



PACIFICWILD

Pacific Wild Strategic Plan

2021-2023

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About Pacific Wild

Pacific Wild supports innovative research, public education, community outreach and raising conservation awareness to achieve the goal of lasting environmental protections for the lands, waters and people of the Great Bear Rainforest and throughout the Pacific Northwest.

Since 2008, Pacific Wild has contributed to securing many conservation milestones for Canada's Pacific coast: pacificwild.org/about/successes.



Vision, Mission & Core Values

VISION

Large-tract wildlife conservation areas like the Great Bear Rainforest become part of a much larger matrix of Indigenous Protected Areas (IPAs), Marine Protected Areas (MPAs), and otherwise designated parks and conservancies, which also serve as nature-based solutions to climate change, are all permanently established by legislation, co-managed by Indigenous Nations and governments and robustly monitored with world class environmental regulations that are strictly enforced and legally upheld, to both Indigenous and Crown laws.

MISSION

Pacific Wild is a leading voice for Wildlife Conservation in the Great Bear Rainforest and beyond. Pacific Wild supports innovative research, public education, community outreach and raising conservation awareness to achieve the goal of lasting environmental protections for the lands and waters of the Great Bear Rainforest and throughout the Pacific Northwest.

CORE VALUES

PASSION

Passion and commitment to our vision are at the heart of our organization.

INTEGRITY

We conduct ourselves and our work in an honest, open, ethical and fair manner with a commitment to high quality standards in all our work.

DIVERSITY

We encourage healthy debate, differences of opinion and a commitment to learning from, working and collaborating with individuals, communities and organizations that hold diverse worldviews, strengths, interests, gender identities and cultural backgrounds.

ACCOUNTABILITY

We believe in delivering our very best in all that we do and holding ourselves accountable to one another, our partners, funders, donors and supporters.

RESPECT

We are committed to working in a manner that is respectful towards one another, our collaborators and most importantly, wildlife and the habitats that we serve to protect.

Organizational Principles

- ◆ We respect and strive to uphold the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP);
- ◆ We respect Indigenous knowledge, traditional practices, rights and title to the lands and waters comprising traditional territories over the past 14,000 years;
- ◆ We support Indigenous governance and stewardship of the lands and waterways through the creation of Indigenous Protected and Conserved Areas (IPCAs), designating Marine Protected Areas (MPAs) and other collaborative conservation models;
- ◆ We hold that all wildlife and natural habitats have intrinsic values that require legislative and enforced permanent protections;
- ◆ We recognize that keystone species migrate into and throughout the Pacific Northwest and the health of adjacent ecosystems is interconnected and directly impacts and influences the health of Canada's Pacific Region;
- ◆ We believe climate change and other anthropogenic activities are rapidly degrading the natural environment and that human overconsumption of natural resources is not sustainable and presents real and existential threats to our planet's biodiversity and the future of all species—including our own;
- ◆ We insist on scientific, collaborative and evidence-based decision making; and
- ◆ We believe, through our visual storytelling and outreach, we can inspire humanity to rise up to solve complex wildlife and habitat protection challenges in the midst of climate change and extinction crises that threaten the planet's biodiversity.



How We Work

Using our powerful, authentic, visual storytelling (film, photography, books), evidence-based reporting, wildlife monitoring, legal action and community-led initiatives, Pacific Wild leverages its many partnerships to influence public opinion, policy, and legislative change to protect ecosystems and sustain biodiversity throughout the Pacific Northwest.

Our evolving work seeks to uplift Indigenous voices and perspectives on conservation and stewardship issues in the areas we work. Throughout 2021 and beyond, we are committed to deepening our understanding of Indigenous stewardship and relations with the natural world and working towards decolonizing our approach to conservation.

“[It is time that] people in positions of privilege and power seek out the voices and perspectives of [BIPOC] communities, educate ourselves, and give them our platforms... we pledge to move forward consciously and intentionally, to use our platform to lift the voices of BIPOC activists and environmentalists on the BC coast and beyond.”

— Pacific Wild Social Media Post in response to BLM/BIPOC movement, June 17 2020



Our Organizational Pillars

WILDLIFE CONSERVATION & HABITAT PROTECTION

- ◆ Save BC Wolves
- ◆ End old growth harvests in all remaining sensitive stands
- ◆ Monitor tanker moratorium
- ◆ Enforce Grizzly Hunt moratorium
- ◆ Stop illegal and/or unethical hunting of BC Wildlife
- ◆ Advocate for wildlife management practices that protect and sustain

SUSTAINABLE FISHERIES & MARINE CONSERVATION

- ◆ Protect Herring
- ◆ Wild Salmon
- ◆ Marine Protected Areas
- ◆ Advocate for a transition away from bottom-trawl fishing
- ◆ Support Traditional Fisheries
- ◆ End open water fin fish farming in the Pacific Northwest

INFORMED & EMBOLDENED COALITION FOR CONSERVATION

- ◆ Photography
- ◆ Filmmaking
- ◆ Books, Articles, Reports
- ◆ Hosting Forums, Workshops, Presentations & Events
- ◆ Evidence-based Reporting and Media content creation (traditional, social and multi-media)

Planning Context

In the midst of the global COVID-19 pandemic and an organizational transition, Pacific Wild, like many, has been forced to re-evaluate and find new ways to exist in the world. This unprecedented time has created space for introspection and internal discussions about what matters most to us as individuals and as an organization. Our team has thought creatively and realistically about what they would like to accomplish in the next two years, and have articulated the following organizational strategic goals and three-year objectives.

Pacific Wild's core values and organizational principles are reflected in the strategic priorities articulated below and together create a backbone that anchors the campaign and organizational development-oriented goals and objectives for the coming years.

The goals and objectives fall into the organizational pillars of *Wildlife Conservation and Habitat Protection*, *Sustainable Fisheries & Marine Conservation* and *Informed and Emboldened Coalition for Conservation*, as well as *Foundational Goals* upon which all else is built.



Key Goals & Objectives

FOUNDATIONAL GOALS

1. ORGANIZATIONAL RESILIENCE AND ACCOUNTABILITY

Goal:

To achieve conservation outcomes today while staying true to our core values and enhancing our ability to affect change into the future.

Objectives:

- ♦ There is diversity and accountability at the heart of Pacific Wild's governance and leadership structures.
- ♦ Policies and procedures exist to support onboarding, succession planning and resilience in all aspects of our work, from governance and operations to field work and campaigns.
- ♦ Funding streams are diversified and robust.

2. RESPECTFUL RELATIONSHIPS WITH INDIGENOUS COMMUNITIES

Goal:

Our approach to conservation and realizing equitable conservation solutions is underpinned by a deep knowledge and understanding that Indigenous peoples are the original and rightful stewards of the lands and waters that we inhabit and seek to protect.

Objectives:

- ♦ Our platforms uplift the voices of Indigenous communities, activists and environmentalists on the BC Coast and beyond.
- ♦ Indigenous community protocols for building and fostering relationships, projects and campaigns exists and is being implemented and improved upon.
- ♦ We've taken action to unlearn our individual and organizational colonial assumptions, and recognizing this work as a lifelong project.

SUSTAINABLE FISHERIES

3. PROTECT PACIFIC HERRING #BIGLITTLEFISH

Goal:

Pacific Herring populations rebound to historic levels.

Objectives:

- ♦ A scientifically robust and reputable microsite that communicates the issues facing Pacific Herring and what can be done to address the root causes of herring declines exists and is accessible.
- ♦ DFO imposes a moratorium on the commercial herring fishery in the Strait of Georgia.
- ♦ There is public support and understanding of the importance of this #BigLittleFish for ecosystem health and survival of better-known species such as chinook salmon and southern-resident killer whales.
- ♦ Widespread support exists for Indigenous and local community stewardship projects that enhance Pacific Herring populations.

4. SALMON COUNT #SALMONCOUNT

Goal:

Ensure that wild salmon and their habitat are managed in a way that is sustainable for future generations.

Objectives:

- ♦ Indigenous and local community salmon stewardship and monitoring programs are receiving widespread support.
- ♦ DFO prioritizes and reallocates funding for the re-establishment of wild salmon monitoring and enumeration programs (i.e. creekwalkers, coastal guardian watchmen, academic research, citizen science, etc).
- ♦ Visual media and storytelling platforms, uplift the voices of coastal first nations and their approaches to protecting wild salmon.
- ♦ Open water finfish farming in the Pacific Northwest is being phased out.

5. MARINE PROTECTED AREA PLANNING

Goal:

A robust MPA Network in the Northern Shelf Bioregion in British Columbia.

Objectives:

- ♦ The MPA network is established under the leadership of Indigenous communities and results in strong marine protection.
- ♦ Educate and inform the public in an accessible way about the MPA network planning efforts and mobilize their support at integral points in the process.

6. GROUND FISH FISHERY - BOTTOM TRAWL CAMPAIGN

Goal:

To put an end to bottom trawling in BCs waters.

Objectives:

- ♦ Public awareness exists about the devastating impacts of the groundfish fishery as well as the alternative methods that can be used to more sustainably harvest groundfish .
- ♦ There is increased transparency and accountability of data, as well as widespread monitoring of trawling and other groundfish fishery methods.
- ♦ Advocate for increased Marine Protected Areas and more widespread monitoring of trawling and other groundfish fishery methods.

WILDLIFE & HABITAT CONSERVATION

7. SAVE BC WOLVES

Goal:

Wolves and their habitats are protected.

Objectives:

- ♦ The Wolf Cull program is retired!
- ♦ Broad public support and awareness exists for wolves, including a community of actively engaged wolf-lovers.
- ♦ Sport hunting of wolves is recognized as inhumane and banned in BC.
- ♦ Environmentally Significant Unit (ESU) or other such protection exists for wolves.

8. COASTAL TEMPERATE OLD-GROWTH FOREST PROTECTION

Goal:

Remaining intact coastal temperate old-growth forests are protected.

Objectives:

- ♦ Support, uphold and embolden Indigenous governance and forest monitoring programs that inform policy, planning and management changes that are enforceable.
- ♦ Continue to be a set of eyes and ears on the ground to monitor current forestry activities both in and out of designated protected areas.
- ♦ The importance of old-growth forests to other threatened species is well communicated and understood.

VISUAL STORYTELLING & PUBLIC OUTREACH

9. ENGAGE OUR DIVERSE COMMUNITIES

Goal:

A strong and diverse community of supporters, activists and donors are inspired by and connected to our work.

Objectives:

- ♦ High-quality visual media that supports credible, well-respected research, investigations, productions and campaigns is produced.
- ♦ Media, learning and engagement tools that speak to our diverse audiences and communities are created and disseminated.
- ♦ www.pacificwild.org is a visually stunning experience that engages visitors in creative and unique ways, rooted in stunning visual media, science-based research and community-based storytelling.
- ♦ Social media and other outreach tools to build an engaged local and global following of wildlife lovers.