

2017 Action Plan

Based on the MABR Strategy and Action Plan 2013-2018



United Nations
Educational, Scientific and
Cultural Organization



**MOUNT
ARROWSMITH**
BIOSPHERE REGION

Updated by MABR Coordinator Monica Shore
Reviewed by Members of the MABR Roundtable

February 2017

MABR Vision, Mission and Mandate

The vision, mission, and mandate were revised in January 2017 with the collaboration and approval of the MABR Roundtable.

Vision

The MABR is a place where communities work together to inspire a positive future for people and nature.

Mission

The MABR works with diverse communities and organizations to develop and implement policies, practices, and initiatives that promote environmental, economic, cultural, and social sustainability. Different worldviews and ways of knowing are shared to ensure that our mission has meaning for all.

Mandate

To promote the conservation of biological and cultural diversity, support the development of sustainable communities and livelihoods, and facilitate collaboration, reconciliation, and knowledge sharing in the Mount Arrowsmith Biosphere Region.

MABR Management

Since the MABR's transformative management shift in July of 2014, Vancouver Island University (VIU) has signed Memorandums of Understanding with the City of Parksville and the Town of Qualicum Beach. The purpose of each MOU is to establish a foundation for regional cooperation in areas of mutual benefit and interest that pertain to the MABR. In 2015, similar verbal agreements were made with Snaw-Naw-As (Nanoose) and Qualicum First Nations, and Guiding Principles for Collaboration with Indigenous Peoples were developed with the support of Chiefs and Elders.

Operations of the MABR are overseen by a Roundtable composed of regional representatives from Snaw-Naw-As and Qualicum First Nations, the City of Parksville, the Town of Qualicum Beach, the Regional District of Nanaimo, the Vancouver Island Land Conservation Management Program, the BC Ministry of Environment, Island Timberlands, TimberWest, Islands Trust, Community Representatives, and Vancouver Island University (VIU). The first meeting of the Roundtable took place on November 6, 2015. Since then, the MABR has met quarterly to provide strategic direction and guidance to the MABR Coordinator and to the research team at VIU's Mount Arrowsmith Biosphere Region Research Institute (MABRRI).

The MABR's operational, administrative and budgetary requirements are currently managed by VIU, under the supervision of VIU's Provost and Vice-President Academic and MABR Director, Dr. David Witty. Day-to-day operations and communications are managed by the MABR Coordinator, Monica Shore.

Development of the MABR Research Institute (MABRRI) at Vancouver Island University

Founded in August 2014 at Vancouver Island University (VIU), MABRRI functions as the research and education engine of the MABR. The research coordinated at MABRRI is student-focused and project themes are derived from community-based requests that align with the United Nations Educational, Scientific and Cultural Organization's (UNESCO) Man and the Biosphere Programme's Lima Action Plan for the World Network of Biosphere Reserves. Dr. Pamela Shaw is the Director of Research and Graham Sakaki is MABRRI's Research Coordinator.

MABRRI's vision is to be a research institute open to anyone in the VIU community

- a. with an interest that matches the mandate and functions of UNESCO biosphere reserves, and
- b. whose research is carried out in whole or in part within the MABR boundaries.

MABRRI's mission is to:

Advance a program of inquiry that develops from student-focused and community-based participatory research, involving all stakeholders in meaningful explorations on issues of local relevance. The MABRRI is a model for other biosphere reserves and aligns with the goals of UNESCO and Roundtable members.

MABRRI's objectives are to:

- Acquire and manage funding for student-focused research;
- Encourage research relating to sustainability in the MABR;
- Engage the community in participatory research; and
- Meet the reporting and outreach requirements of UNESCO.

MABRRI contributes to the success of the MABR through research and education, which is one of the three main functions of all UNESCO biosphere reserves. MABRRI envisions, funds and coordinates research projects and educational programs or initiatives that advance "environmental, economic and social (including cultural and spiritual) sustainability."¹

Part of MABRRI's focus is to leverage university resources towards areas of concern or interest stemming from the community. The Institute is continually expanding with new opportunities for university students interested in engaging in applied, community-based research through student research projects and employment opportunities. MABRRI has communicated across VIU departments and continues with ongoing outreach and project support to attract new faculty and students to the Institute: ultimately, the Institute's goal is to leverage the skills and dedication of students in graduate and undergraduate programs across all disciplines. Outside the university community, a range of partnerships are already in place and new ones are in the making with First Nations, levels of government, community groups, and organizations.

MABRRI's Strategic Plan for Research and Education is available at mabr.ca under the Resources tab.

¹ UNESCO MAB (United Nations Educational, Scientific and Cultural Organization, Man and Biosphere Programme). 2008. Madrid Action Plan. Paris: UNESCO MAB Secretariat. www.unesco.org/mab/madrid/doc/MadridDeclaration.pdf (accessed August 28, 2014).

Mount Arrowsmith Biosphere Region 2017 Action Plan

The goals below are based on the three core functions of biosphere reserves: support for research and public education, the development of sustainable human livelihoods, and the conservation of biological diversity. The goals are driven by UNESCO's Seville Strategy for Biosphere Reserves, the Statutory Framework for the World Network of Biosphere Reserves, the 2015-2025 Man and the Biosphere (MAB) Strategy, the 2016-2025 Lima Action Plan for the World Network of Biosphere Reserves, and the United Nations' 2030 Agenda for Sustainable Development. In 2017, the MABR is one of 669 biosphere reserves in 119 countries.

MABR aims to achieve the following fixed goals, as outlined in the 2013-2018 Strategy & Action Plan:

1. Encourage academic institutions, diverse communities, First Nations, industry, government, and organizations to work together to protect strong and healthy ecosystems;
2. Protect the sensitive and unique ecosystems and features in the Biosphere Reserve. Focus on achieving sustainability to ensure the long-term future of the people and places in the Biosphere Reserve;
3. Encourage a symbiotic, broad-based, holistic approach to understanding the connections among economic, cultural, and social sectors in the Biosphere that seeks shared benefits for all;
4. Seek out new opportunities to respectfully collaborate and engage with First Nations in the region;
5. Promote the MABR to our region and the world;
6. Create a safe and proactive place for discussion and dialogue;
7. Ensure that our governance structure operates at the highest levels of efficiency and effectiveness;
8. Develop as a centre of knowledge production;
9. Develop secure sources of funding and partnerships that ensure that long-term strategies can be achieved.

While goals are fixed, strategies and actions are flexible and change as tasks are completed, conditions are altered or new information becomes available. Proposed actions are intended to implement the abovementioned goals. They are also a direct response to feedback from the MABR's 2010 periodic review and from follow-up letters received in 2011 from UNESCO's International Advisory Committee for Biosphere Reserves and from the Canadian Commission for UNESCO. Previous reference to the "MABF" or "Foundation" have been replaced by current terminology such as "MABR" and "Roundtable members."

[1] LOGISTICS FUNCTION: Communications, Education, Governance, Research and Funding		
Our strategy is to ensure that the Mount Arrowsmith Biosphere Region is a place shaped by the promotion of rational and efficient logistics, where all residents, agencies, and levels of government feel that they are an integral part of the biosphere reserve; and where communication and governance operates at the highest levels of inclusion and transparency.		
Goals (1,2,3) & Actions (A,B,C)	Timeline	Discussion
1. Promote the MABR to our region and the world:		
A. Participate in the Striking Balance documentary series on Canadian biosphere reserves	2017	Producer knows we are interested. Eight of Canada's BRs have been included to date. Second season will be filmed in 2017, budget allowing.
B. Presentations or events about the MABR in the community	2017 ongoing	The MABR and MABRRI presented 20 times in 2016 and plans an equal or greater presence in 2017. Examples: Water Day event in Parksville on March 12, Amazing Places community launch on March 30, BioBlitz on April 22.
C. Develop a Marketing and Communications Strategy that sets out specific actions for local, regional, provincial, national, and international activities. This will include: <ul style="list-style-type: none"> • Strategies for regular communications with local community newspapers; • Expanded use of social media; • Use of the MABR logo on publications/reports by project partners; • Roundtable members and affiliated organizations will investigate the use of the MABR as part of their regional, provincial, national, and international promotional strategies; • Expand signage – fixed and moveable options • Seek new opportunities to profile the MABR and its activities to relevant organizations and communities. 	First M&C strategy created for 2015 calendar year. To be reviewed and updated annually. Work to achieve each task set out by the M&C Strategy as resources permit. Ensure progress is made each year.	Updated for 2016 and 2017 calendar years See 2017 M&C Strategy & Action Plan in Appendix with details on progress and plans for upcoming year.

2. Create a place for discussion and dialogue:		
A. Implement a series of Roundtable gatherings on the role and function of the Biosphere in relation to other organizations, communities, and levels of government in the region (i.e. the development of the network). The Roundtable will introduce and acknowledge the findings from previous research and data collected through community and member surveys. The Roundtable will introduce the Strategy and Action Plan and be a place for discussing annual updates. The main purpose of the Roundtables will be to help guide decisions and future activity within the MABR.	2015 ongoing	The first Roundtable was successfully hosted on November 6, 2015. Roundtable gatherings take place quarterly and are hosted by a different member organization on a rotating basis.
B. Clarify the biosphere reserve's role in promoting the long-term sustainability of the region and encourage exchange around the balance of all uses in the MABR.	2013 ongoing	All Roundtable members to contribute to the MABR's Annual Reports and to communicate how each organization contributes to sustainability in the region.
C. Establish an annual Visioning Forum on the MABR's functions, actions and roles. This will be a professionally-facilitated, highly interactive, idea-filled event for all members and anyone interested in the MABR, and will celebrate its actions and role in the community.	2015 ongoing	The first annual visioning forum is currently being planned by staff and Roundtable members and will be hosted in November 2017. Details to be communicated via the MABR website and newsletter.
3. Develop a governance structure that operates at the highest levels of efficiency and effectiveness:		
A. Solidify the Roundtable governance structure including seats for First Nations, local and senior levels of government, conservation groups, private industry, community representatives and Vancouver Island University.	2014 ongoing	The first MABR Roundtable was hosted at VIU on November 6, 2015. All these groups now have a seat at the Roundtable.
B. Review the vision, mission and mandate of the MABR with Roundtable members.	2017	The vision, mission, and mandate were reviewed and updated in February 2017

C. Ensure internal procedures are consistent with the Man and the Biosphere Programme mandate.	Ongoing	Our internal procedures align with the recently published 2016-2025 Lima Action Plan for the World Network of Biosphere Reserves.
D. Ensure that Roundtable members are engaged and eager to attend meetings. Request regular feedback as to how to maximize their experience.	Initiated in 2015	Feedback is requested regularly at Roundtable meetings and through one-on-one communications with the MABR Coordinator.
E. Establish clear communication strategies with an established Terms of Reference that are consistent and transparent within the network so all are fully informed on actions and activities.	2015-2017	Communication strategies are in place with regular and established processes for keeping everyone informed. Need to develop clear Terms of Reference in 2017 for future staff.
F. Review and renew the MABR's 2013-2018 Strategy & Action Plan	2017-2018	Draft 2019-2023 Strategy & Action Plan for MABR. Look at examples from other Canadian BRs.
4. Develop as a centre of knowledge production:		
A. MABRRI to develop a plan for research, monitoring, and education. This will include partnerships with universities, scientists, Indigenous communities, and citizens to share knowledge and best practices. Link to VIU's Academic Plan and align with community interests.	2014 ongoing	MABRRI established at Vancouver Island University in August 2014. Full time Research Coordinator hired in September 2014. Strategic Plan for Research and Education completed in September 2015 and reviewed annually.
B. Build local capacity by inviting groups such as the Young Agrarians and SFU Institute of Education for Sustainability to provide educational workshops to residents and organizations within the MABR.	2015 ongoing	Dr. David Zandvliet from SFU's Institute for Environmental Learning gave lecture in Feb 2015 in MABR. No guest speakers hired in 2016. Make a priority for 2017.
5. Develop secure sources of funding and partnerships that ensure that long-term strategies can be achieved:		
A. Secure research funding through long-term stable funding sources such as the Social Sciences and Humanities Research Council (SSHRC) or community foundations that can flow over several years to allow the completion of projects and mandates.	2014 ongoing	Grants received for 2017: VIU Research Awards Committee (VIURAC) for bull-kelp collection, forest plant phenology, and 2017 MABR BioBlitz; Regional District of Nanaimo for wetland mapping (year 2 of 5); Home Depot Canada Foundation & TD Friends of the Environment for Snaw-Naw-As community

		<p>garden; St. John's Legacy Foundation for general project funding and development; Government of Canada for partial summer student wage reimbursement</p> <p>Grants pending for 2017: Destination BC's Cooperative Marketing Partnerships Program for Amazing Places Year 2; BC Grow Local for Snaw-Naw-As community garden; Island Health Community Grant for Snaw-Naw-As community garden; Alpine Club of Canada for alpine research; RBC Blue Water Project for wetland mapping; TD Friends of the Environment for 2017 MABR BioBlitz; Dubai Municipality Best Practice Award for general student funding</p>
B. Partner with other national biosphere reserves on shared initiatives to strengthen the Canadian network.	Ongoing	<p>MABR launched the Amazing Places project in 2016 with funding from Destination BC, Parksville Qualicum Beach Tourism, and VIU. Extremely successful. Funding for 2017 and 2018 anticipated.</p> <p>Also pursuing an educational tourism collaboration with Clayoquot Biosphere Trust, to develop in 2017 and launch in 2018.</p>
C. Seek funding for specific initiatives that would raise the profile of the MABR and illustrate achievement of the network's mandates on environmental sustainability, economic stability, and social justice.	Ongoing	The Amazing Places project achieves most of these goals. The MABR's focus on Reconciliation between Indigenous and non-Indigenous peoples meets the social justice goal.
D. Seek advice from other biosphere reserves on funding sources and successful funding applications and review the Fundraising Strategy from the 2013-2018 Strategy & Action Plan.	2015 ongoing	In discussion with Clayoquot Biosphere Trust on mutually beneficial funding opportunities. Fundraising strategies developed in 2015. In 2017, the MABR will need to approach local governments and companies from private industry about creating a line item in their annual budgets to support coordination of operations and research.

[2] DEVELOPMENT FUNCTION: Economic, Cultural, and Social Sustainability		
<p>The MABR, at the regional level, is best conceived of as a network within a series of networks, each with impacts on the other. Economic change impacts the social and cultural wellbeing of the region, just as social and cultural change shape economic success. The MABR is envisioned as a place where all residents, agencies, and levels of government work together to foster sustainable, diversified economic and human activities that take a holistic, integrated approach to development.</p>		
Goals (1,2,3) & Actions (A,B,C)	Timeline	Discussion
1. Encourage a networked, broad-based, holistic approach to understanding the connections among economic, cultural, and social sectors in the MABR and seek shared benefits for all.		
A. Host and participate in positive dialogue on development and change in the region.	2015 ongoing	Roundtable identified this as a secondary priority for 2016. See about working with Federal NDP MP Gord Johns on a regional event in 2017.
B. Increase awareness of the MABR's non-adversarial communication styles and make the biosphere a safe and open place for dialogue.	2014 ongoing	The MABR practices non-violent communication and is developing clear Terms of Reference and guidelines to communicate the desired culture of engagement at all times.
C. Roundtable representatives will report on MABR activities to their respective organizations or communities. This will enable new connections, new opportunities for sharing resources, and the development of projects and activities that speak to shared goals.	2015 ongoing	This was established in 2015 and will continue over the long term. Discussion and formalization of reporting processes will occur in 2017.
D. Encourage involvement of partners in developing a strong understanding of the social entrepreneurship, institutional structures, and financial stability of the region through targeted outreach to organizations, professional associations, local governments, and the wider community.	2014 ongoing	Outreach is ongoing. It is believed that the long-term sustainability of the MABR will be supported by a social enterprise model of operation. Funding from the McConnell Foundation's Innoveave program was requested in 2016 for the development of a Social Enterprise business model for the MABR with the support of a coach. Funding denied. May apply again in 2017.

E. Identify and create new relationships with partners to draw on available resources and expertise (e.g. take an active role in the annual Brant Wildlife Festival, RDN Water Day, MABRRI BioBlitz, etc.).	2014 ongoing	The MABR has been active and successful in creating new partnerships around events and programs. The Amazing Places project was and will continue to help us build and strengthen partnerships.
F. Develop partnerships with local businesses and cross-promote events and initiatives that benefit entrepreneurs within the BR as well as the BR itself.	2015 ongoing	The MABR has strategized with the Brant Wildlife Festival organizing committee on how to develop/communicate opportunities and benefits to the business community. The Amazing Places project has also provided the MABR with opportunities to partner with local businesses in the long-term.
2. Seek out new opportunities to collaborate and engage with Indigenous peoples and communities		
A. Roundtable seats are reserved for representatives of Indigenous communities; direction as to the desired format for this representation will be provided by First Nations Chiefs and Councils.	2014 ongoing	Snaw-Naw-As and Qualicum First Nations elected Chiefs sat at first Roundtable gathering in November 2015. Snuneymuxw First Nation Elder has attended several meetings. Chiefs from other Nations to continually updated and invited.
B. Incorporate Indigenous values and principles into governance of the MABR. Direction as to the function of these protocols to be provided by First Nations Chiefs and Councils.	2015 ongoing	Guiding Principles for Collaboration with First Nations were approved by Chiefs and adopted by Roundtable as part of Terms of Reference. Increased awareness about Indigenous protocols identified as top priority by Roundtable. Roundtable Culture of Engagement developed with Snaw-Naw-As and Qualicum First Nations.
C. Research the best practices and processes in the “UNESCO World Report on Investing in Cultural Diversity and Intercultural Dialogue” and other UNESCO conventions and establish the means of employing these practices and processes in the MABR.	2015 ongoing	MABR has learned from recommendations from the June 2015 Truth and Reconciliation Commission Report as well as the UN Declaration on the Rights of Indigenous Peoples (UNDRIP). We turn to local Indigenous communities for their direction on best practices.

D. Under the guidance of local First Nations, assist in initiatives to help celebrate and create awareness of local Indigenous cultures, language, and knowledge.	2015 ongoing	The MABR accomplished this in 2016 through support for the development of the Snaw-Naw-As Garden of Spiritual Healing and through interpretive signage associated with the Amazing Places project. In 2017, the MABR will develop a map of the MABR with original place names and develop a 3-minute documentary about Reconciliation in Action in the MABR (co-sponsored by VIU and the Canadian Commission for UNESCO).
E. With the guidance of local First Nations, be part of cultural change to support new levels of cooperation and Reconciliation across the network.	2014 ongoing	This is an ongoing effort that proceeds slowly and respectfully over many lifespans. The MABR is a member of the Canadian Biosphere Reserve Association's (CBRA) Indigenous Circle, providing guidance to Canada's 18 biosphere reserves on engagement with Indigenous peoples. The CBRA Indigenous Circle is an opportunity for learning and knowledge exchange across the national network.
F. Establish projects with the Clayoquot Biosphere Trust (CBT) to encourage greater collaboration and knowledge exchange between BRs on Vancouver Island.	2015 ongoing	The MABR worked with CBT in 2015 on the development of a collaborative presentation for EuroMAB 2015 in Estonia. The MABR and CBT have worked together as members of CBRA's Indigenous Circle and CBRA Exec in 2016-2017. In 2017-2018, the MABR and CBT are developing tours of their biosphere reserves as per the request of the Ornithological International Congress taking place in August 2018. The tours will integrate local and Indigenous knowledge on birds and integrate economic development opportunities for First Nations youth.

[3] CONSERVATION FUNCTION: Promote Healthy Ecosystems, Increase Environmental Protection and Build a Sustainable Future		
Our strategy in conservation focuses on partnership building and the promotion of healthy ecosystems. Partners will promote the MABR to the region and the world. It is anticipated that as the level of knowledge about the MABR increases, residents, communities, agencies, and levels of government will invest in actions to promote conservation.		
Goals (1,2,3) & Actions (A,B,C)	Timeline	Discussion
1. Ensure that academic institutions, diverse communities, First Nations, industry, government, and organizations work together to promote healthy ecosystems		
A. Working with partners at Vancouver Island University, develop a publically accessible bibliography of academic research in the MABR. This will require a major literature review initiative but will be invaluable in establishing a foundation for future research.	2014 ongoing	Initiated in September 2014 and updated on an ongoing basis. Need to tidy and add to website in 2017. This will align nicely with MABRRI's new International Journal of Biosphere Reserve Research.
B. Develop a Strategic Plan for Research and Education that will illustrate gaps in knowledge on ecosystems/ biological functions (as well as on economic, social, and cultural functions).	2014-2015	First draft completed in December 2014. Strategic Plan completed in September 2015. Reviewed annually.
C. Work with Vancouver Island University, Simon Fraser University, and the University of British Columbia to increase academic study of the MABR from an ecological systems perspective. This will include the involvement of undergraduate and graduate students, academics and community-based researchers.	2016	MABRRI in early discussions with David Zandvliet from SFU's Institute for Environmental Learning re: SSHRC's Partnership Grant. Follow-up required.
D. Through new connections with member organizations and a commitment to shared goals, develop new mentorship opportunities for Indigenous and non-Indigenous youth. Create opportunities for youth to participate in a variety ways in the MABR.	2014 ongoing	Youth engagement identified as a high priority by the Roundtable. MABR Digital Storytelling Project achieved this in 2015. MABR Intern hired in 2016. MABRRI has hired 44 student researchers since 2014. The 2016 BioBlitz involved families with children. Work will continue in 2017.

E. Create a Biodiversity Inventory that involves community members of all ages and biodiversity experts. Establish the event with partner organizations and use the initiative as a way to increase awareness of the MABR and to stimulate enthusiasm and dialogue around sustainable ecosystems.	2015 ongoing	MABRRI hosted its first citizen science BioBlitz in April 2016 as part of the Brant Wildlife Festival. The 2 nd annual BioBlitz is scheduled for April 22, 2017. A biodiversity inventory is the direct outcome of this initiative.
F. Partner with local schools and municipal districts on simple projects such as composting and community gardens to help promote ideas of sustainability through youth engagement and provide visibility for the MABR.	2014 ongoing	Worked with Kwalikum Food Forest (School District 69) in 2015. The 2016 BioBlitz involved some school engagement. In 2017, the Amazing Places program will design and develop educational curricula for students in Grade 5. Working with additional schools in the District in 2017 to develop and distribute “Adventures in a Backpack” for the MABR’s Amazing Places project.
2. Support the mandate of member organizations that protect the sensitive and unique ecosystems and features in the MABR		
A. Using 2011 orthographic mapping, develop new digital information and layers to highlight issues of conservation interest. This will illustrate areas of future research interest.	2014 ongoing	MABRRI is currently working on a 5-year wetland mapping and monitoring project with the RDN’s Drinking Water and Watershed Protection Program. The aim is to update mapping and study priority wetlands in the region. Baseline data will be collected relevant to each priority wetlands across the RDN. The data will then be used to inform the need for future wetland research pertaining to the natural functions each provides, restoration and rehabilitation, protection and local policy.
B. Ensure this mapping is widely circulated to Roundtable and community members to improve knowledge exchange on the biosphere reserve.	2016 ongoing	To be pursued once point 2.G. is complete.
3. Focus on achieving sustainability to ensure the long-term future of people and places in the MABR		
A. As part of wider member and community consultation, develop a Sustainability Charter for the	2016 ongoing	Roundtable members identified this as a low priority for 2016. We will work on this but it may

<p>MABR. This will include developing an understanding of the economic, social, cultural, and environmental sustainability, working with citizens, stakeholders, members, and all levels of government on our goals and strategies, and developing specific actions to ensure the long-term sustainability of humans and nature in the MABR. This will require an extensive public involvement strategy and it is anticipated that this project will require a 24-month time frame at minimum.</p>		<p>not come into being before 2017 or 2018.</p>
<p>B. Investigate the best practices of other biosphere reserves in Canada and beyond, and draw on these experiences to inform the actions of the MABR. In return, become an active member of the international biosphere reserve community and ensure that all biosphere reserves are made aware of success stories and practices in our region.</p>	<p>2014 ongoing</p>	<p>The MABR actively supported the Canadian and international network in 2015: we coordinated the comments from Canadian BRs on the Lima Draft Action Plan, joined the Amazing Places national committee, supported three potential future biosphere reserves (Salish Sea and Howe Sound, BC, and one in Belize), etc. Our actions are communicated through our website, newsletter, and social media channels.</p>
<p>C. Work with partners and community organizations to develop strategies for increasing food security in the MABR.</p>	<p>2015 ongoing</p>	<p>Food security was the highest conservation priority determined by the Roundtable in 2015. We are now working with Snaw-Naw-As First Nation on a food security garden project and we have elected a food security-focused community representative to the MABR Roundtable.</p>

**Seville Strategy for Biosphere Reserves:
Implementation Indicators for Individual Biosphere Reserves**

Checklist for end of year 2016		
“✓” means that we are actively working toward achieving this goal		
✓	Indicator	Note
✓	Survey made of stakeholders' interests	Last one in 2012
✓	Factors leading to environmental degradation and unsustainable use are identified	
✓	Survey made of the natural products and services of the biosphere reserve	Began in 2016 with intern. To update in 2017.
	Incentives identified for sustainable use by local populations	To develop
	Plan prepared for equitable sharing of benefits	To develop
✓	Mechanisms developed to manage, co-ordinate and integrate the biosphere reserve's programmes and activities	Established in 2014 and ongoing
✓	Local consultative framework implemented	
✓	Regional demonstration sites developed	Amazing Places
✓	Coordinated research and monitoring plan implemented	2014 and ongoing
✓	Functional data management system implemented	Under development at VIU
✓	MABR is used for developing and testing of monitoring methods	
✓	MABR is used for developing indicators of sustainability relevant to local populations	Working with community stakeholders on this
✓	Local stakeholders are included in education, training, research and monitoring programmes	2015 and ongoing
✓	Information for visitors to the biosphere reserve developed	Updated regularly
✓	Ecology field centre developed at the biosphere reserve	Research station on BR island being scoped out in 2017
✓	Biosphere Reserve is used for on-site training activities	
✓	A local educational and training programme is in place	
✓	Different zones of biosphere reserves identified and mapped	
✓	Buffer and transition zones replanned to promote sustainable development and preserve the core area	Boundary changes to be discussed leading up to 2020 periodic review
✓	Local community involved in planning and managing the biosphere reserve	
✓	Private sector initiatives to establish and maintain environmentally and socially sustainable activities are encouraged	Supported by local sustainability plans
✓	Information and promotional materials developed for individual biosphere reserves	
✓	Strategies developed for mobilizing funds from businesses, NGOs and foundations	
✓	Mechanisms developed for monitoring and assessing the implementation of the Seville Strategy at individual level	This checklist is reviewed on an annual basis.

Mount Arrowsmith Biosphere Region
Marketing and Communications Strategy
2017



Background

Mount Arrowsmith Biosphere Reserve's *2013-2018 Strategy and Action Plan* proposed the development of a Marketing and Communications Strategy that would be immediately put into effect. In the summer of 2014, the governance of the MABR was completely restructured. This Marketing and Communications Strategy was created in the fall of 2014 and updated in December 2015 and January 2017. In 2016, a Marketing and Communications Task Force involving five university students assisted with the implementation of the Marketing and Communications Strategy.

Planned Activities

The three areas of focus for Marketing and Communications in the MABR are:

1. Online Presence
2. Branding through Printed Media, Signage & Merchandise
3. Participation in Events (Local to International)

Online Presence				
Activity	Target Sphere	Timeline	Responsibility	Status
Design and launch new website (mabr.ca)	Local to international	(1) Design Nov 2014; (2) Develop content Nov-Dec 2014; (3) Launch Jan 2015	MABR Coordinator	Complete. First website completed in January 2015. New website completed in January 2016 to separate MABR from MABRRI.
Develop and maintain a MABR Facebook Page	Local to international	Fall 2014	MABR Coordinator	Completed in October 2014; regular posts and engagement; 370 new likes in 2016 (total 680 in January 2017).
Investigate the use of Twitter, LinkedIn and Instagram	Local to international	2015	MABR Coordinator	Twitter account created in May 2015. Medium activity. Instagram account created in spring 2016. Low activity. LinkedIn profile created in Dec 2016.
Create an online e-newsletter with MailChimp	Local to international with a focus on regional and national	2015 onward	MABR Coordinator	First newsletter disseminated in February 2015. Sent out every 2 months since then. 380 recipients as of Jan 2017. 40% clicks.
Participate in Striking Balance documentary on Canadian BR's	National and international (all levels important)	2017	MABR Coordinator	Season 2 to launch in 2017. Producers now in discussion with MABR. We will be featured.
Develop videos featuring the BR	Local to international	2015 ongoing	MABR Coordinator	Amazing Places video features 10 locations.

Branding through Printed Media, Signage & Merchandise

Activity	Target Sphere	Timeline	Responsibility	Status
Create and distribute colourful informational flyer on the MABR	Local & regional	2014 ongoing	MABR Coordinator & Roundtable members	Complete. New version designed and printed in 2016. Amazing Places brochures to be printed in 2017.
Create a merchandise plan: cards, apparel, etc. (source ethically and support local businesses; perhaps FN partners can help with design)	Local & regional focus (for team to wear and sell)	2015 ongoing	MABR Coordinator (with support from Roundtable)	Greeting cards, t-shirts and pens ready to sell. Branding efforts to continue in 2017.
Establish regular communications with local newspapers (e.g. column, community events section)	Local & regional	As soon as possible & ongoing	MABR Coordinator	Media releases were created regularly throughout 2015. 10 week regular column on Amazing Places printed in PQB News in 2016.
Team business cards to use MABR logo	Local & regional	2015 and beyond	MABR Coordinator	Complete. New logo and business cards designed in June 2016.
Request use of MABR and/or MABRRI logo on documentation/signage/promo materials of all projects that receive MABR cash or in-kind support	Local to international	Ongoing	MABR Coordinator & MABRRI	Partners have been collaborating. RDN Water Day, for example.
Encourage use of the MABR logo on publications/reports by member organizations, levels of government, and agencies.	Local, regional, provincial, national	Ongoing	MABR Coordinator & MABRRI	Need to offer a supportive quote to org's who can use our logo in exchange. Still to pursue.
Collaborate with tourism agencies on their promotional strategies	Local to international (focus on local to provincial)	2015 ongoing	MABR Coordinator	Working closely with Parksville Qualicum Beach Tourism Association.
Expand signage; establish fixed signs at the boundaries of the MABR	Local & regional	2015 ongoing	MABR Coordinator & MABRRI	Signage along highway and in visible locations being pursued. Slow progress due to gvmt regulations.

Participation in Events (Local to International)

Activity	Target Sphere	Timeline	Responsibility	Status
Host a lecture at VIU about the MABR and MABRRI	Local	2014 ongoing	MABRRI	2017 lecture scheduled for March 1 st at VIU
Host BioBlitz at Brant Wildlife Festival in MABR	Regional	Annual starting in 2016	MABRRI	Scheduled for April 22 2017
Attend Indigenous focused events	Local First Nations	Ongoing	All	Regular attendance of such events
Attend community events, gatherings and AGM's	Local & regional	Ongoing	All	Successful and ongoing
Attend and present at national/international conferences	National & international	Immediate & ongoing	All	Team will attend EuroMABR 2017 in France (April)
Seek out new opportunities to profile the MABR and its activities to relevant organizations and communities.	Local to international	Ongoing	All	Regular public presentations in the community. 20 presentations in 2016. Same or more planned for 2017.

Communications

Activity	Target Sphere	Timeline	Responsibility	Status
Clearly communicate the specific programs or services that the MABR provides	Regional	Ongoing	MABR Coordinator	Successful and ongoing via website, newsletter, social media and events
Communicate the existence of the World Network of Biosphere Reserves at every opportunity	All levels	Ongoing	All	This information is clearly provided in our website, social media and flyer.
Create a 2-minute video about what the MABR is and what we do	All levels	2015 ongoing	MABR Coordinator	Video about Roundtable being filmed in spring 2017.
Discover the concerns, goals and objectives of Indigenous communities within BR. Incorporate these in the development of community projects or commitments.	Local First Nations	Ongoing	All	The current team engages in regular dialogue with local First Nations and will incorporate their feedback as projects are developed and research is pursued.

Engage with members of parliament and with local officials around the significance of biosphere reserves to the region	Local, regional, provincial, national	Ongoing	MABR Coordinator	MABR federal MP is now Gord Johns, NDP. MABR Coordinator working with MP Johns' staff in Ottawa on CBRA Day on the Hill in May '17
Present the synergies of MABR mandate and the ongoing initiatives of local/regional/provincial government agencies (read through OCP's and corporate strategies, etc. and find links)	Local, regional, provincial	Ongoing	All	Synergies found in the RDN's Regional Growth Strategy (2011) and in the Town of Qualicum Beach's Sustainability plan (2013), etc. Synergies presented when meeting with partners to suggest collaborative projects.
Include links to resources that are relevant to MABR and to the history of biosphere reserves (including periodic review and annual reports)	All levels	2015 ongoing	MABR Coordinator & MABRRI Research Coordinator	Foundational and background documents are available for download at mabr.ca on the Resources tab. MABRRI website also a good resource.
Establish clear communication strategies with an established Terms of Reference that are consistent and transparent within the network so all are fully informed on actions and activities.	National and international	Ongoing	MABR Coordinator	Methodology in place but must develop Terms of Reference in 2017 for internal use.
Publish an annual report in time for CBRA AGM in springtime	CBRA and all interested audiences	Due annually by April	MABR Coordinator & MABRRI Research Coordinator	2014 & 2015 reports complete and available at mabr.ca. 2016 report to be complete by March 2016.