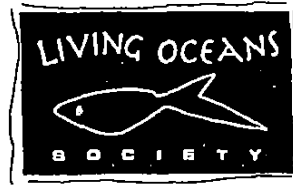
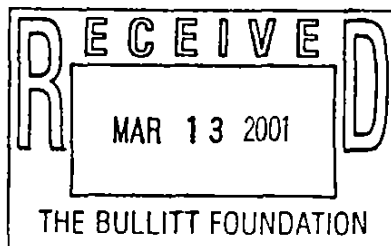


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Living Oceans Society
Final Report to The Bullitt Foundation
MPA Awareness Campaign for the Central Coast of British Columbia

Grant Number: 9911-3271
Grantee: Earthlife Canada Foundation
Date of grant: November 10, 1999



OVERVIEW

Living Oceans Society's MPA Public Awareness Campaign for the Central Coast of BC has taken an interesting turn since we applied for funds in December 1999. Our program was designed to build public support amongst traditional and nontraditional supporters for a network of marine protected areas on the Central Coast of British Columbia. To initiate this project we developed a communications strategy with Strategic Communications (copy of report enclosed). The two-day strategic planning/communications session was guided by the following conditions:

- We are the only conservation group based in the Central Coast region.
- Residents of this region remain frustrated with urban-based conservation groups influencing local use of the resources (mostly on logging issues).
- Building support amongst local residents is paramount in designing and implementing successful MPAs.

Recommendations that came out of the strategic planning communications strategy included:

- Our primary audience should be people that work and/or live in the Central Coast region.
- All publications should be clear and avoid jargon.
- We should avoid expensive looking booklets full of text.
- We should emphasize our commitment to ecological *and* economic sustainability.

These recommendations altered our MPA Outreach Campaign. Instead of reaching out to people outside of the region, we turned first to the more challenging task of building support amongst the resource users of the Central Coast. Therefore we adjusted our strategy to include the following:

- Conduct extensive outreach at the community level to build awareness and support for marine protected areas with a specific focus on the commercial fishing community.
- Continue participation in the Central Coast Land and Coastal Resource Management Plan, a multistakeholder process designed to address resource use on the Central Coast. Participants include tourism, commercial fishing, and recreational fishing sectors and First Nations. This process developed, amongst other things, guiding principles for the establishment of MPAs.
- Develop a full colour brochure that highlights the economic, ecological, and cultural values of the Central Coast and distribute this within the region.
- Develop a Postcard Campaign that urges the government to establish marine protected areas that respect aboriginal rights and title, include meaningful consultation with commercial and recreational fishermen, and includes a network of no-take zones.

As a result, this project was delayed and we have been unable to meet our original timeline. The redesigning of this program was further slowed by two factors:

1. The Executive Director and person responsible to managing this project went on maternity leave from July – December 2000.
2. The technology used to design bathymetry maps proved troublesome in the process of printing.

Despite these setbacks this campaign is proving successful. To date we have completed the following:

- A series of presentations in fishing communities about the benefits of marine protected areas and rationale for their involvement of the identification and management of MPA sites.
- Produced a cookbook that assess the sustainability of 12 BC fisheries and makes recommendations on how these fisheries could be made more sustainable including the establishment of marine protected areas. This book highlights BC fishermen who have taken significant steps to make their fisheries more sustainable. Media coverage has national and regional radio and TV. This project has been very helpful in building trust with fishermen.
- Built support at the CCLCRMP for the establishment of a network of MPAs with a core of no-take zones that is based on available science and for clear conservation purposes; does not infringe on constitutionally enshrined aboriginal rights; engages commercial and recreational fishermen in meaningful consultations; and where commercial fishermen suffer significant hardship from the establishment of an MPA, transition policies must be included in the MPA implementation plan.
- Designed a full colour brochure that emphasizes the economic, ecological, and cultural importance of the central Coast and why MPAs will be beneficial. This brochure is currently at the printers and will be distributed in March.
- Designed a full colour postcard asking for a network of marine protected areas and a core of no-take areas. This will be printed in March and distributed at fairs and festivals throughout the summer.

REVIEW THE LIST OF ANTICIPATED OUTCOMES

- ***Provide evidence of existing public support for marine protected areas, including core no-take areas, on the Central Coast of BC by ensuring a minimum of 1000 Call for Action Postcards are mailed to the federal and provincial governments.***

This has yet to be completed. We have designed the postcard and will be distributing them at fairs and festivals this summer. This was postponed until we have had completed the CCLCRMP. This allows us to build public support for MPAs under conditions that were accepted by the people who live and/or work on the Central Coast.

We will be printing 2500 copies of the postcard and distributing them at festivals and fairs throughout the summer.

- ***Build additional public support for MPAs in the Central Coast of BC by distributing a minimum of 2000 copies of a full colour information booklet directly to non traditional supporters (commercial and recreational fishing groups, coastal and interior community groups, labour organizations, health groups, church groups).***

This is almost completed. The brochure is currently at the printers. We are getting 5000 copies printed so we can distribute at least 3000 locally and 2000 outside the region. Again, this document is based on the principles supported in the CCLCRMP.

- ***Improve Living Oceans Society's ability to call on the general public for support by developing a database of over 2000 members and supporters that we can contact by email to request assistance, developing a "Take Action" section on our web page that will be updated every two months, and distributing 1000 - 2000 copies of our newsletter every 4 months (3 times per year).***

Living Oceans Society is currently applying for charitable tax status. We have been advised to refrain from posting action items on our web page until this application has been approved as it could be interpreted as 'political'. In the meantime we have met with a web page designer and we are prepared to add this to our web page when the timing is more appropriate.

- ***Increase the funding base of Living Oceans Society by building and maintaining a membership of 1000 groups and individuals by July 2000.***

Our membership is currently at 500, a slight increase. In May 2001 we will be embarking on a direct mail campaign with a targeted first mail out of 18,000. As a result we expect to raise our membership to 2000. This will be followed up with three mail outs per year, each with an action item request.

LESSONS LEARNED

The biggest lesson learned from this project has been that the traditional way of campaigning may not be the most appropriate way of going about things. Where as campaigning for protected areas on land has involved building public support to put pressure on large companies, marine protected area campaigns may be better off building support amongst the resource users (i.e. fishermen). Although this did not diminish from the effectiveness of our campaigns, it did slow things down as we have considerable ground work to cover before we could proceed with a broader campaign.

We also learned the value of working with communications experts who were able to assist us in identifying our target audience and how to communicate with them to advance our conservation project.

BUDGET REVIEW

The budget was fairly accurate. The only differences were in the price of printing the newsletter and web page design. The newsletter cost a bit more because we increased our circulation. We did some upgrades to our web page for \$200.00 but significant changes will cost more. This will be done under a separate project. We were successful in raising all the funds required for this project.

The general financial status of the organization is good. We reached a budget of almost \$300,000.00 CDN in 2000 and we hope to increase that in 2001. We have had strong support from some funders for a number of years and new funders are also coming on board. We are initiating a direct mail campaign in May 2001 to broaden our funding base and sales from our cookbook are also helping with our fundraising.

OVERALL HEALTH OF LIVING OCEANS SOCIETY

Living Oceans Society has grown quickly since our establishment in 1998. We have 6 staff, an office in Sointula, and 5 program areas. This growth has ensured that our overall campaign is comprehensive. However this growth has also put strain on our organization. We have a commitment to hiring people from the community of Sointula and this means that our staff often requires more time for training and skill development. We have not always had the resources to affectively address this issue and some projects have been slowed as a consequence. We are trying to address this issue this year.

This past year has been challenging as the Executive Director was away for six months on maternity leave. This left other staff responsible for managing the project and this was, at times, challenging. However this also increased the responsibility of the staff and they rose to the challenge well. In addition, it has taught the Executive Director to share in the responsibility and to allow senior staff to play larger role in managing the organization.

To date our Board of Directors has played a minimal role in the growth of the organization. They are kept updated on a regular basis and provide comments as they choose, Board meetings are held 4 times a year. However part of our 2001 plan is to develop a stronger Board of Directors. In particular, we would like to find Board Members that can help raise our profile politically and assist with our strategic planning.

Our membership is about 500, most of who live outside the region. At present there are over 100 volunteers who collect data on marine life for our Living REEF Project. In addition we have about 5 active volunteers who help with everything from distributing the newsletter to painting posters. It is difficult for us to build an active membership within the region of the Central Coast as we are still building trust amongst the locals. I believe that overtime we will be able to rely on more volunteers but at present we are respectful of peoples wariness of conservation organizations.

FINANCIAL STATEMENT

Our years end for 2000 will be ready in two weeks and will be forwarded at that time.

**Record of Expenditures for
Living Oceans Society's MPA Public Awareness Campaign**

PROJECT EXPENSES	Projected Costs US\$	Actual Costs US\$
Professional Fees	*	*
Executive Director	\$ 3,000.00	\$ 2,142.86
Program Assistant	\$ 5,000.00	\$ 3,571.43
*	*	*
Contract with IMPACS	*	*
Development of Communications Strategy	\$ 1,800.00	\$ 1,744.65
*	*	*
Information Brochure	*	*
Writing	\$ 1,000.00	\$ 1,428.57
Layout	\$ 1,500.00	\$ 357.14
Printing	\$ 3,500.00	\$ 4,077.45
Distribtution	\$ 1,500.00	\$ 857.14
*	*	*
Call for Action Postcards	*	*
Writing	\$ 500.00	\$ 357.14
Layout	\$ 200.00	\$ 142.86
Printing	\$ 800.00	\$ 732.86
*	*	*
Newsletter	*	*
Writing	\$ 500.00	\$ 357.14
Layout	\$ 700.00	\$ 929.05
Printing	\$ 900.00	\$ 2,142.86
Distribtution	\$ 600.00	\$ 458.57
*	*	*
Web Page	\$ 500.00	\$ 357.14
TOTAL	\$ 19,000.00	\$ 19,656.86

REVENUE

Mountain Equipment Coop	\$ 4,000.00
Bullitt Foundation	\$ 8,000.00
Kendall Foundation	\$ 4,656.86
Packard Foundation	\$ 5,000.00
Membership	\$ 1,000.00
In Kind	\$ 1,000.00
TOTAL	\$ 19,656.86