



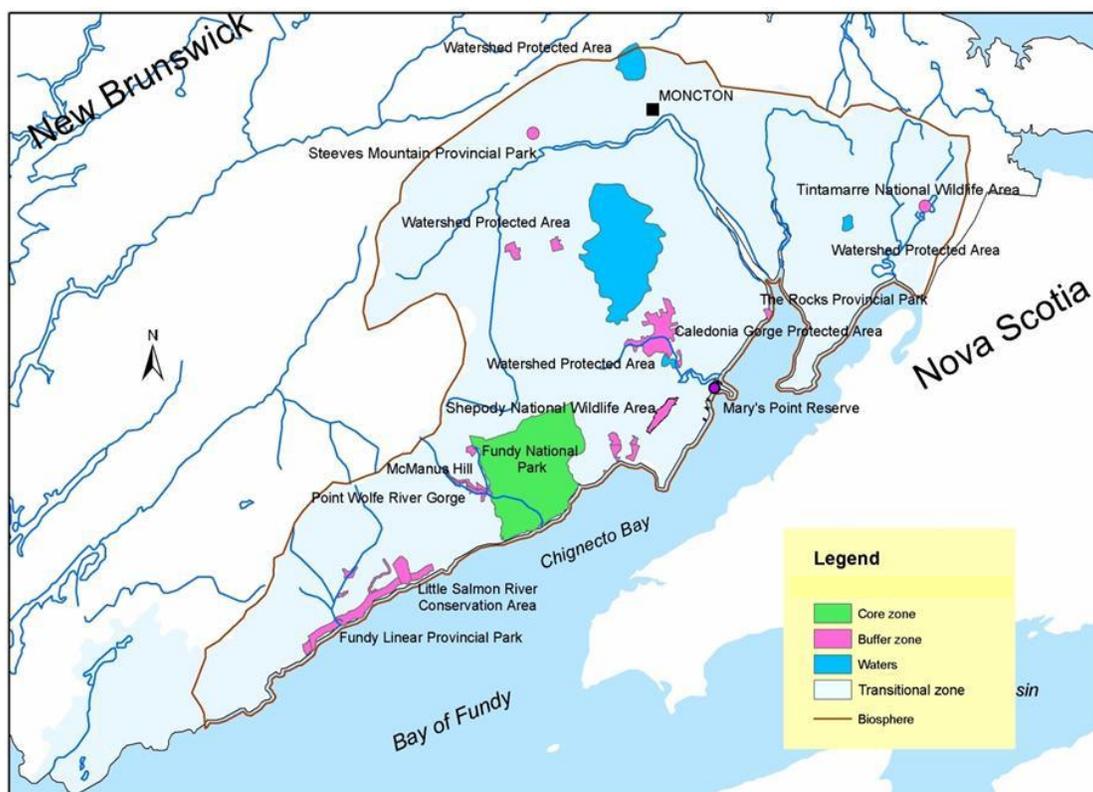
RÉSERVE DE BIOSPHERE DE

Fundy

BIOSPHERE RESERVE

# Annual Report

## 2008 – 2009



## MESSAGE FROM THE CHAIR



The UNESCO Fundy Biosphere Reserve is now a reality!

Following a long and strenuous process by many people and organisations, a proposal to obtain a Biosphere Reserve was submitted to UNESCO under the Man and the Biosphere (MAB) program. It was with great pleasure that we all learned, in the Fall of 2007, that UNESCO had designated the New Brunswick side of the Upper Bay of Fundy as one of the 531 UNESCO Biosphere Reserves.

As Chair of this initiative in its crucial final period before designation, and Chair of the Board of Directors of the Fundy Biosphere Reserve, I had the privilege to work with great people: people who believed in this concept, had a vision of development for this region, and wanted to contribute to the sustainable development of our great region.

By this designation, UNESCO, one of the most credible public organisations in the World, recognizes the territory of the Bay of Fundy as a unique ecosystem on this planet. The Fundy Biosphere Reserve will promote the continued sustainable development of the region by enhancing the research and innovation capacity and by creating a forum for various groups to share information, knowledge and best practices. With this designation from UNESCO, more than ever, we need to be proactive to work together and to pursue a dialogue so that our region continues to be a world-class model of sustainable development.

In this first Annual Report, I want to express my sincere appreciation to all the people who have worked, mostly on a voluntary basis, to develop a strong and credible proposal to obtain the UNESCO designation. Thanks also to the members of the founding Board of Directors who have accepted to contribute in structuring the concept of the Fundy Biosphere Reserve and for transforming the idea of a Biosphere Reserve into a concrete entity that is establishing itself as a key organisation to promote conservation and sustainable development, while being a catalyst for capacity building in the region of the Fundy Biosphere Reserve and beyond.

However, our most important success indicator will be achieved when the population, businesses, institutions, elected officials, etc. will include the Fundy Biosphere Reserve, and its values of conservation and sustainable development, in their planning, in their messages and in their actions. I am confident that, by continuing to work together, we will achieve this goal.

Sincerely,

Yves Gagnon, Chair  
Fundy Biosphere Reserve



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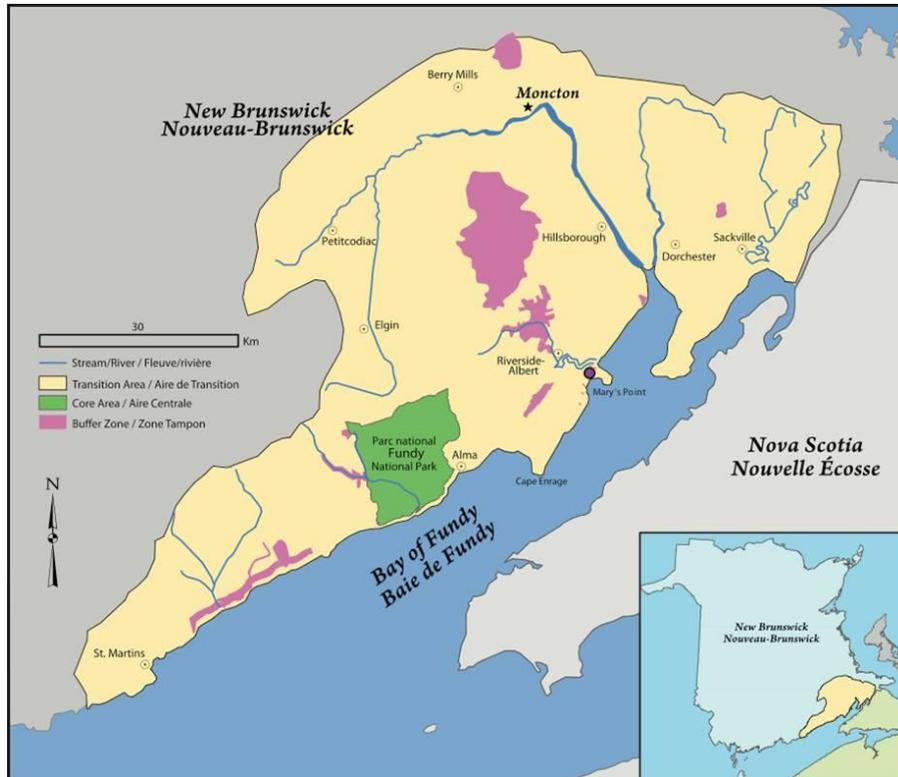
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This report covers the activities for the period of May 1, 2008 to March 31, 2009. However, the financial reporting period covers 07-08 and 08-09.



## INTRODUCTION

In September 2007, the Fundy Biosphere Reserve was given UNESCO designation as a world biosphere reserve. It joined a network of 15 biosphere reserves across Canada and 531 worldwide, whose overall goal is to improve the relationship between people and their environment by promoting the conservation of biodiversity and fostering sustainable development initiatives.



The Fundy Biosphere Reserve is an area of over 430,000 hectares of the upper Bay of Fundy coast, stretching from St. Martins to the Tantramar Marsh, near Sackville, and inland to Moncton. It is a community based initiative comprised of individuals and representatives of various stakeholder groups, organizations and local communities working to promote the sustainable

development of the region by enhancing the research and innovation capacity and by creating a forum for various groups to share information, knowledge and best practices.

## MISSION, VISION AND OBJECTIVES

The UNESCO Fundy Biosphere Reserve mission is dedicated to conserving biodiversity and promoting sustainable economic development.

Its vision is to create a diverse network of partners and stakeholders who will work to assist communities and resource sectors on the upper Bay of Fundy achieve a greater level of



sustainability, while preserving the area's natural heritage. This will be achieved by focusing on the following:

- 1) **Conservation:** to contribute to the knowledge and practices concerning the conservation of ecosystems, species and the natural genetic diversity of the region;
- 2) **Sustainable Development:** to foster and promote sustainable development, i.e. development that is ecologically, culturally, economically sustainable across human generations; and,
- 3) **Capacity Building:** to provide a forum for dialogue and information sharing between communities, resource sectors, government agencies and researchers. It will achieve this through strategies that will focus on: outreach, education, monitoring and research.

Building on these functions, the objectives of the Fundy Biosphere Reserve are to:

- 1) Provide a forum for dialogue and information sharing between communities, resource sectors, government agencies and researchers;
- 2) Create a cooperative network of partners who will work to assist communities to achieve greater sustainable development; and,
- 3) Develop a governance model based on Research, Monitoring Education and Outreach Committees.

## THE INTERIM BOARD OF DIRECTORS

The Interim Board of Directors is composed of **Yves Gagnon** (DSc), Chair, Université de Moncton, K.C. Irving Chair in Sustainable Development; **Paul Bogaard** (PhD), Vice-Chair, Mount Allison University; **Arnold Kearney**, Government of New Brunswick, Department of Intergovernmental Affairs; **Edouard Daigle**, Parks Canada, Fundy National Park; **Frank Tenhave** -Enterprise Fundy and **Peter Etheridge**, Member at large. **Vince Zelazny**, Government of New Brunswick, Department of Natural Resources was an earlier Board member.



## OFFICE TEAM

The Fundy Biosphere Reserve office staff has undergone a period of great change in 2008-2009. In 2007-08, and at the start of 2008-09, the FBR office team consisted of **Peter Etheridge**, Executive Director and **Michel Lajoie**, Project Manager. However, due to funding constraints both staff members moved on in early 2008-09.

In the fall of 2008, **Rachelle LeBlanc** was hired as a part-time Executive Director whose main mandate was to organize the Sustainable Tourism Conference, held in early 2009. As this conference was to be the first major initiative of the FBR, her contribution was invaluable.

Due to a funding agreement with Environment Canada, the FBR was now in a position to hire a full-time Executive Director to oversee the operation of the organization. It was in January 2009 that **Andrew Spring** was hired as full time Executive Director. Andrew has advanced the agenda of the FBR on many fronts and will continue to do so throughout 2009-10.

## PROGRESS REPORT

### PROJECTS

#### START UP PROJECTS

In early 2008, the FBR implemented many projects to develop the internal structure of the organization. Projects consisted of completing governance structures, refining administrative processes, strengthening the stakeholder group, initiating outreach activities and to continuing to evolve communications and fundraising strategies for the FBR organization. One key initiative was the development of a website ([www.fundy-biosphere.ca](http://www.fundy-biosphere.ca)) which improves the outreach and awareness capacity of the FBR. The FBR is dedicated to maintaining and improving the website as it has been identified as a key operating tool for the organization.

The FBR was also able to send a representative to the Canadian Biosphere Reserve Association (CBRA) meeting in Tofino, BC in June 2008. As a new member of CBRA, the FBR was able to learn from the experiences and projects from other Biosphere Reserves and apply them to our biosphere region. This meeting was a key capacity building event for the FBR.

Also in 2008, through a part-time Executive Director, the FBR was able to plan and organize FBR events and maintain communications with various FBR collaborators as well as media and other outlets. The FBR was able to develop the Sustainable Tourism Conference, as well as to conduct



the initial planning of both the Sustainable Development Forum for Municipalities and the Sustainable Development Forum for NGOs.

### **SUSTAINABLE TOURISM CONFERENCE**

Sustainable Tourism has been a key project for the FBR as tourism is a major industry in the area, and enhancing the industry to make it both economically and environmentally sustainable fits well with the mission of the FBR. As such, much of the part-time Executive Director's time was devoted to this project. Through initial meetings, phone conferences and emails, a Sustainable Tourism Conference was planned. The goal of the conference was to serve as a meeting place for representatives of the government, both provincial and municipal, as well as tourism operators and other organizations to learn about the idea of sustainable tourism and discuss how the idea can become practice within the Biosphere region.

Experts from around the region, and other parts of Canada, were identified and asked to give presentations at the conference. Most notably Gary Clarke, from the Frontenac Arch Biosphere Reserve in Ontario, confirmed his attendance and willingness to participate. He is known as the father of Sustainable Tourism in Canada and has been very active in his region promoting the grassroots initiative of Sustainable Tourism. Presentations from the New Brunswick Department of Tourism and Parks officials, including a keynote speech from the Minister, as well as from academics and municipal and tourism representatives were also incorporated into the schedule.

The event was held on February 16 and 17, 2009 at the Delta Beausejour in Moncton and drew approximately 100 participants. Attendees ranged from senior officers and other members of the NB Department of Tourism and Parks, representatives from the Atlantic Canada Opportunities Agency, Mayors and representatives of local municipalities, Community Economic Development Agencies (Enterprise Fundy, Southeast etc.), local businesses, tourism operators and tourism industry representatives, environmental groups and concerned citizens and students. There was media coverage as well, with CBC television and radio, in both languages, as well as local newspapers.

The highlight of the conference was the release of the UNESCO Fundy Biosphere Reserve and Fundy Trail Parkway Business Opportunities Study. This study, led by Enterprise Fundy, was presented by Harvey Sawler, from Forerunner Creative and 2rism Strategies Ltd and outlines the steps necessary to make the Fundy Region the premier attraction in Atlantic Canada. The 20 recommendations made in the study are highlighted by the call to create a formal charter governing tourism development as well as a formation of a Task Force to oversee the



implementation and coordinate Sustainable Tourism effort throughout the Biosphere Reserve region. The report was officially released and presented to the Honourable Stuart Jamieson, Minister on Tourism and Parks, and Denise Lang, from the Atlantic Canada Opportunities Agency.

The second day of the conference centred around working groups to involve participants in creating actions and ideas to help foster the idea of Sustainable Tourism in the region. Presentations were given by Dr. Keith Dewar (UNBSJ), Gary Clarke, Anne-Marie Weir (Roads to Sea Tourism) and Gerry MacDonell (Eco-efficiency Centre in Dartmouth, NS) and focused on major themes important to Sustainable Tourism. Following the presentations, the attendees broke out into smaller work groups to define and prioritize actions to accomplish goals set out in the preceding presentation. These ideas were presented in plenary sessions where more discussions and ideas were presented. All the information and key ideas were captured and sent to delegates as a Conference Summary Document, many of which will be the focus of follow up workshops.

The Sustainable Tourism Conference was a success, not only for the Fundy Biosphere Reserve but for the tourism industry in the area. The idea of Sustainable Tourism was embraced by the participants as a necessary step in the economic development of the region. The conference resulted in the formation of new networks, ideas and projects. It is the intent, over the following months, to implement a series of workshops to carry forward the message of sustainable tourism and give the tourism industry the information it needs to make environmentally sustainable choices to ensure the sustainable development of the industry.

## NATURAL RESOURCE ATLAS

The development of a Natural Resource Atlas is a joint venture between the Fundy Biosphere Reserve, Mount Allison University and Université de Moncton. When complete, the Atlas will serve many functions including enhancing research, education, monitoring, and interpretation initiatives throughout the biosphere region. The power of the atlas is that it will hold socioeconomic, environmental, geological and historic information and will paint a picture of the biosphere region from pre-settlement to modern times, but will be a key tool in predicting, monitoring and modeling future changes in the area. Furthermore, these GIS layers will be made available to citizens, NGOs and other agencies throughout the region, thereby fostering capacity building through information sharing. Substantial work on the Atlas has been completed to date and based on the agreement signed between the FBR, Mount Allison



University and the Université de Moncton this project will continue to be a source of collaboration for years to come.

With the development of the Atlas, the FBR is ideally positioned to be able to assume a cutting-edge conservation and monitoring role amongst the Canadian biosphere reserve systems. Furthermore, the GIS software, ESRI, stands to be the pivotal element in sponsoring an advanced geospatial system for monitoring and managing a large Canadian biosphere reserve. The benefits are expected to extend well beyond conservation; we also expect to see the following ancillary benefits:

1. Opportunity to offer new courses in web-based GIS application development to undergraduate students at Mount Allison University.
2. The capacity to support special undergraduate student projects which would enhance student career prospects (post-graduation).
3. A capability to host new research projects, especially those involving community-based questions. For example, the gathering of geospatial community experience or knowledge.
4. Enhanced public service, public education and community outreach capacity to communicate information about the FBR and its shared importance to maritime Canadians.
5. Support and maintenance of a wider network of non-profit, conservation agencies. We envision the possibility of hosting web services for other non-profit conservation agencies.

In conclusion, the development of a Natural Resource Atlas will benefit a wide range of individuals, organizations and institutions and will serve as an educational and interpretational tool for the region. The FRB sees great value in this Atlas as it has unlimited potential for outreach, capacity building and collaboration. Future FBR projects are already being planned that will rely heavily on the Atlas and its GIS tools to continue to foster sustainable development and conservation in the Fundy Biosphere Reserve.



## FUNDING

- Fundy Biosphere Reserve now receives \$57,000 in core funding through Environment Canada. This arrangement is for 2008-2009 and 2009-2010.
- In 2008-09 three projects were funded through the New Brunswick Environmental Trust Fund. These projects included 1) The development of a Natural Resources Atlas; 2) Sustainable Tourism Conference, and; 3) Start-up projects. Total funding for all three projects was \$49,000.
- Parks Canada contributed \$17,200 to fund the operation of the FBR, with part of this fund to be received in 2009-10. Parks Canada also provided a grant of \$1,400 to the FBR to send a representative to attend the CBRA meeting.

## COMMUNICATIONS

- A new branding scheme was developed. All promotional and communication materials now have the same professional look. The new design has received a great deal of positive feedback.
- A Panel display was designed and purchased with the help of Fundy National Park.
- A FBR brochure was developed and printed.
- Work on a fundraising and communication strategy is ongoing.
- Trade-mark registration has been made for FBR wares and services to the federal government.
- A new website is being developed.
- Meetings have been held and presentations given with tourism associations, town councils, environmental groups and other stakeholders throughout the Biosphere Reserve.



## FINANCIAL STATEMENT 2007-2008

### REVENUE

Revenue – NB ETF	\$27,581.00
Bank account interest	\$0.00
Grant Receivable	\$7,960.88
Bank account statement	-\$457.00
<b>TOTAL REVENUE</b>	<b>\$35,084.88</b>

### EXPENSES

#### Administration

Accounting fees	\$0.00
Bank fees	\$17.86
Conference/Training	\$0.00
Steering Committee Meeting	\$188.40
Travel	\$1,174.63

**Total Administration** \$1,380.89

#### Office expenses

Brochures	\$0.00
Office supplies	\$570.58
Telephone	\$0.00
Web Development	\$1,259.08
Subscription renewal	\$74.00
Advertising	\$374.50

**Total Office expenses** \$2,278.16

#### Salary

Salaries	\$20,454.81
Employer's contribution-UIC	\$130.79
Employer's contribution-CPP	\$243.32
Moving expenses	\$500.00

**Total Salary Expense** \$21,328.92

#### Office equipment

Office equipment expenses \$2,593.15

**Total Office equipment** \$2,593.15

**TOTAL EXPENSES** \$27,581.12

**NET** \$7,503.76



## FINANCIAL STATEMENT 2008-2009

### REVENUE

Revenue - Environment Canada	\$57,000.00
Revenue - NB ETF	\$49,000.00
Revenue - Parks Canada	\$15,203.73
Revenue - Conference	\$3,640.00
Revenue - Other	\$1,589.36
Bank account balance	\$7,503.76
Bank account interest	\$5.72
Cash Advance	\$9,000.00
<b>Subtotal</b>	<b>\$142,942.57</b>
<b>TOTAL REVENUES</b>	<b>\$142,942.57</b>

### EXPENSES

#### Administration

Accounting fees	\$1,627.75
Bank fees	\$226.64
Steering Committee Meeting	\$0.00
Travel	\$5,936.18
<b>Total Administration</b>	<b>\$7,790.57</b>

#### Office expenses

Brochures	\$958.96
Office supplies	\$1,412.93
Telephone	\$765.93
Branding, design and web development	\$5,583.38
Subscription renewal	\$0.00
Advertising	\$3,255.51
Graphics	\$450.00
<b>Total Office expenses</b>	<b>\$12,426.71</b>

#### Salary

Salaries	\$23,987.77
Employer's contribution-UIC	\$503.49
Employer's contribution-CPP	\$930.41
Moving expenses	\$0.00
<b>Total Salary Expense</b>	<b>\$25,421.67</b>

#### Office equipment

Office equipment expenses	\$2,934.97
<b>Total Office equipment</b>	<b>\$2,934.97</b>



<b>Projects</b>	
Sustainable Tourism Conference	\$17,401.91
Natural resource Atlas	\$14,000.00
<b>Total Project</b>	<b>\$31,401.91</b>
<b>Repayment of Cash Advance</b>	<b>\$9,000.00</b>
<b>Reserve Fund</b>	<b>\$30,000.00</b>
<b>TOTAL EXPENSES</b>	<b>\$118,975.83</b>
<b>NET</b>	<b>\$23,966.74</b>

## PLANNED PROJECTS 2009-10

Below are some of the proposed projects planned for 2009-10.

### DEVELOPMENT OF NATURE BASED SUSTAINABLE TOURISM WORKSHOPS

The Fundy Biosphere Reserve will continue to be proactive with stakeholders and continue to provide tools and information to the tourism sector. We will identify major trends as well as new markets that may hold potential for sustainable development. In order to achieve this, we will need the help of the tourism industry, government representatives and agencies, non-governmental organizations and academic institutions. Through workshops and meetings with these stakeholders, work will continue to build on the findings of the past year's Sustainable Tourism Conference. New priorities will be set and the FBR will ensure that the tools and information needed for success are made available.

### FUNDY BIOSPHERE TRAIL

The vision is that the Fundy Biosphere Trail will build on the UNESCO designation and become a marquee outdoor experience for hikers and bikers, highlighting the natural landscape, culture and history of Fundy Biosphere Reserve. This Trail will be a collaborative initiative of the trail



organizations and municipalities within the Fundy Biosphere Reserve as well as the provincial Trail Council. The Trail will link the communities of St. Martins and Sackville, traveling through the Biosphere Reserve and be designated as TransCanada Trail, but will remain under the jurisdiction of each individual trail council or municipality.

## **SUSTAINABLE DEVELOPMENT FORUM FOR MUNICIPALITIES**

Municipalities are increasingly developing green plans and sustainable development plans, with the aim of decreasing the ecological footprint of their communities. This is due, in part, to regulatory obligations as large amounts of infrastructure and development funding is, or will be tied to such plans. Also, more and more citizens are requesting green plans and putting pressure on municipalities to improve their environmental performance. Therefore there is a need for a forum that would allow municipalities to share ideas, discuss new and innovative projects and learn more about the importance of sustainability plans, on local and regional scales.

## **SUSTAINABLE DEVELOPMENT FORUM FOR NGOS**

The Sustainable Development Forum for NGOs is a one day event reserved for FBR related NGOs who wish to briefly present their projects and activities to other organisations, while at the same time learning about other's activities. The goal is to share knowledge and ideas with similar organisations in the FBR region. Through discussions and networking activities, it is hoped that organisations with common objectives or initiatives will generate new ideas and launch new projects together, with shared resources.

## **NATURAL RESOURCE ATLAS**

The Natural Resource Atlas project will continue into 2009-10 due to the importance to the FBR as a database and monitoring tool. Once completed, this natural resource atlas and its related database will provide the basic information for all current and future projects aimed as assessing or restoring ecosystem integrity in the region. The database will also contain information on species and habitats that are under stress or are at risk. In addition, the data base and related documents will provide the basis for future interpretation, outreach, education products and activities; as well as provide the basis for monitoring and scientific



research projects. A lot of information was collected and assimilated in 2008-09 for this project. However, further work needs to be done to ensure that the database is fully complete, up to date, and that it is made available to the public for interpretation and educational purposes.



*... dedicated to conserving biodiversity and promoting sustainable economic development*



United Nations  
Educational, Scientific and  
Cultural Organization

Organisation des Nations Unies  
pour l'éducation, la science  
et la culture



Man and the Biosphere  
Programme (MAB)

Le Programme sur L'homme et  
la biosphère (MAB)



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