

Summary of results: Hope Land Canada Inc.'s programs for 2025-2026 generally meet the conditions for sustainability by promoting ecological farming practices, community participation and inclusive economic development. Each program contributes to sustainability objectives within an environmentally sound, socially inclusive and economically viable framework.

Reinforcing actions : To ensure the continuity of sustainability in all programs, it is recommended to:

- Implement regular monitoring of practices to ensure that partner farms follow sustainable farming standards.
- Strengthen partnerships with institutions specialized in sustainable development to enrich existing programs.
- Assess community impact and adapt strategies to maximize the economic and social resilience of local communities.

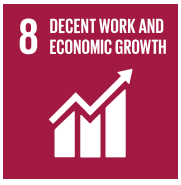
By constantly adjusting practices and incorporating sustainable innovations, Hope Land Canada Inc. will ensure the relevance and sustainability of our programs for years to come.



Year	Programs	Actions	Manager	Description
2029	Agrischool Academy in RDC	• Seeking donations to strengthen national training in the Democratic Republic of Congo • Disbursement of funds collected from donations	• HLC	Preparing for cultural and agricultural expansion Operational objectives : • Develop a mentoring program for Agrischool Academy participants wishing to set up their own agricultural businesses. • Increase the organization's visibility by developing media partnerships..
	Agrischool Academy Canada	• Vice Versa • Building infrastructure for the program	• HLC • Stakeholders	
	Agrotour International	• 12th edition of Agrotour International (To be confirmed)	• HLC	
	AgriÉchange CANCONGO	• Develop a plan to intensify exchanges and include more local partners on both sides. • Canadian delegation visits the Democratic Republic of Congo • Follow-up on the construction of the National Museum of Agriculture and Food in the Democratic Republic of Congo	• HLC • Stakeholders	
	AgroVolontariat International	• Continue to develop AgroVolontariat International with specific training courses on sustainable agriculture and resource management. • Agrovolontariat Canada's participation in AgriEchange CANCONGO in the Democratic Republic of Congo	• HLC	
2030	Agrischool Academy en RDC	• Disbursement of funds raised through donations	• HLC	Realization and long-term impact Operational objectives : • Launch a national and international communications campaign for the museum's inauguration. • Establish partnerships with other museums, academic institutions and research centers for the museum..
	Agrischool Academy Canada	• Vice Versa • Building infrastructure for the program • Partnership with companies	• HLC • Stakeholders	
	Agrotour International	• Organization of the 13th Agrotour International (To be determined)	• HLC • Stakeholders	
	AgriÉchange CANCONGO	• Sustainable annual exchange programs for young farmers and professionals. • Inauguration of the National Museum of Agriculture and Food in the DRC: Opening of the museum to preserve and promote the DRC's agricultural heritage and raise awareness among younger generations.	• HLC • Stakeholders	
	AgroVolontariat International	• Further development of AgroVolontariat International • Agrovolontariat Canada's participation in AgriEchange CANCONGO in the Democratic Republic of Congo		

9. SUSTAINABLE DEVELOPMENT

The Sustainable Development Goals (SDGs) are a set of 17 global objectives defined by the United Nations to guide national and international action towards a more sustainable future by 2030. For Hope Land Canada Inc. whose initiatives lie at the intersection of agriculture and international tourism, several of these goals have particular resonance.
Here are a few of the SDGs that are directly relevant to our program:

Objectives	Descriptions	Objectives	Descriptions
	Contribute to poverty reduction by supporting local economic initiatives and improving access to resources and opportunities for vulnerable communities in the DRC and Africa.		Reduce inequalities by supporting marginalized communities and promoting diversity and inclusion in all our actions.
	Support food security and promote sustainable agricultural practices by supporting local farmers, agricultural innovation and local food production.		Promote environmentally-friendly agricultural and tourism practices and encourage responsible consumption.
	Improve access to healthcare and promote preventive health practices, particularly in vulnerable communities.		Supporting sustainable agricultural practices and promoting environmentally-friendly tourism, and helping to mitigate climate change.
	Promote access to quality education, particularly through technical and vocational training programs for young people in the agro-industry and agri-food sectors.		Encourage sustainable management of agricultural and tourism land to preserve biodiversity and ecosystems.
	Promote gender equality and the empowerment of women and young people, offering them opportunities for leadership, entrepreneurship and active participation in community development.		Promote human rights and peace in the DRC by supporting victims of violence, facilitating community dialogue and raising awareness of fundamental rights.
	Encourage sustainable production and consumption practices, particularly in the agricultural and agri-food sectors, by integrating environmentally-friendly technologies and methods.		Encourage collaboration between players in the agricultural and tourism sectors, governments, NGOs and other stakeholders to help achieve the program's objectives.

10. MONITORING AND EVALUATION

To ensure the effective implementation and sustainable impact of the Hope Land Canada Inc. 2025-2030 Action Plan, a robust monitoring and evaluation framework will be put in place. This framework will measure progress against strategic objectives, while ensuring continuous program improvement.

10.1 Key performance indicators (KPI)

Evaluation of the action plan is based on the definition of specific Key Performance Indicators (KPIs), which measure short-, medium- and long-term results. These KPIs will be used to assess program performance in terms of impact on sustainable agriculture, green entrepreneurship, the environment and innovation.

1. Indicators for sustainable agriculture

- Nombre de bénéficiaires formés via l'Agrischool Academy (Canada et RDC).
- Pourcentage des jeunes, les entrepreneurs agriculteurs appliquant des pratiques durables après leur formation.
- Augmentation de la productivité agricole grâce aux pratiques enseignées.

2. Indicators for Green Entrepreneurship

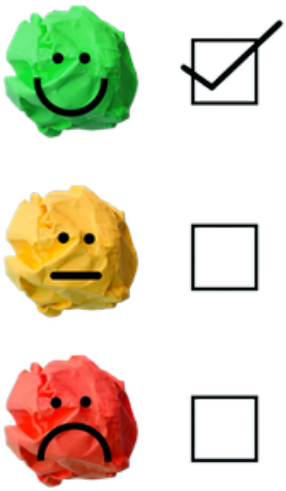
- Number of green agricultural start-ups created by participants in our programs.
- Survival rate of businesses created or supported after every 3 years.
- Access to financing for green entrepreneurship projects.

3. Environmental indicators

- Carbon footprint reduced on farms participating in programs (Agroschool Academy Canada, Agrovolontaire International, etc.).
- Number of ecological projects launched in local communities thanks to volunteer programs.
- Surface area of reforested or protected land.

4. Innovation indicators

- Number of technological innovations introduced in sustainable agriculture programs.
- Percentage of technology adoption by local farmers.
- Number of international collaborations in agricultural innovation.



10.2. Monitoring and Evaluation (M&E) framework

To ensure ongoing, in-depth evaluation of actions, Hope Land Canada Inc. will develop a monitoring and evaluation framework based on the latest practices in project management and social impact.

Elements of the M&E framework :

- **Real-time monitoring of indicators:** Data on training, environmental impact and company performance will be collected on an ongoing basis via regular reports and digital data collection tools.
- **Annual evaluations:** Each year, evaluations will be carried out to measure progress against defined KPIs and adjust implementation strategies accordingly.
- **Beneficiary and partner surveys:** Annual surveys will be conducted to assess beneficiary satisfaction and the effectiveness of partnerships, particularly in terms of youth engagement.
- **Impact reports:** An overall impact report will be produced each year, highlighting successes, challenges and strategic adjustments to be made to improve the results of the action plan.
- **Presentation of results in 2030:** In 2030, a final global evaluation will be presented, including an in-depth analysis of key indicators, lessons learned and recommendations for future projects.

10.3 Budget and financing strategy

- **Source of funding :** The main sources of funding will be :
  - Member contributions
  - Donations
  - Project funding from international organizations
  - Government funding through Global Affairs Canada
  - Public and private institutions
  - Companies and banks
- **Budget estimate :** A multi-year financing plan will be drawn up, with specific expectations for each phase of the project. Funding appeals will be made to donors and institutions to guarantee the sustainability of the projects.

10.4 Risk management and mitigation plan

- **Political risks:** Implementing strategies to mitigate the impact of political instability in the DRC.
- **Environmental risks:** Preparing for natural disasters and climate change by integrating contingency plans into projects.
- **Financial risks:** Diversification of funding sources to reduce dependence on a few major donors.

11. CONCLUSION

Hope Land Canada Inc.'s Strategic Action Plan 2025-2030 is an ambitious roadmap, focused on promoting sustainable agriculture, skills development, and environmental preservation in Canada and also in the Democratic Republic of Congo (DRC). Through strong partnerships, an innovative approach and efficient project management, Hope Land Congo Canada Inc. is committed to creating a lasting positive impact in the agricultural, educational, environmental and cultural sectors. This plan represents not only a commitment to communities, but also a vision for a future where natural resources are preserved, youth and women are empowered, and international exchanges strengthen local skills.

Hope Land Canada Inc. has structured its actions around key programs such as Agrischool Academy, AgroVolontariat International and AgriÉchange CANCONGO, each of which makes a unique contribution to sustainable development goals. These programs enable :

- Train and inspire young agripreneurs in the DRC and Canada to adopt sustainable agricultural practices, while stimulating the local economy;
- Promote cultural and skills exchanges, strengthening solidarity and international cooperation;
- Offer volunteer and vocational training opportunities to help young people and women develop their entrepreneurial potential and actively contribute to the development of their communities.



Commitment to sustainable development

Hope Land Canada Inc. is firmly committed to promoting sustainable development, respecting environmental and social principles to ensure long-term positive impact. Initiatives aim not only to protect ecosystems, but also to contribute to food security, the empowerment of women and young people, and poverty reduction. In addition, the organization plans to continually build local capacity through training, international exchanges and partnerships with key players such as government agencies, NGOs, private companies and financial institutions.

Adapting to future challenges and opportunities

Hope Land Canada Inc. recognizes potential challenges, such as administrative hurdles, competition for funding, and growing community needs. Nevertheless, the organization remains proactive and resilient, with an effective resource mobilization and project management strategy that will enable it to overcome obstacles and remain focused on its development objectives. Immediate priorities include obtaining charitable status to strengthen fund-raising, creating strategic partnerships, and continuing to raise awareness of its actions.

Long-term vision

In five years, Hope Land Canada Inc. aims to become a key player in sustainable development in the DRC and to consolidate its presence in Canada. Through its programs and projects, the organization aims to act as a bridge between continents and inspire other similar initiatives in the region. The implementation of sustainable agricultural practices, a focus on education and civic engagement, and respect for the values of inclusion and diversity underpin this vision.

This 2025-2030 action plan, founded on the values of sustainability, solidarity and innovation, represents a firm commitment to a prosperous and sustainable future for communities in the DRC and Canada. By strengthening its foundations and adopting a proactive approach, Hope Land Congo Canada Inc. is poised to create a significant impact for years to come.



HOPE LAND CANADA

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