

wildsight



**STRATEGIC
VISION
STATEMENTS
2011-2021**



WILDSIGHT
WORKS
LOCALLY,
REGIONALLY
AND GLOBALLY
TO PROTECT
BIODIVERSITY
AND ENCOURAGE
SUSTAINABLE
COMMUNITIES
IN CANADA'S
COLUMBIA
AND ROCKY
MOUNTAIN
REGIONS

WELCOME TO OUR VISION OF THE FUTURE

Welcome to Wildsight's vision for the future of one of North America's most diverse, beautiful and wild regions. Wildsight works in Canada's Columbia and southern Rocky Mountain eco-region. Due to its connected wild systems that allow for species adaptation, this region has been rated by global scientists as providing one of the best opportunities on the planet for addressing the impacts of climate change.

The region is also recognized globally as a critical component of North America's most intact wildlife and wilderness corridor that runs along the spine of the continent, from Yellowstone in the south to the Yukon in the north, and through the Canadian portion of the Crown of the Continent. The area includes the Columbia Wetlands, which are, at 180 kilometres long, among the longest intact wetlands in North America. The Columbia Headwaters and adjacent mountain ecosystems are so important to the hydrology of this region they function as water towers, providing source water to the Arctic, Pacific, and Hudson Bay watersheds.

The strategic vision statements in this document outline our dedication to conserving this incredible landscape we call home. They outline our goals until the year 2021 in each of these categories: conservation, water, communities and organization.

Challenging times are already here: changes in the economy, the climate, and the focus of public attention increase the complexity of how we do our work. Still, we envision clean, clear, water running from mountain watersheds to our lakes. We envision large, connected and undisturbed tracts of land secure for wildlife - from grizzly bears to piliated woodpeckers to bull trout. We see communities progressing in sustainable ways, with citizens engaged and educated, valuing ecosystem services. We see Wildsight continuing to inspire, to lead and to conduct itself with integrity.



OUR WORKING VALUES

Conservation ethics drive our work. We are compelled to protect core wilderness areas, wildlife corridors, wetlands and intact watersheds. We were instrumental in protecting the Cummins Valley and the Purcell Wilderness Conservancy. Our efforts for the Flathead River Valley and the Columbia Wetlands have led to better management plans for these areas. Collaboration, public outreach and partnership building are central to our approach. We rely on up-to-date science to inform our conservation efforts.

Clean water is of paramount importance. We've founded citizens' stewardship groups, helped increase public action on water legislation, built strong partnerships and established new networks. Freshwater resources are more respected and more protected in our region thanks to our initiatives such as the award-winning Lake Windermere Project and the Living Lakes Network of Canada.

Sustainable communities are vital. Our roots run deep and local, with hundreds of members, five branches and six volunteer boards overseeing our work. We've led the way in environmental education in our entire region through our respected Education in the Wild programs. We've created a generation of young environmental stewards who understand what ecosystems are and why they're important. Recently, we developed a curriculum that shows students how they can face up to the challenges of sustainability - now and into our shared future.

As an organization, Wildsight leads. We facilitate new understanding, new approaches and new hope in our region. We manage our resources responsibly and with accountability.

Together, these statements represent decades of human expertise in conservation work and Wildsight's vision for a better future.

For the Wild,

The Wildsight Team



A MESSAGE FROM WILDSIGHT

The year 2012 marks the 25th anniversary of Wildsight's work to protect and sustain nature in our beautiful home place—the Columbia Mountains and southern Rocky Mountains. For 25 years, our dedicated volunteers, staff and members have stood firm for conserving all that makes this region liveable for people and wildlife, with clean waters, clear air, and an abundance of wild places. Our accomplishments are stellar, and Wildsight has proven to be an effective and respected force for progressive change. Still, many challenges remain.

It is only fitting that we now look to the next 10 years with a new Strategic Vision that focuses on four vital areas of work: conservation, water, communities and excellence within our organization. This plan is based on extensive discussions and consensus-building amongst the staff, board members of the regional council, and community branches. The ambitious results reflect what we believe Wildsight can do between 2011-2021 in the face of a rapidly changing world with natural systems pushed to - and beyond - their limits, and communities searching for a path to sustainability.

We invite you to participate in and support Wildsight's work during the next decade; it promises to be another exciting era for conservation in the East Kootenay.

For the Wild,



John Bergenske
Executive Director



Juri Peepre
Regional Chair



STRATEGIC VISION STATEMENTS 2011 - 2021

Wildsight envisions a landscape with free-running streams and rivers of pure water, extensive and connected wild spaces, and natural habitat that maintains the full complement of indigenous plants and wildlife. We see healthy human communities thriving with sustainable livelihoods and lifestyles based on a conservation ethic.

CONSERVATION

The Columbia Mountains and southern Rocky Mountain area have healthy, fully functioning ecosystems. A network of protected wilderness landscapes and other conservation lands encompass the full richness of native animal and plant communities.

WILDSIGHT WILL:

Identify and protect core areas and their connecting landscapes through application of conservation biology principles, including a regional climate change adaptation strategy.

Use science-based ecosystem mapping to target key areas for biodiversity protection and enhanced conservation management.

Use key indicator species (e.g. caribou, grizzlies, wolverines, migratory birds, amphibians) and their habitats as umbrellas to identify priority areas for landscape protection or conservation status.

Advance conservation policy priorities for the public and private sectors.

Engage the public, government, First Nations, industry and ENGO partners in manifesting a conservation ethic in all decisions and activities.

Identify and preserve intact roadless areas as part of an overall commitment to maintain biodiversity across the landscape.

OUR TARGETS:

BY 2014 – 2021:

Supplement the Purcell Mountain Caribou Herd by completing translocations by 2014, and attaining a sustainable population by 2021.

BY 2018:

Reform mining and forest practices to better recognize ecosystem values.

Have a comprehensive long-term plan that reconciles the world-class wildlife and wilderness values with the region's forest, mineral and coal resources.

BY 2021:

Complete a network of protected areas and wildlife corridors (including parks and Wildlife Management Areas, First Nations Conservancies, etc.) in the Southern Rockies and Columbia Mountains.

Develop a sustainable energy plan and initiate implementation for the Kootenays.

The Columbia Valley and the southern Rocky Mountains have healthy, functioning watersheds that support native fish and wildlife populations and healthy human communities. The glaciers, rivers, lakes and wetlands of our region form the headwaters of the Columbia River, the fourth largest river in North America. This complex river system provides flood control, filtration, and carbon storage—ecosystem services that benefit human and wildlife communities.

WILDSIGHT WILL:

Work with local, regional and federal governments, First Nations, local community groups and schools to further the protection of freshwater ecosystems.

Deliver trusted citizen-science programs that build a water ethic in our communities.

Identify and conserve key source-water protection areas, including community watersheds, glaciers, and high-elevation catchments.

Increase protection mechanisms for rivers, streams, riparian areas and wetlands.

OUR TARGETS:

BY 2012:

Use water as a framework to engage the public to understand climate change impacts.

BY 2015:

Encourage government policies and guidelines to have sufficient water allocation for ecosystems and to adopt water quality standards that meet or exceed guidelines.

Introduce school-based curriculum that educates younger generations about their watersheds, facilitates connections with the people who manage and monitor water in their communities, and develops future water leaders.

Work with watershed stewardship groups and government agencies to establish a watershed governance model for the Columbia Basin.

BY 2021:

Have fully established Living Lakes Canada as a project working in partnership with national and community based NGOs to facilitate collaboration in education, monitoring, rehabilitation and policy development initiatives for the long-term protection of Canada's lakes, wetlands and watersheds through 2021.



WATER

BRANCHES

Wildsight branches work with our communities to maintain truly environmentally sustainable lifestyles in harmony with our natural ecosystems. Our communities have pride in and protect our clean water, air and soil and are empowered to conserve the biodiversity in our unique regional ecosystems. Each of our individual and diverse Wildsight branches is highly regarded for work on programs relevant to its own community, including cutting-edge work on minimizing our ecological footprint and promoting renewable energy, sustainable transportation, responsible land use planning, local food production, and sustainable building.

WILDSIGHT BRANCHES:

Creston
Elk Valley
Golden
Invermere
Kimberley / Cranbrook

CLIMATE SOLUTIONS

Wildsight plays a vital role in translating climate change science, climate legislation and opportunities for local solutions into a language that can be understood and appreciated by the general public. Wildsight's Climate Solutions for the Kootenays bridges the gap between the global issue of climate change and the opportunities that exist locally to realize tangible emission reductions.

WILDSIGHT WILL:

Improve the climate-change awareness of the public in Kootenay communities.

Develop and facilitate learning opportunities (e.g. a series of workshops) for individuals, communities, municipalities, organizations and schools, designed to lead to GHG emission reduction.

Develop web- and paper-based resource materials that provide tangible and simple energy-saving and emission-reduction ideas.

Identify regional opportunities for carbon sequestration projects.

SCHOOL-BASED EDUCATION

Students of the region are ecologically literate, possessing the knowledge, skills and attitudes that constitute a conservation ethic. Our school-based programs prepare future leaders for the challenges of sustainability.

WILDSIGHT WILL:

Deliver field trip programs to get local children outside to explore and learn from the wild ecosystems of our region.

Expand and develop learning opportunities for local students on topics related to sustainable living choices in conjunction with B.C. Ministry of Education learning objectives.

Work with teachers and non-formal educators to pursue the vision of experiential environmental education (EE) becoming incorporated into schools and learning outcomes across curriculum.

Provide locally-developed, place-based environmental education (EE) curriculum resources and teacher training opportunities that are approved of and supported by the Ministry of Education and are integrated across the curriculum.

TARGETS:

BY 2015:

Continue delivery of field trip programs based on the goals of Classroom with Outdoors and Winter Wonder, to build ecological literacy amongst students throughout our region.

Develop and pilot a new 'Eco-Stewards' program which involves field science and data collection as well as student-directed environmental stewardship action projects.

Continue to provide the Beyond Recycling program with trained Wildsight educators.

Provide online curriculum for classroom teachers to deliver, while supporting them through training and mentorship.

BY 2020:

Continue delivery of Education in the Wild field trip programs as requested.

Expand 'Eco-Stewards' program to all schools in the Columbia Basin.

Facilitate delivery of Beyond Recycling in schools in all school districts in our region.

COMMUNITIES

Wildsight is a leader in conservation and environmental education. We are a facilitator in the East Kootenay region, recognized in our communities, the province and across Canada for our effective conservation programs, excellence and innovation in all that we do.

Wildsight effectively manages its fiscal responsibilities, provides healthy working conditions for staff, contractors and volunteers, and creates opportunities for community members to address changing environmental issues. Wildsight strives constantly to ensure sustainable practices in the areas of people, community, finances, and carbon emissions.

ORGANIZATION

PEOPLE

Wildsight plans for success and succession in all areas: board, executive, management, program teams and volunteers.

Wildsight provides training opportunities and professional development for staff, contractors, regional and branch board members to promote ongoing learning and up-to-date practices as we strive for excellence and innovation in what we do.

TARGET:

BY 2013:

Wildsight will have a comprehensive human resources manual

COMMUNITY

Wildsight expands the involvement of our local communities through enhanced presence, increased volunteer opportunities and increased memberships.

Wildsight attracts members of diverse backgrounds and interests through its collaborative, accessible approach to environmental stewardship.

TARGET:

BY 2012:

Wildsight will use our 25th anniversary as a catalyst to engage members of the public across a wider demographic range.

FINANCES

Wildsight continues to diversify revenues while maintaining steady contributions from traditional sources, with continued responsible fiscal management.

CARBON EMISSIONS

Wildsight considers environmental impacts in all aspects of its activities and models ideal behaviours while moving towards carbon neutrality.

PEOPLE ARE THE HEART OF WILDSIGHT,
PEOPLE FROM ALL WALKS OF LIFE WHO SEE
THE VALUE OF HEALTHY ECOSYSTEMS.

WE ARE FAMILIES, CARING FOR THE FUTURE
OF OUR CHILDREN - AND ALL CHILDREN.

WE ARE VOLUNTEERS, FINDING BETTER WAYS
TO KEEP WATER CLEAN.

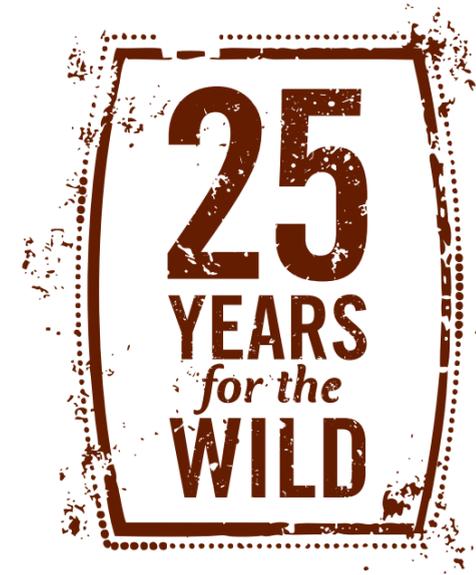
WE ARE CITIZENS, HEEDING THE CALL TO
STAND UP FOR WHAT WE KNOW IS RIGHT.

WE'RE WORKING TO PROTECT LAND, WATER
AND SUSTAINABLE COMMUNITIES.

WE HOPE YOU SHARE OUR VISION AND JOIN
IN OUR MISSION.

FOR THE WILD.





wildsight

2-495 Wallinger Avenue
Kimberley, British Columbia
V1A 1Z6 Canada

www.Wildsight.ca

