



Pacific Wild Strategic Plan

2027-2029





For nearly twenty years, Pacific Wild has worked to protect the extraordinary ecosystems of Canada's Pacific coast, from the ancient forests of the Great Bear Rainforest to the rich marine waters that together sustain whales, salmon, wolves, and coastal communities.

From the beginning, our approach has been different. We combine frontline field research, investigative storytelling, and collaboration with conservation partners to reveal what's happening on the ground — and to mobilize the public interest needed to stop the harm. We work to bring hidden environmental threats into the light and ensure that decisions about the future of this coast are grounded in science, transparency, and respect for the natural world.

Over the years, we've helped secure some of the most significant conservation victories in British Columbia's history: including protecting more than six million hectares of the Great Bear Rainforest, stopping the Northern Gateway oil pipeline and tanker project, supporting the federal Oil Tanker Moratorium Act, and helping achieve the historic ban on grizzly bear trophy hunting.

More recently, our work has exposed the impacts of bottom trawling, strengthened protection for Pacific herring and wild salmon, and continued the fight against the government wolf cull.

None of this would have been possible without the extraordinary community that stands behind Pacific Wild. Our donors, partners, and supporters have made it possible for us to remain independent, nimble, and focused on the conservation battles that matter most.

As we approach our twentieth anniversary, we're quietly proud of the progress that has been made but also clear-eyed about the work that remains.

Industrial fishing pressure, habitat loss, and climate change are placing increasing strain on coastal ecosystems. The coming years will be critical in determining whether the protections already won are strengthened and expanded, or weakened.

Pacific Wild was founded on the belief that courageous storytelling, credible science, and public engagement can shape a different future. This strategic plan will help guide our path forward, sharpening our focus and strengthening our ability to protect the ecosystems of the Pacific coast where we live and work.

With your continued support, we will keep going to ensure that the wild species and living ecosystems of this coast endure, and that the Great Bear Rainforest and Pacific waters remain among the most extraordinary places left on Earth.

Karen McAllister
Executive Director
Pacific Wild





2027-2029 Strategic Plan

Executive Summary

OUR PURPOSE

We protect the Great Bear Rainforest and connected wild places of the Pacific Northwest.

OUR MISSION

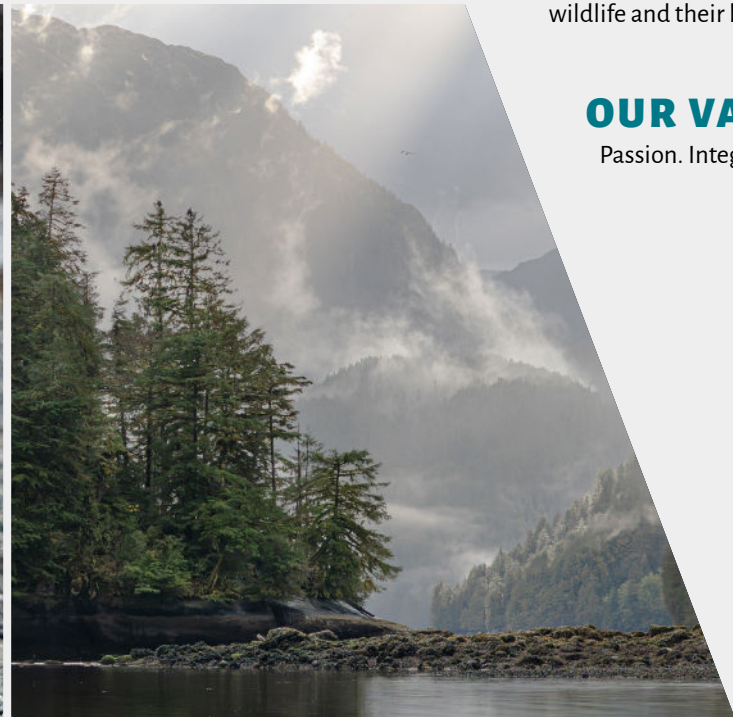
To reveal human-caused harm to at-risk wildlife and ecosystems in British Columbia, and drive action to stop it.

OUR VISION

A society mobilized to live in respectful relationship with wildlife and their habitat.

OUR VALUES

Passion. Integrity. Diversity. Accountability. Respect.



2027-2029 Strategic Plan

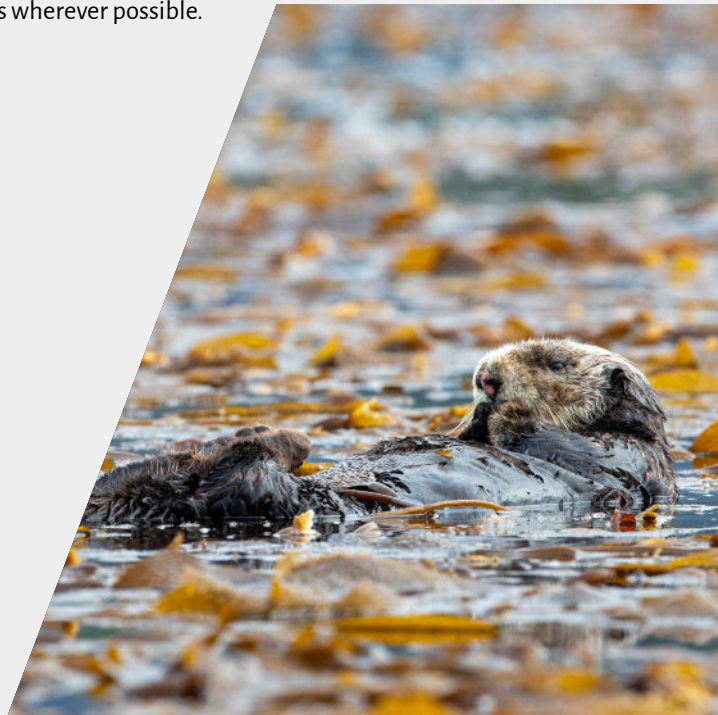
Executive Summary

ABOUT US

Pacific Wild is an independent frontline defender of wildlife and wild places stretching from Canada's Pacific coast to inland forests. Through powerful visual storytelling, on-the-ground investigations, and evidence-based research, we reveal threats to at-risk species and their habitats, champion stronger protections, and turn awareness into action.

OUR PHILOSOPHY

Our work is grounded in compassionate conservation. We recognize animals as sentient beings with the right to live free from unnecessary harm, with value in their own right—not simply as resources for human use. We seek ethical and non-lethal solutions wherever possible.



Strategic Priorities

1. Prioritize campaigns confronting lesser-known or overlooked conservation issues harming at-risk wild species and habitats.
2. Use innovative storytelling principles to reveal what's happening.
3. Ground truth every campaign: science-informed, evidence-based. Always.
4. Grow a broad, engaged community that takes action.
5. Influence governments to support conservation outcomes.
6. Be an independent sustainable organization.
7. Ensure campaign focus and clarity.
8. Let hope define our work. Always celebrate the beauty of wild places.

As part of our strategic plan, we intentionally maintain capacity to act quickly when new conservation threats emerge.



MOBILIZE

Full Force Push

- Ban Bottom Trawling
- Stop the Wolf Cull
- Protect Remaining Ancient Forests



PROPEL

Keep the Pressure On

- Moratorium on Industrial Herring Fisheries
- Restrict Hunting and Trapping of B.C. Wolves
- Protect Connected, High-Quality Habitats for Wide-Ranging and At-Risk Species.



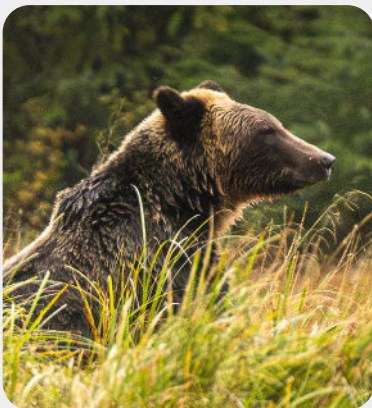
MONITOR

Hold Governments to Their Commitments

- Transition Open-Net Salmon Farms Out of B.C. Waters
- Keep Grizzly Bear Trophy Hunt Ban
- Maintain Oil Tanker Ban on North Coast
- Achieve Canada's 30x30 Goals



GRIZZLY BEARS #SaveBCBears



Powerful, wide-ranging omnivores that transform ecosystems through their feeding and movement.

At risk: Over 90% of grizzly bear habitat in southern B.C. has been lost or fragmented, and many populations remain threatened.

Direct threat: Government-sanctioned killing and habitat loss driven by logging, road building, and human expansion.

Our Actions: Public campaigns and advocacy that helped end the grizzly bear trophy hunt in B.C.

Goal: Provincial legislation permanently bans grizzly bear hunting.

Defending Since 1990



ANCIENT FORESTS #SaveBCForests



The last remaining old-growth forests, some standing for over 1,000 years, support rich biodiversity and store vast amounts of carbon.

At risk: Only a small fraction of B.C.'s original old-growth and primary forests remain, with the most productive areas heavily logged.

Direct threat: Continued industrial logging of the last remaining old-growth forests in British Columbia.

Our Actions: Public campaigns and advocacy to stop old-growth logging and secure lasting protection.

Goal: Provincial legislation in B.C. bans the logging of remaining intact ancient forests.

Defending Since 1985



B.C. WOLVES #SaveBCWolves #BrutalBC



Vital apex predators that help maintain ecosystem balance by regulating prey abundance and promoting biodiversity.

At risk: More than 10,000 wolves have been killed in B.C. since 2015, without adequate assessment of the broader ecological impacts.

Direct threat: Government-sanctioned wolf culls plus unregulated hunting and trapping.

Our Actions: Public campaigns, legal action, and advocacy to end the wolf cull.

Goal: The provincially funded wolf cull ends. Regulations and/or legislation limit hunting and trapping of wolves.

Defending Since 1990



LAND ECOSYSTEMS #30x30



These connected landscapes allow wildlife to move freely across forests, mountains, and watersheds.

At risk: Just under 15% of B.C.'s land and freshwater ecosystems are currently protected, with protection levels varying and some areas still open to industrial use.

Direct threat: Logging, road building, and expanding industrial activity that fragment habitat and degrade ecosystems.

Our Actions: Public campaigns and advocacy to protect connected habitats and secure lasting ecosystem-level protections.

Goal: Connected, high-quality habitats are protected for wide-ranging and at-risk species including caribou, grizzly bears and marbled murrelets.

Defending Since 1985

Defending Since: Pacific Wild's work builds on decades of conservation leadership by its founders prior to its establishment as a charity in 2008.



WILD PACIFIC SALMON [#SaveBCSalmon](#) [#FOFF](#) [#FishFarmsOut](#)



B.C.'s wild Pacific salmon are among the last great wild salmon runs left in the world: a foundational species that sustains forests, wildlife, and coastal cultures.

At risk: Many wild salmon runs in B.C. have declined by over 90%, with some populations at risk of extinction.

Direct threat: Open-net pen salmon farms in B.C.'s coastal waters are exposing wild salmon to disease, parasites, and pollution.

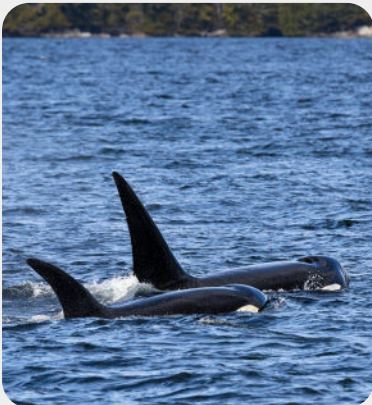
Our Actions: Public campaigns and advocacy, including petitions and letter-writing campaigns.

Goal: The 2029 ban on open-net pen salmon farms in Canada's Pacific waters is fully implemented.

Defending Since 1990



WHALES TO ROCKFISH [#BanBottomTrawling](#) [#InDeepTrouble](#)



Thousands of diverse marine species depend on healthy ocean ecosystems along B.C.'s coast.

At risk: Bottom and mid-water trawl fisheries catch and kill thousands of non-target species each year, including vulnerable fish, sharks, and other marine life.

Direct threat: Indiscriminate fishing methods that kill non-target species and destroy seafloor habitats.

Our Actions: Public campaigns and advocacy to reform trawl fisheries, reduce bycatch, and require selective fishing practices.

Goal: Federal regulations reduce trawl bycatch and phase out indiscriminate fishing techniques by requiring selective gear and practices and strengthening monitoring & accountability.

Defending Since 2010



PACIFIC HERRING [#ProtectPacificHerring](#) [#BigLittleFish](#)



This engine of the coast food system feeds entire marine ecosystems and has sustained coastal cultures for millennia.

At risk: Forage fish like herring have declined by up to 99% in some areas, with many B.C. stocks now closed to fishing.

Direct threat: Government mismanagement and industrial fisheries driving the collapse of herring populations.

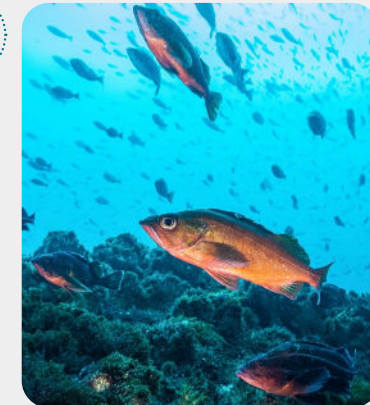
Our Actions: Public letter writing campaigns, Indigenous partnerships, and policy advocacy to reform fisheries management and rebuild herring populations.

Goal: A moratorium is placed on industrial herring fisheries in priority regions, to support population recovery.

Defending Since 2005



MARINE ECOSYSTEMS [#MarineProtection](#)



Vast coastal waters, seafloor habitats, and marine ecosystems sustain diverse ocean life along B.C.'s coast.

At risk: Just over 15% of B.C.'s marine environment is currently protected, with most marine habitats still open to industrial use.

Direct threat: Insufficient protection and industrial activity degrading marine habitats.

Our Actions: Public campaigns and advocacy to strengthen and establish marine protected areas, uphold the tanker ban, and protect ocean habitats from destructive activities.

Goals:

- The Great Bear Sea Marine Protected Area (MPA) network is implemented, with enforcement & monitoring.
- The tanker moratorium is upheld.
- Ban bottom trawling to protect marine substrates.
- The 2019 minimum standards for protection are implemented across all of B.C.'s MPAs.

Defending Since 2008



Our Strategic Priorities: A Closer Look

Prioritize Campaigns confronting lesser-known or overlooked conservation issues harming at-risk wild species and habitats.

- Campaign as defenders of at-risk species and habitats.
- Protect the connected marine and terrestrial ecosystems where at-risk species live.
- Collaborate on aligned campaigns with other organizations or community groups.

Use innovative storytelling principles to reveal what's happening.

- Produce high-impact visual investigations and increase documentary production.
- Produce timely, evidence-based content that sparks media attention and public awareness.
- Translate research into public understanding (through film, books, articles, papers, social media stories, education materials and any effective channels available).
- Include our own organization and its supporters as part of the story too.
- Invest in in-house production infrastructure and capacity.



Ground truth every campaign: science-informed, evidence-based. Always.

- Use science-informed, evidence-based validation on every campaign.
- Conduct field work investigations of our own whenever possible.
- Partner with researchers and institutions to support and amplify scientific findings.
- Collect and share incidental field data (mapping, sightings, FOI data, documentation).
- Develop clear standards for fact-checking, citations, and evidence credibility.
- Publish all materials on an open-access site.
- Lock in marine transportation for field research and expeditions.
- Build research capacity, including graduate-level conservation science.

Grow a broad, engaged community that takes action.

- Grow and segment each supporter base with a dedicated plan.
- Build campaign journeys that deepen engagement from awareness to action to advocacy.
- Expand community-based science and monitoring.
- Support educators with informative materials to deepen understanding of the issues we champion and engage students to become lifelong conservationists.
- Collaborate broadly and case-by-case on shared conservation outcomes.
- Work in respectful partnership with aligned conservation groups, First Nations and coastal communities, sharing resources and imagery from our extensive asset library and amplifying campaigns to our network.
- Mark our 20-year anniversary with gratitude and celebration: honour supporters, showcase impact, and rally for B.C. conservation.



Influence governments to support conservation outcomes.

- Hold governments accountable by offering actionable solutions: every campaign presents a viable way for the government to stop the harm.
- Push for greater government transparency and disclosure of existing information.
- Give supporters simple ways to influence elected officials to act.
- Educate through policy briefs and submissions informed by research.
- Participate strategically in consultations and stakeholder processes.
- Support partner organizations “at the table” with visuals, research, and communications.

Be an independent sustainable organization.

- Grow the monthly subscriber donor base.
- Enable broad licensing of visual assets.
- Expand distribution of produced broadcast and print products.
- Sell unique high-value campaign merchandise.



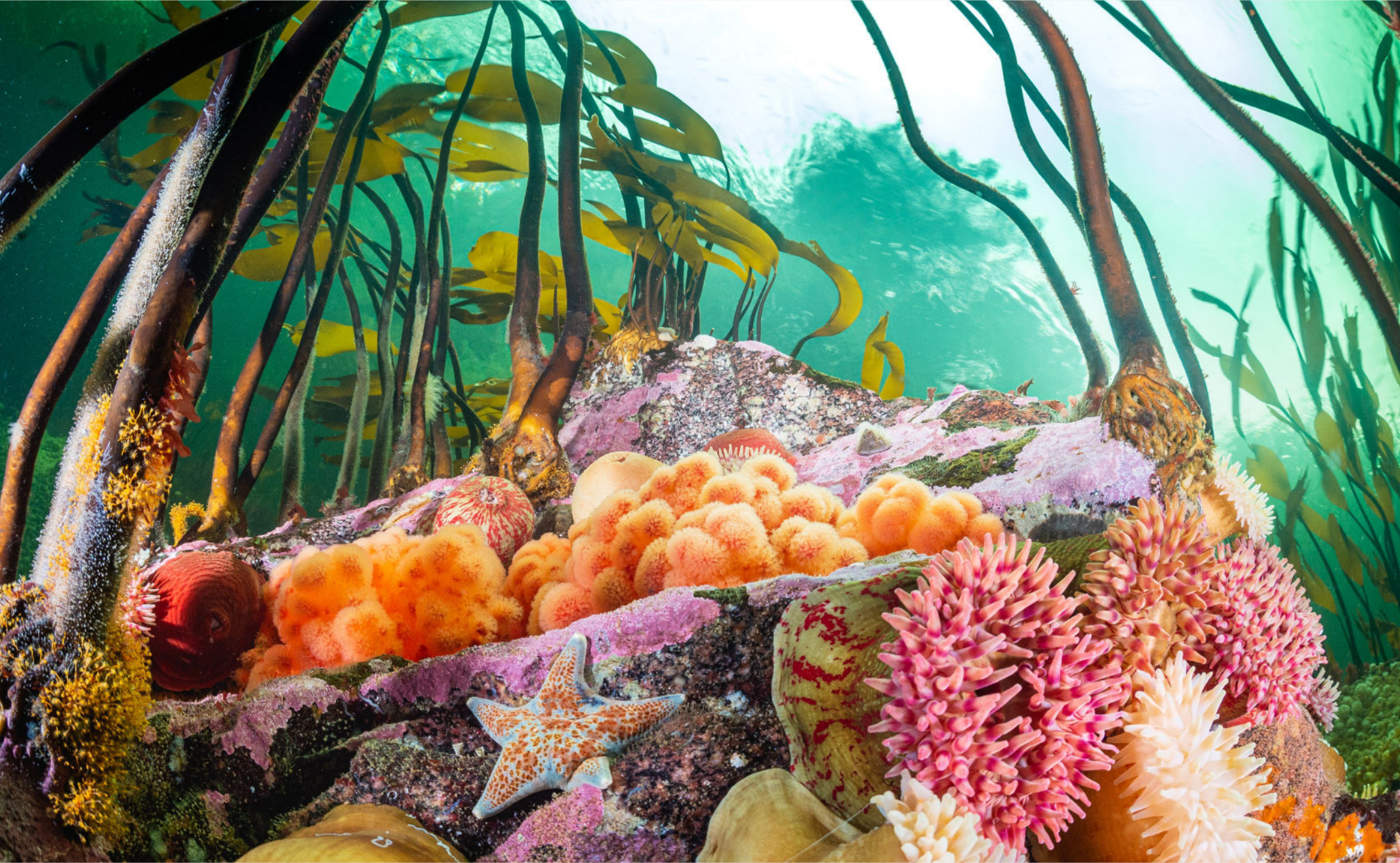
Ensure campaign focus and clarity.

- Implement an annual campaign selection and evaluation framework.
- Establish clear Yes/No boundaries.
- Create a clear, simple public-facing campaign position video for every cause.
- Strengthen our ability to respond rapidly to emerging conservation threats.

Let hope define our work.

Always celebrate the beauty of wild places.

- Include at least one beauty story for every brutality campaign.
- Share regular reminders of the natural beauty we are fighting to protect.



*Join the community at **Pacificwild.org***