



RÉSERVE DE BIOSPHERE DE

Fundy

BIOSPHERE RESERVE

TM

A UNESCO Designation / Une désignation de l'UNESCO

# Annual Report 2011-12



United Nations  
Educational, Scientific and  
Cultural Organization



Man and the Biosphere  
Programme (MAB)

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

Le programme sur  
l'homme et la  
biosphère (MAB)

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## Message from the Chair

The year 2011-12 turned out to be a period of change for the UNESCO Fundy Biosphere Reserve (FBR).

The most important change happened at the top, with the arrival of a new Executive Director. Megan de Graaf arrived at the FBR with strong experience in community development, sustainable development and non-government organizations. She entered the position with great enthusiasm, and she rapidly understood our mission and mandate. We wish Megan a long life at the FBR and we look forward to great results as she continues to mold the FBR into a credible organization promoting conservation and sustainable development, while contributing to build local capacity in these sectors.

As a young organization, while being focussed on our mission and mandate, the FBR operated through an opportunity driven approach. Essentially, we engaged in several projects and initiatives, both as leader and contributor, which would allow us to achieve results and build our own internal capacity. In the last year, the Board of Directors decided that the organization was mature enough to engage in a formal strategic planning exercise. A Strategic Plan was developed and adopted by the Board, thus providing directions to the FBR staff to focus in strategic areas and priorities.

In the future, the FBR will put more efforts on communication and awareness activities, with the objective of promoting conservation and sustainable development, while increasing the name recognition of the UNESCO Fundy Biosphere Reserve in the region. The challenge to achieve this objective will be two-fold. Since funding organizations provide funds for specific projects, it is difficult to attract funding for communications activities. As a non-advocacy and a non-political organization, it is difficult to attract the attention of media. Nonetheless, we feel that we will be creative to better communicate our messages, and thus better fulfill our mandate.

The other area of change was in funding. Indeed, the FBR, along with 13 other UNESCO Biosphere Reserves in Canada, are now in the fifth and final year of a funding agreement with Environment Canada. This agreement provided base funding for the operations of Biosphere Reserves, who could then leverage these funds for specific projects and activities. We were recently informed that, on the basis of the objective of reducing the federal deficit, the agreement will be terminated by Environment Canada, and that the funds for the year 2012-13 will be drastically reduced. The Canadian Biosphere Reserve Association was working closely with the federal government to renew the agreement in 2013; this decision by Environment Canada raises serious concerns regarding the future funding of Biosphere Reserves by the Government of Canada. The Board of Directors of the FBR has engaged in a process to diversify our sources of funding; hopefully we will be able to raise the funding necessary to achieve the same level of activities as in the past.

Change is an opportunity to make the appropriate adjustments for the organization to be more efficient and effective. We feel that the changes that happened in the last year will allow us to be more focused, and thus to better fulfill our obligations as an organization.

In closing, I want to thank our Charter Members, who are our constant reminders that we need to stay focused on our mission and mandate, and the members of the Board of Directors who provide a continuous engagement, direction and guidance to the FBR. I want to thank Richard Faulkner, a member of the Board since the first year of designation, who is finishing his mandate and who will not reoffer to sit on the Board. Finally, I want to thank the staff of the FBR for their commitment and dedication to the UNESCO Fundy Biosphere Reserve.

Sincerely,

Dr. Yves Gagnon  
Chair, UNESCO Fundy Biosphere Reserve

## Message from the Executive Director



The year 2011-12 was another highly productive year for the UNESCO Fundy Biosphere Reserve. While there has been one notable staffing change with my succeeding Andrew Spring as the Executive Director, the FBR continues to be a success in securing project funds and delivering innovative and exciting projects and programs.

Our focus is, as always, to improve the relationship between people and their environment, and the work we have done during the 2011-12 year was a testament to our dedication and passion for conservation, sustainable development and capacity building. And it is obvious from the roster of projects that we have lined up for 2012-13 that next year will be just as busy and just as rewarding.

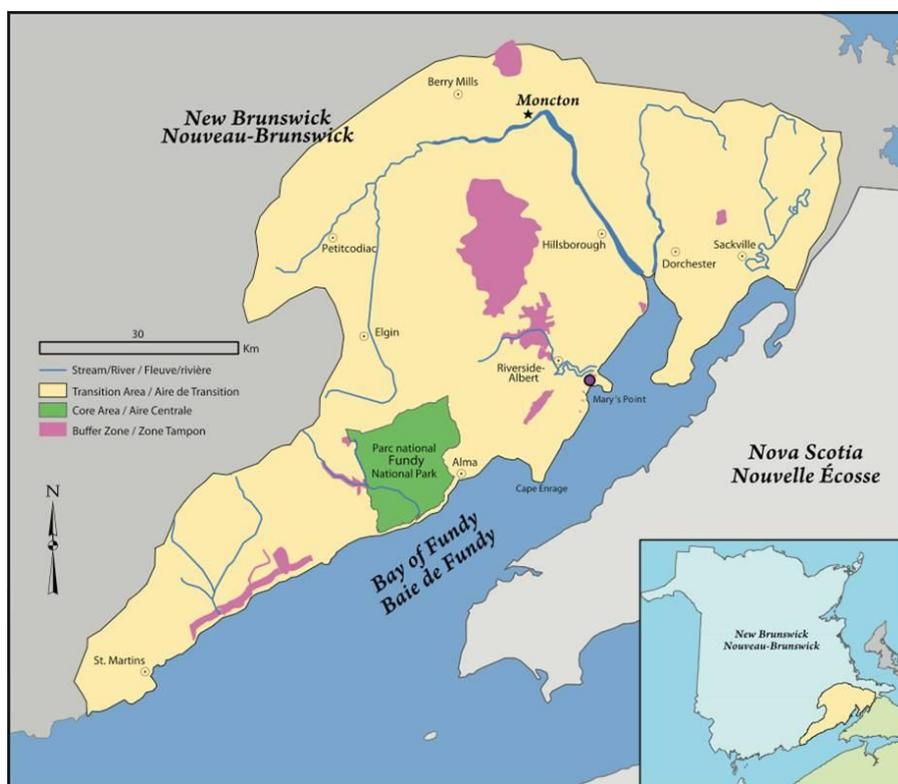
As always, it is a challenge to become visible and to communicate one's mandate to the general public, but the FBR has made it a priority to do just that. We know we have a variety of programs that benefit the citizens and the environment of the FBR, and now we will be sure to let everyone know it. So stay tuned to our website, follow us on Facebook and Twitter, and read about our successes in our newsletter – we've got lots to share.

Regards,

Megan de Graaf, MScF  
Executive Director  
UNESCO Fundy Biosphere Reserve

## 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 hundreds 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 UNESCO 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 2011-12 Board of Directors

The 2011-12 Board of Directors was comprised of 12 Directors and one ex-officio Director from various stakeholder groups throughout the region. The Directors, and their affiliations, are listed below:

<b>Name</b>	<b>Organization</b>
Yves Gagnon (Chair)	Université de Moncton
Paul Bogaard (Vice-Chair)	Mount Allison University
Heather Fraser (Secretary)	City of Moncton
Ken Kelly (Treasurer)	Enterprise Fundy
Donald Alward	Albert County Museum
Sandy Burnett	Bird Studies Canada
Edouard Daigle	Fundy National Park (Ex-officio)
Micha Fardy	At Large
Richard Faulkner	Albert County Tourism Association
Nairn Hay	Fundy Model Forest
Chief Joseph Knockwood	Fort Folly First Nation
Isabelle LeBlanc	Ville de Dieppe
Nancy Sears	At Large

## Office Team

The office of the Fundy Biosphere Reserve was very busy in 2011-12. **Megan de Graaf**, Executive Director, spent a busy year connecting with the FBR's partners and building the organization. **Ben Phillips**, Conservation Program Manager, continued developing the conservation program of the FBR by collaborating with university classes on FBR-specific education material and documenting local climate knowledge in the FBR. **Stephanie Goguen**, a Coop student from l'Université de Moncton and summer 2011 Marketing Coordinator, spent her time representing the FBR at fairs and workshops, and crafted a communication plan for the organization. **Dawn Lewis** and **Marin Burton** were hired as the Explorer Education Interns for the summer of 2011, and they spent their time travelling to various children's camps educating the children about conserving and exploring the FBR. **Denis Doucet** was hired as the Outreach and Education Coordinator from January to March 2012 and contributed a great deal to building the FBR's online presence via use of social media and improving the nature interpretation material on the website.

## Progress Report

### Projects

#### Charter Membership

At the end of 2011, the Charter Membership Program had grown to include 17 members. These members were: Barb's B&B, Baymount Outdoor Adventures, Bird Studies Canada, Cape Enrage, City of Moncton, Cliffside Suites, Delta Beauséjour, Enterprise Fundy, exp Services Inc., Fundy Highlands Inn and Chalets, Fundy Hiking Trail Association, Fundy National Park, Hopewell Rocks, Moncton High School, New Brunswick Museum, Roads to Sea Guided Tours, and the Town of Sackville.

The Charter of the Fundy Biosphere Reserve is a tool to help achieve the potential of what this special designation means for the region. By signing the Charter, member organizations are committing themselves to promote the core values of the Fundy Biosphere Reserve, conservation and sustainable development, by integrating sustainable practices into their everyday operations. This program is targeted at businesses, municipalities and organizations throughout the FBR.

The Fundy Biosphere Reserve Charter contains six key principles:

1. Protect the natural resources of the region
2. Develop the economy in a sustainable way
3. Support and preserve cultural heritage
4. Minimize impacts on the environment
5. Be a part of the community
6. Educate and raise awareness about the Fundy Biosphere Reserve



Riverview High School students and teacher receive the Charter of the FBR at school assembly.

The Charter Membership Program provides members with a yearly Self-Auditing Checklist which is intended to help these organizations understand how they operate and identify ways of increasing

efficiency, lowering costs and become more sustainable. A Best Practices Toolkit is also provided to give members insight and ideas into initiatives they can implement in their operation to become more sustainable. Other benefits include logo usage, voting membership in the organization and inclusion in future programs and initiatives.

The Charter Membership Program marks a significant achievement for the FBR, as it is a very innovative and potentially influential initiative for the region. As the network of Charter Members grows, so too will awareness of the FBR, but also facilitate the spread of sustainable development, partnerships and cooperation in the region.

### Environmental and Cultural Atlas

The Environmental and Cultural Atlas continues to be an important project for the FBR. A mapping resource, this educational and research tool explores the layered history of the region from the bedrock beneath our feet, through the evolution of the biotic landscape, to the establishment and progression of human settlements. Geographic data is used to interpret the underlying features of the region and its resulting landscape patterns through rich maps and text.

While the Environmental and Cultural Atlas is still being developed, it was used on many occasions to provide data and information for other projects, from public presentations to maps for class projects. This is a wonderful resource for the organization, one that will add great value to all of our projects.

### Trail Amazing Places

Through our innovative initiative *Trail Amazing Places* (TAPs), we have been encouraging people to get out and explore the Amazing Places in our region. As part of a collaborative trail mapping initiative, our Trail Amazing Places uses GPS technology to create an inventory of hiking trails throughout the region, where *Amazing Places* are identified as places of environmental significance such as biodiversity, topography, landscapes or views that depict the unique environment of the region.

Designed as an engagement and education tool, Trail Amazing Places is based on Google Earth and other web resources. We have used technology that is freely available as a new way to learn about hiking trails and Amazing Places throughout our region.



The TAPs project has elicited a great deal of interest locally and nationally. In April 2011, FBR Executive Director Andrew Spring was invited by Trans Canada Trail to present this project at the Ontario Trails Conference. The TAPs initiative was also showcased nationally in a special insert of Trans Canada Trail featured on the Globe and Mail website, published July 1<sup>st</sup> 2011, and the project was also a finalist for ACOA's Tourism Technology 2012 award.

### Local Knowledge and Climate

Ben Phillips, the FBR's Conservation Program Manager, has been hard at work on a project funded by the NB Environmental Trust Fund (ETF) interviewing local climate knowledge-holders and analyzing related climate data. Initially, the project started with Ben interviewing beekeepers, farmers, fishers, snow-plow operators, gardeners, and various other people with extensive experience working outside in

weather-dependent activities, to gain their impressions of changing weather patterns during their lifetimes. With encouragement from the ETF, this project has morphed into a full-scale collaboration with Dr. Ian Mauro, Canada Research Chair in Human Dimensions of Environmental Change at Mt. Alison University, on a documentary of the changing climate in the Atlantic provinces. The documentary will highlight the changes that these local knowledge-holders have seen, and explain some of the science behind their observations. The documentary will be complete in November 2012, and will be disseminated far and wide then.

## Education

The Fundy Biosphere Reserve Explorer was the main educational program of the FBR and targeted children ages 5-10 at summer camps throughout the region. It was designed to be a 1 to 2-hour module that can be facilitated at day camps, children's groups and other venues throughout the summer. The Explorer program was designed to be highly versatile and could be adapted to ages, group sizes and venue. It involved a presentation, activities or crafts, games that have an environmental theme and encourage the children to go out and explore their natural environment.



Each child received an Explorer sticker and a map of places to explore in the region. We encouraged children and their families go to these Explorer sites and tell us about their experience, share pictures or stories for a chance to win prizes.

This was the second year we formally offered Explorer throughout the region. In all, we reached over 300 children with our message of conservation, sustainable development and exploring nature. It proved to be a very successful program and will continue to be offered as one of the core programs of the FBR.

## Canadian Biosphere Reserve Association (CBRA)

Along with the other 15 biosphere reserves in Canada, FBR has been participating in a nation-wide collaboration between the biosphere reserves, CBRA, and Dr. Maureen Reed at the University of Saskatchewan. This collaboration, which is funded by the Social Science and Humanities Research Council (SSHRC), is aimed at developing best management practices in sustainable tourism, education, conservation, and research and monitoring. Each of the biosphere reserves is working on developing best practices with peers in at least one of the topic areas, for eventual synthesis into a larger planning document.

## Governance

In January 2012, the Board of Directors of the FBR undertook a strategic planning session with the intention of developing a plan for the next three years (2012-15). The Strategic Plan is complete and available at the AGM in hard copy and electronically via our website ([fundy-biosphere.ca](http://fundy-biosphere.ca)). The focus for 2012-15 will be on increasing communication and information dissemination, with the goal of improving the FBR's public visibility. The FBR has delivered many great projects and programs, and so the focus from 2012-15 will be on communicating these successes to the public and to partners.

## Funding

The majority of funding for the FBR came from the Contribution Agreement with Environment Canada. This is critical funding for the organization and we strive to do the most we can with this funding to prove that Biosphere Reserves are important on a national scale. Thanks to this operational funding, we were able to pursue partnerships and apply for other funding. This year we were able to receive funds from the NB Department of Wellness, Culture, and Sport, Business New Brunswick, NB Environmental Trust Fund, Trans Canada Trail, SSHRC (through CBRA), and two federal student funding programs (Young Canada Works and Canada Summer Jobs), which allowed us to continue to add staff and resources to the organization. Now, with Charter Membership also contributing to our income, we are able to offer more projects and activities in hopes of further building the organization.

## Financial Summary 2011-12

### PRODUIT

#### Revenue

Financial Capital	\$9,200.00
Environment Canada	\$62,700.00
NB Environmental Trust Fund	\$59,013.84
Trans Canada Trail	\$4,942.04
CBRA (SSHRC)	\$2,400.00
Young Canada Works	\$3,069.00
Canada Summer Jobs	\$3,933.00
Business New Brunswick (Enterprise Fundy)	\$10,000.00
Charter Membership	\$4,800.00
Donations	\$1,070.00
<b>Total revenue</b>	<u>\$161,127.88</u>

**TOTAL PRODUCT** \$161,127.88

### EXPENSES

#### Administration

Bank fees	\$289.87
Contract Services	\$3,249.85
Travel and Field Expenses	\$7,932.70
Vehicle Rental and Operation	\$1,479.81
<b>Total Administration</b>	<u>\$12,952.23</u>

#### Office expenses

Printing and Production Expenses	\$5,202.16
Materials and Supplies	\$1,130.84
Communication and Distribution	\$8,047.81
<b>Total Office expenses</b>	<u>\$14,380.81</u>

#### Salary

Salaries	\$102,468.01
Employer's contribution – UIC/ CPP	\$7,004.56
<b>Total Salary Expense</b>	<u>\$109,472.57</u>

**TOTAL EXPENSES** \$136,805.61

**EXCESS OF REVENUES OVER EXPENSES** \$24,322.27

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



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