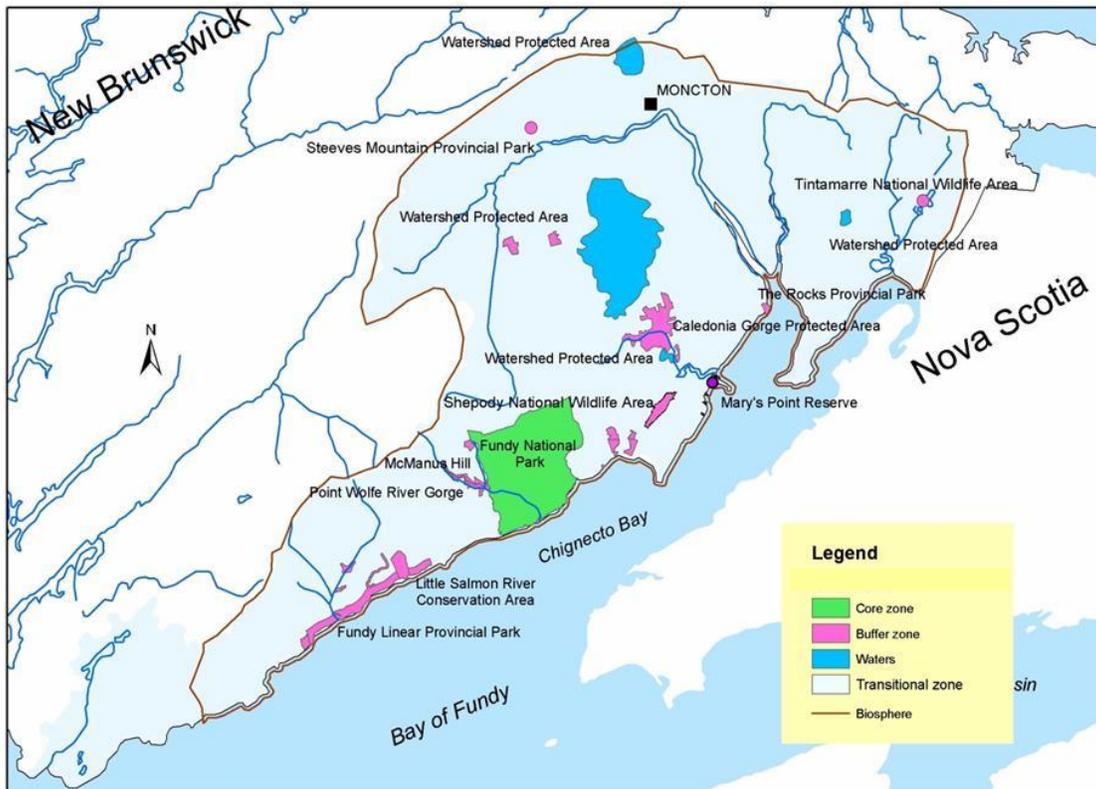




RÉSERVE DE BIOSPHERE DE
Fundy
 BIOSPHERE RESERVE



Annual Report 2009-10



www.fundy-biosphere.ca



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)

MESSAGE FROM THE CHAIR



2009-10 was a great year for the UNESCO Fundy Biosphere Reserve!

Through the hard work of our Board of Directors, staff, volunteers, partners and collaborators we are building the foundations of the organization and have begun to emerge as a strong voice for conservation and sustainable development and a catalyst for change in this region.

As Chair of this organization, and as an individual who has been involved in the organization prior to designation, I am proud to see the results we have achieved and the impact we are having in the region. It is wonderful to see the many of the goals we had envisioned years ago, when we were a group of dedicated volunteers working to obtain designation, become realized.

Several important factors contributed to our success; a contribution agreement with Environment Canada ensured operating capital for the year which allowed us to have a full-time Executive Director overseeing the day to day operations of the organization; a full Board of Directors was elected and actively developed key initiatives and documents; and our network of partners and stakeholders grew and became involved in our projects and events.

As I have stated many times, 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. Last year we began to realize that goal and looking forward to 2010-11, we have programs and initiatives in place to continue to make that happen.

2010-11 promises to be another excellent year, one in which this region begins to realize the potential of the UNESCO World Biosphere Reserve designation and emerges as a leader in the province and the region for sustainable development and conservation. I believe our organization, with the projects we have developed and the partnerships we have forged, has a very bright future.

Sincerely,

Yves Gagnon, Chair
Fundy Biosphere Reserve

MESSAGE FROM THE EXECUTIVE DIRECTOR



2009-10 was a very productive and exciting year for the Fundy Biosphere Reserve.

Being such a young organization we have spent a great deal of time talking to people; people at markets, people at events, children at day camps, farmers, tourism operators, organizations, businesses, everyone we can about the Fundy Biosphere Reserve. We talk about the organization, who we are and what we do, but mostly we talk about the UNESCO designation and what it means, not only to the region, but to them.

And people were excited.

People were excited because this designation meant that they lived in a special place. People were excited at the prospect of working together, as a region, to promote sustainable development and conservation and to protect the very things that make this place so special: our environment and our culture.

People were excited about our programs. From Sustainable Tourism to trails to local food, we were starting a discussion that needed to be had. We were playing the role of a catalyst: using the UNESCO designation and a vision of sustainable development and conservation to bring people together to discuss issues, build consensus and move forward.

And we are only getting started.

The organization took many steps in the right direction this year and we learned a great deal. But we have started something, something that will make many positive changes in the region for years to come and I am excited to be a part of it.

Regards,

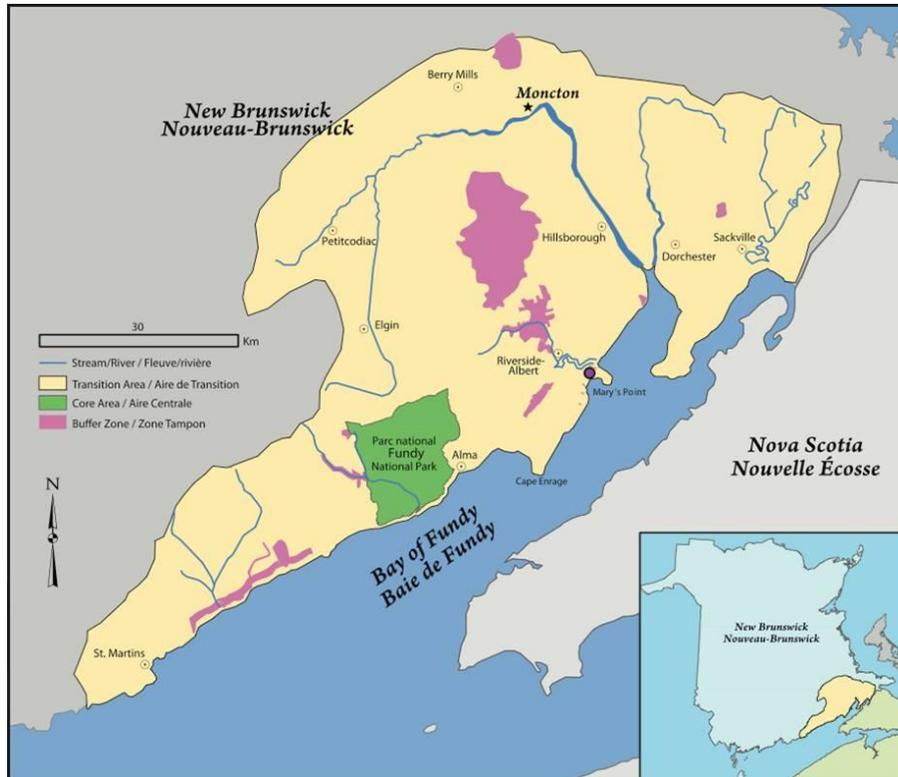
Andrew Spring, Executive Director
Fundy Biosphere Reserve

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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 2009-10 BOARD OF DIRECTORS

The 2009-10 Board of Directors was comprised of 13 Directors and 3 Ex-officio Members from various stakeholder groups throughout the region. The Directors, and affiliation are listed below:

Name	Organization
Chief Joseph Knockwood	Fort Folly First Nation
Donald Alward	Albert County Museum
Edouard Daigle	Fundy National Park (Ex-officio)
Heather Hawker (Secretary)	City of Moncton
Ken Kelly (Treasurer)	Enterprise Fundy
Michel Desjardins	At Large
Nairn Hay	Fundy Model Forest
Nancy Sears	At Large
Paul Bogaard (Vice-Chair)	Mount Allison University
Peter Etheridge	Bay of Fundy Ecosystem Partnership
Richard Faulkner	Albert County Tourism Association
Sandy Burnett	Bird Studies Canada
Yolande LeBlanc	Village de Memramcook
Yves Gagnon (Chair)	Université de Moncton
Krista MacKenzie	NB Department of Environment (Ex-officio)
Vacant	NB Department of Natural Resources (Ex-officio)

OFFICE TEAM

The office of the Fundy Biosphere Reserve was again very busy in 2009-10. **Andrew Spring**, the full-time Executive Director, was busy developing programs, managing the day-to-day operations of the organization and maintaining an active schedule of events and meetings. **Michelle Caissie** and **Tania Kotyk** were hired through the summer of 2009 through student work programs and contributed to our communications, education and outreach programs. **Émilie Godbout-Beaulieu**, joined the team in January of 2010 as a Project Assistant to work on the Sustainable Tourism portfolio and help organize many events through the spring. **Alexis Marcadet**, an Intern from Paris, France, joined the team in March and will be with us until August 2010.

PROGRESS REPORT

PROJECTS

SUSTAINABLE TOURISM WORKSHOPS

In 2009, thanks to the New Brunswick Environmental Trust Fund, the Fundy Biosphere Reserve has continued to promote Sustainable Tourism throughout the Fundy Biosphere Reserve. Through Workshops, meetings and other capacity building events the Fundy Biosphere Reserve has established a dialog between tourism operators, businesses and local and provincial governments to network and share best practices. The Fundy Biosphere Reserve has discussed and promoted several themes of Sustainable Tourism, including local food, certification, best practices, research and other initiatives. In all, four larger workshops have been held with numerous smaller stakeholder meetings on the topic of Sustainable Tourism.

Sustainable Tourism has become a flagship project of the Fundy Biosphere Reserve and is gaining momentum and acceptance within the tourism industry. Workshops are attended by approximately 30 people and range from small B&B owners to government officials (municipal, provincial and federal). New businesses are attending at every meeting and tourism associations (such as the Albert County Tourism Association) meetings are beginning to address sustainability at regular meetings and interest in many other industries connected to tourism (local products for example) are becoming interested sustainability issues as well. Now NB Tourism and Parks have become involved in



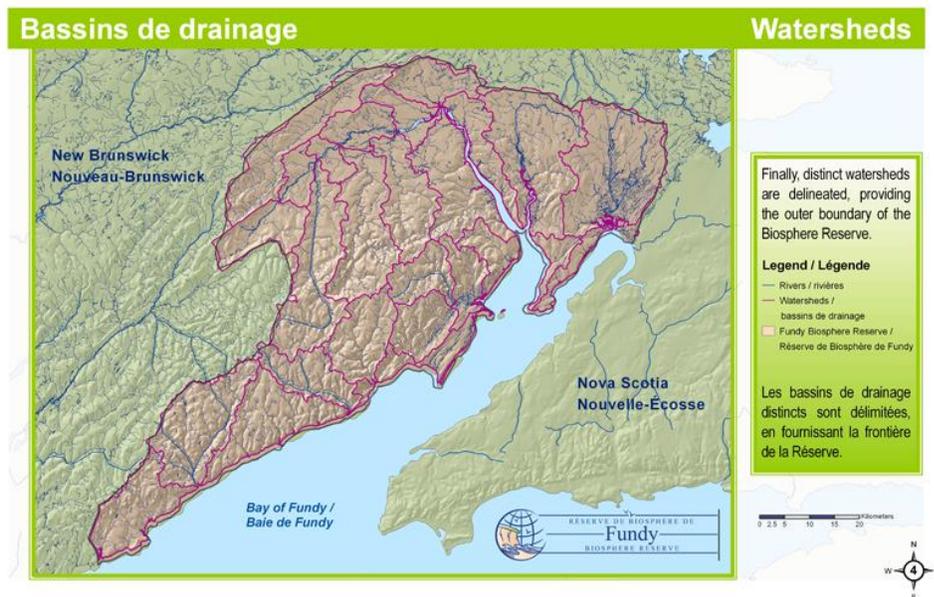
the initiative as well, the potential for new programs, collaboration and information and resource sharing grows exponentially.

Thanks to the funding received through the Environmental Trust Fund, the Fundy Biosphere Reserve has made significant progress over a short period of time in making tourism, the largest industry in the region, more sustainable. Furthermore, the Fundy Biosphere Reserve are positioned as leaders in Sustainable Tourism in the Province of New Brunswick and hope that the work done within the region will become a model for, not only the rest of the province, but Atlantic Canada as well.

NATURAL RESOURCE ATLAS

The 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 FBR 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. This project is being done in collaboration with Mount Allison University and the K.C. Irving Chair in Sustainable Development at the Université de Moncton.

The Natural Resource Atlas is playing a key role in projects and initiatives at the Fundy Biosphere Reserve and at other organizations throughout the region. The Fundy Biosphere Reserve is currently developing a research and monitoring initiative that will involve governmental, institutional and environmental organizations in the region, and will rely heavily on the Atlas. The Atlas will also be used



for mapping trails (in partnership with NB Trails Council), and places of biodiversity/interest for educational purposes throughout the region. It has also been used to share information with local groups about impacts of farming on watersheds and other environmental information. With help of the NB

environmental Trust Fund, the Fundy biosphere Reserve, in cooperation with Mount Allison University and Université de Moncton has built a dynamic and useful tool and resource for the region.

The Fundy Biosphere Reserve, along with its partners, has committed to maintain and continue to develop the Atlas into the future as it is proving to be a useful educational and interpretive tool for many stakeholders to utilize. Furthermore, new partnerships and research projects will be developed and will continue to add more useful data into the Natural Resource Atlas.

FUNDY BIOSPHERE TRAILS



The Fundy Biosphere Trails Initiative will create a network of experiential Trails, from a hiking trail to culinary, cultural and historic trails. These Trails will be the vehicle in which Sustainable Tourism will be facilitated throughout the regions, highlighting our natural environment, our culture and history, local artisans and producers as well as businesses that are becoming sustainable in their operation. Work done to date has focused mainly on developing a destination hiking trail for the region that will become a marquee outdoor experience. This hiking trail will be a collaborative initiative of the trail organizations and municipalities within the Fundy Biosphere Reserve as well as the NB Trail Council and TransCanada Trail. The Trail will link the communities of St. Martins and Sackville, traveling through the Biosphere Reserve and Fundy National Park and be designated as TransCanada Trail, but will remain under

the jurisdiction of each individual trail council or municipality. A meeting of trail organization, tourism and business operators held in November presented this vision of Trails in the region. This meeting resulted in the formation of a Regional Trail Committee who will oversee the development of this initiative and work closely to engage municipalities on the benefits of trails, not only as tourism destinations but for sustainable development and healthy active living.

LOCAL FOOD

Presentations from speakers like Chris Aerni from the Rossmount Inn in St. Andrews and Jon Steinman of “Deconstructing Dinner”, a nationally syndicated radio program, at different events highlighted the importance of using local food as a sustainable choice, for food security and a tourism “experience”. Two “Deconstructing Dinner” events were held in Dieppe and Sackville drew approximately 200 people.

The Fundy Biosphere Reserve is actively creating a network of restaurants and food providers to introduce the concepts of local food and the benefits to tourism and the local economy. This, coupled with a collaborative project with UNB-SJ, where a Culinary Tourism Class is preparing menus based on destinations within the Fundy Biosphere Reserve, will lay the foundation for a local food and culinary tourism movement within the region.

The Fundy Biosphere Reserve jointly hosted a Local Food Forum, where all stakeholders in local food, including farmers, NGOs government and the tourism industry assembled to discuss the issues and come up with innovative ideas to promote education and access to local food.

EDUCATION



A day camp module was designed and implemented at camps around the region for the summer of 2009. The presentations involved a discussion about the Biosphere Reserve and concepts of sustainable development and conservation. The module also included games and crafts with environmental or sustainable themes, including a trivia game for prizes. In all, a very successful initiative that received very positive feedback from kids and parents and therefore will be further developed in the future.

SUSTAINABLE DEVELOPMENT FORUM FOR NGOS

NGOs play an important role in our region by promoting awareness, educating the public and conducting research on a wide range of environmental, economic and social issues facing our communities. The Sustainable Development Forum for NGOs was held on February 24, 2010 and brought together twelve Environmental NGOs from around the region. Discussions ranged from current activities and goals to sharing knowledge and ideas with similar organisations in the FBR region. A Presentation on Marketing for NGOs was given by Dr. Frederic Dimanche, visiting McCain Fellow at UNB-SJ.

SUSTAINABLE DEVELOPMENT FORUM FOR MUNICIPALITIES FORUM

The Fundy Biosphere Reserve held its first Sustainable Development Forum for Municipalities in Memramcook on June 25, 2009. The municipalities in and around the Fundy Biosphere Reserve were invited to attend to discuss sustainable initiatives, share experiences and develop new projects and ideas to work on together. The spirit of the Forum was to get to know each other. It was to provide an opportunity for the municipalities to meet and begin to discuss the issues and barriers that exist in implementing sustainability and environmental initiatives. Most importantly, it was the opportunity to become familiar with the FBR and how we can work together to make this region a leader in sustainable development.



CANADIAN BIOSPHERE RESERVE ASSOCIATION

The FBR played a very active role in the Canadian Biosphere Reserve Association throughout the year. Through our work at the Board level, which the FBR is a member, where we contributed to building the organization, to collaborating and sharing ideas on national projects or new projects for the FBR.

ORGANIZATION

As this year saw the election of the first full time Board of Directors for the organization, several key policies were developed to build the organization, including Membership, Endorsement, Logo Usage and other strategic planning matters. The Board of Directors also established the organizations By-Laws, a significant milestone for the Fundy Biosphere Reserve

FUNDING

- Fundy Biosphere Reserve received \$57,000 in core funding through Environment Canada. This arrangement is for 2008-2009 and 2009-2010.
- In 2009-10 two projects were funded through the New Brunswick Environmental Trust Fund. These projects included 1) The Development of a Natural Resources Atlas: Phase II; 2) Sustainable Tourism Workshops. Total funding for these projects was \$30,000.
- The FBR received a grant of \$8,000 from Mountain Equipment Cooperative for our Trails initiative.
- We successfully applied for a Canada Summer Jobs grant, worth \$3,742.

COMMUNICATIONS AND OUTREACH

- Work on a fundraising and communication strategy is ongoing.
- Trade-mark registration has been obtained for FBR logo
- A new website was developed.
- Meetings have been held and presentations given with tourism associations, town councils, environmental groups and other stakeholders throughout the Biosphere Reserve.
- FBR was represented at festivals, farmers markets and other events around the region.



FINANCIAL SUMMARY 2009-10

PRODUCT

Revenue

Financial Capital	\$30,000.00
Environment Canada	\$57,000.00
NB Environmental Trust Fund	\$30,000.00
Parks Canada	\$2,200.00
Canada Summer Jobs	\$3,742.00
Workshop Registration	\$685.00
Mountain Equipment Co-Op	\$4,000.00
Merchandise	\$265.00
Bank account interest	\$0.00
Total revenue	\$127,892.00

TOTAL PRODUCT

\$127,892.00

EXPENSES

Administration

Financial Capital	\$30,000.00
Accounting fees	\$0.00
Bank fees	\$218.59
Contract Services	\$11,063.90
Steering Committee Meeting	\$0.00
Travel and Field Expenses	\$5,958.61
Vehicle Rental and Operation	\$312.17
Total Administration	\$47,553.27

Office expenses

Printing and Production	\$1,862.93
Materials and Supplies	\$705.72
Communication and Distribution	\$2,240.79
Web Development	\$0.00
Subscription renewal	\$0.00
Advertising	\$1,030.28
Graphics	\$0.00
Other	\$0.00
Total Office expenses	\$5,839.72

Salary

Salaries	\$57,802.51
Moving expenses	\$0.00
Total Salary Expense	\$57,802.51

Office equipment

Office equipment expenses	\$192.06
Total Office equipment	\$192.06

TOTAL EXPENSES

\$111,387.56

EXCESS OF REVENUES OVER EXPENSES

\$16,504.44

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



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