



WWF

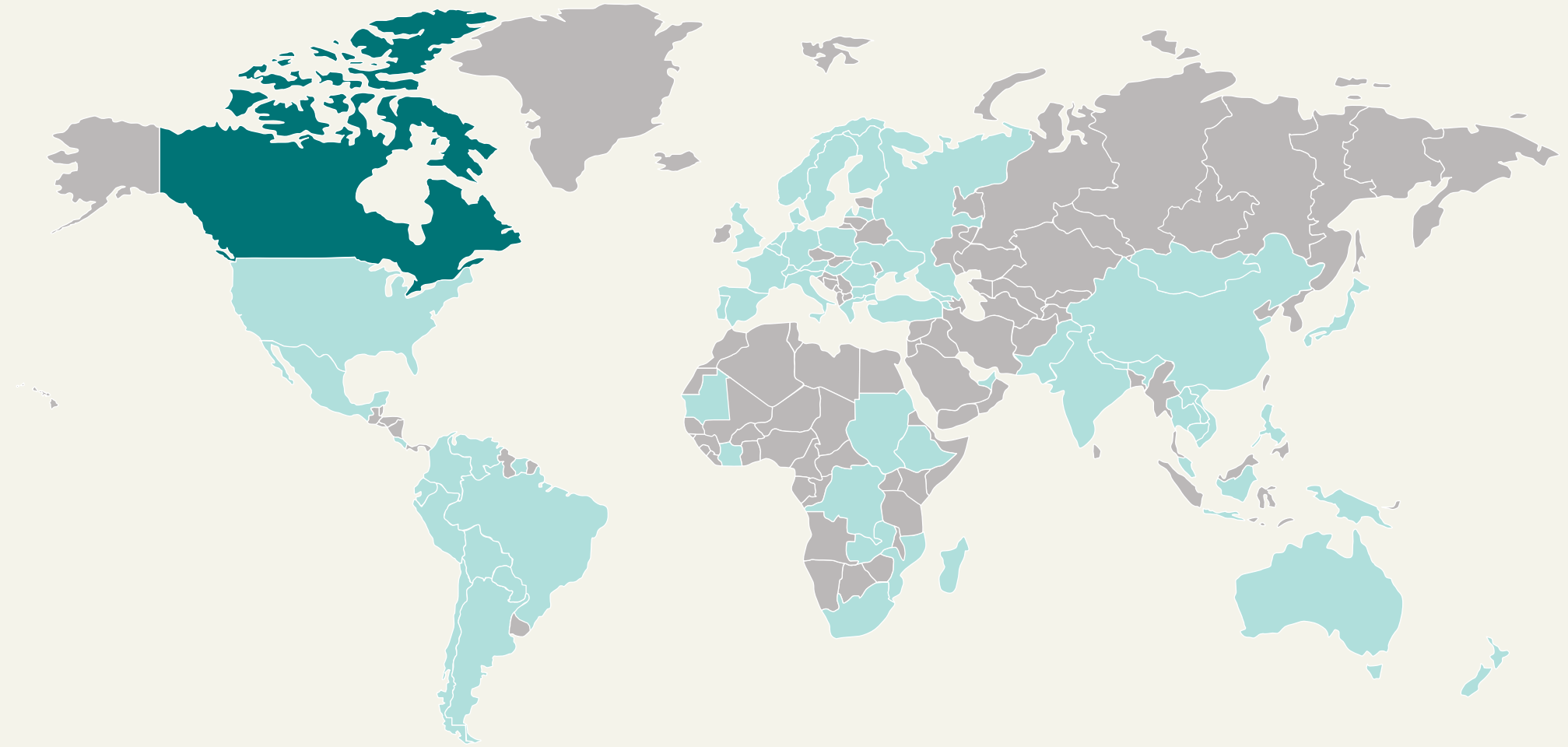
CANADA



conservation in the pacific region

global impact

For more than 50 years, WWF has been achieving conservation results around the globe, from the Amazon to the Arctic, from Borneo to the Great Barrier Reef. We champion projects in over 100 countries with the help of more than 5,400 employees. This local-to-global, global-to-local network means WWF can bring world-leading expertise to on-the-ground solutions, and share local experience to help tackle conservation problems on a global scale.



WWF has offices in more than 40 countries around the world, with 9 offices across Canada.

local results

WWF is one of Canada's oldest and largest conservation organizations with 150,000 Canadian supporters and nine offices across the country, including the Arctic. In British Columbia, our work to safeguard healthy oceans and global ecological treasures such as the Great Bear Sea will help ensure a sustainable future for communities, wildlife and ecosystems here and around the world. We help bring sound science to the management of B.C.'s lakes, rivers and streams to protect water for nature and for all British Columbians. Our approach is collaborative: We work with government, industry, scientists, communities and other stakeholders to help find conservation solutions that work for B.C. and that drive conservation leadership across Canada.



WWF In British Columbia

- 1 Ensuring new provincial water law protects for water for nature.
- 2 Climate change adaptation tools and research for Skeena River communities.
- 3 Safeguarding the health of the Skeena and Fraser rivers as part of our national Living Rivers Campaign.
- 4 Working with B.C. businesses to help reduce their water footprint.
- 5 Reducing the impacts of underwater noise on marine animals and habitats.
- 6 Helping secure marine protected areas such as Bowie Seamount and Gwaii Haanas.
- 7 Protecting marine species by developing policy to protect endangered shark species and protecting important eelgrass habitat.
- 8 Working with shipping industry groups to improve environmental standards in our oceans.
- 9 Promoting sustainably sourced seafood with consumers and retailers.
- 10 Researching the impacts of climate change on our oceans.
- 11 Mobilizing British Columbians to take action on climate change.
- 12 Supporting greener B.C. schools and communities.
- 13 Ensuring healthy ecosystems and a sustainable economy in B.C.'s Great Bear region.

A large group of brown bears is resting on a rocky shore next to the ocean. The bears are of various sizes and are looking in different directions. The ocean is visible in the foreground, with waves crashing against the rocks. The sky is overcast and grey. The overall scene is a natural, wild environment.

great bear

The Great Bear region of British Columbia's north coast is one of Canada's ecological treasures. Here one of the world's largest remaining, intact temperate rainforests meets some of the planet's last large wild rivers and most productive coldwater seas. Extraordinary animals like the rare white Spirit bear and Pacific coastal wolf live nowhere else on Earth. All five species of Pacific salmon are found in its streams and rivers. The Great Bear Sea is home to at-risk orca and fin whales, and recovering populations of magnificent Humpback whales. This is one of the richest and most spectacular ecosystems on our planet; a living system of land, river and ocean that provides thousands of jobs in commercial seafood, tourism, forestry and other sustainable economic activities.

A landmark agreement between First Nations, governments, forest companies and conservation groups established a world-leading model of sustainability that meshes conservation, sustainable economic development, and community health in the Great Bear Rainforest. WWF is working with First Nations and other partners to extend this model from the rainforest to the sea, recognizing that coastal ecosystems and economies both depend on the interconnection of land and sea. On all three of Canada's coastlines, WWF is seeking creative ways to protect and manage our oceans in the face of increasing threats. Our work to ensure a sustainable future for the Great Bear Sea is anchored in WWF's vision for sound stewardship of all our oceans.

quiet oceans

Gazing out at a peaceful inlet on a calm summer day, it's easy to imagine the ocean as a quiet place to be. But the experience below the surface of our seas is rarely quiet. Grunts and clicks of fish, cries of killer whales and songs of Humpbacks all form a part of the natural underwater soundscape of British Columbia's coastal waters. Sound, unlike light, travels remarkably well underwater. That's why fish, whales, dolphins and other marine species have evolved to use sound to navigate, avoid predators, forage for food and find mates in an ocean largely deprived of light.

Canada's west coast is one of the most listened-to coastlines in the world. Like other ocean listeners around the world, researchers and citizen scientists who listen to the sounds of our coast are discovering a disturbing trend: Human activity is making the ocean an increasingly noisy place. Noise from shipping, boat traffic, naval activity, port development and other industrial activity is clouding out the natural soundscape marine animals depend on to survive. WWF believes British Columbia has an opportunity to play a leading global role in managing noise pollution. We're working to better understand how man-made noise could affect the habitats required by whales and other ocean species. Our work will help inform decisionmakers and planners about how to manage the impacts of underwater noise on sensitive marine ecosystems.

Knee-deep in mud as the morning sun burns through a coastal fog, WWF volunteers bend to the task of counting eelgrass shoots on British Columbia's north coast. It's wet and cold work but the rewards are plenty. Eelgrass beds are diversity hotspots: From sailfin sculpins to red rock crabs, low tide reveals a treasure trove of creatures living among the long, slender blades. In the nearby Skeena River estuary, where the river meets the sea, these undulating sea meadows provide protection and nourishment for millions of young salmon before they begin their journey into the North Pacific.

WWF's Prince Rupert office has been mapping eelgrass to better understand the role it plays and the management measures needed to ensure its protection. Eelgrass health is critical to the overall health of our estuaries. Estuaries, in turn, are a vital heart centre where oceans and rivers connect. The ocean delivers cold nutrient-rich waters from the deep, while the river washes sediment downstream to form mud banks where protective eelgrass meadows grow. Food and refuge – these provide the ideal conditions for tiny fish, crab, snails, and other marine life in its smallest form to thrive. An abundance of life gets its start here, in turn giving life to our larger ocean coast. WWF's work to learn more about this interconnection between freshwater and oceans systems, and the species and habitat it sustains, will help us to better plan for, and manage healthy ocean spaces.

eelgrass

flow

Here in British Columbia, some of the last, large undammed rivers on Earth still flow freely from the mountains to the sea. Working rivers - like the Fraser and the Peace - grow our crops and generate our power. Wild running rivers - like the Skeena and the Stikine - shelter our fish and provide recreation for humans. As British Columbians, we are deeply connected to our rivers, yet we lack the rules to truly protect them.

WWF is working to legally secure the healthy flow of B.C.'s rivers for the first time in Canadian history. Currently our water laws do not fully safeguard 'environmental flow' - one of the most important indicators of river health. Freshwater systems need the right amount of water moving at the right speed and time to keep webs of life functioning. When we take more from our freshwater ecosystems than they can give, through large dams, diversions and water withdrawals, we disturb the natural flow keeping them in balance. This puts our salmon at risk and makes our water resources less sustainable. As our province undertakes reform of its century-old Water Act, WWF is playing a major role to ensure new legislation protects water for nature and for people. By becoming the first province to legally protect environmental flow, B.C. has an opportunity to lead the country in the protection of Canada's river systems.



earth hour

On the last Saturday in March, Canadians in more than 500 towns and cities across the country join millions more people around the globe in switching off their lights for one hour to celebrate Earth Hour. Since 2007, this symbolic event to encourage climate change action has spread to more than 152 countries worldwide. Earth Hour is about working together to create a better future for our planet. And it's about going beyond the hour to commit to meaningful action throughout the year.

In 2011, the City of Vancouver topped WWF-Canada's list of Earth Hour cities. Demonstrating climate leadership, Vancouver has set ambitious targets to reduce greenhouse gas emissions, improve energy efficiency and encourage climate-friendly transportation. Climate change is the biggest environmental threat to our planet. In Canada, we are already seeing its effects, particularly in the Arctic and our oceans. To turn this around, we need to use less fossil fuel energy, be more efficient with what we do use, and switch to low-emission renewable resources like wind, solar, hydro, and geothermal energy. We all need to be part of the solution.

coralium

Colorful, iridescent and diverse, the world's coral reefs are made up of countless tiny marine animals and can take thousands of years to form. Home to innumerable marine species, these marine refuges shelter a diversity of life rivaling that of the tropical forests of the Amazon. They are essential not only to the well-being of our oceans, but to the health, food security, livelihoods and ecology of human communities around the world. In medical research, organisms from coral reefs are used in treatments for cancer and HIV; for coastal communities, reefs provide a barrier against the worst ravages of storms and hurricanes.

We have already lost more than a quarter of our coral reefs as a result of climate change, pollution, overfishing and other pressures. In the Pacific region, WWF's wildlife trade monitoring team is working to halt the largest new threat to the species – the illegal and unsustainable trade in corals for beads and jewelry. A comprehensive coral identification guide produced by our TRAFFIC team will help wildlife officers around the world to better combat illegal trade. TRAFFIC – a joint program of WWF and the International Union for Conservation of Nature, IUCN – is also training wildlife agencies in coral identification to help countries check the growing threat of trade in slow-growing, precious coral species.

With only 3,200 left in the wild, the world has lost 97 per cent of its tigers over the past century. Without urgent action to strengthen habitat and protect the species from threats, tiger populations in the wild may dwindle to extinction by 2022. This strikingly beautiful, powerful animal plays a crucial role in the traditions and customs of many cultures, as well as the health and diversity of its environment. Extinction would be an ecological disaster and a human tragedy.

Despite the fact there has been a ban on all international commercial tiger trade since 1987, and that the wild tiger is protected in every country it lives in, illegal hunting continues to be the largest threat to tiger populations. Tiger body parts are sold illegally mainly for use in traditional medicine but there is also a thriving international black market for their skins. WWF is working with TRAFFIC - a joint program of WWF and the International Union for Conservation of Nature, IUCN - to halt this illegal trade. Internationally, TRAFFIC works with governments in 13 countries to eliminate poaching and enforce the ban on trade. In Canada, the TRAFFIC team operates from our Pacific region to combat illegal trade in tigers and other species.

Save the Tiger



great canadian shoreline cleanup

One mid-September day on B.C.'s north coast, a Canadian hockey hero stands knee-deep in a creek full of salmon fighting their way upstream to spawn. Along the shoreline, gulls, eagles, bears and wolves feast on rotting carcasses. It's an inspiring experience for WWF's Freshwater Ambassador and NHL hockey great Scott Niedermayer – a vivid example of how forest and sea depend on healthy streams and rivers: “Moments like this are a great reminder of why it's important for everyone, in BC and across Canada, to help take care of the lakes, streams and rivers that sustain our special natural places.”

Every year, WWF-Canada and the Vancouver Aquarium engage almost 50,000 Canadians in our annual Great Canadian Shoreline Cleanup presented by Loblaw Companies Limited. Volunteers clear litter from hundreds of shoreline sites on creeks, rivers, streams, lakes and oceans across the country. It's one of the largest direct action environmental events in Canada, helping to keep our waters healthy for the wildlife and communities that depend on them. One of Scott's reasons for participating is deeply personal. “I want my children, and someday my grandkids, to experience nature the way I have. I'll do whatever it takes to make sure that one September day, many years from now, my grandchildren will have the opportunity to stand knee-deep in a creek full of salmon, too.”

A person wearing a red and black jacket and dark pants is wading in shallow water. Several ducks are swimming in the water around them. A wooden post is visible on the left side of the frame. The water is calm and reflects the person and the ducks.

partners

Around the world, businesses are coming to grips with the need to become more sustainable. That means becoming more accountable not just to shareholders, but also to stakeholders, consumers, communities, and future generations. Companies that make this transition find that green business practices can be simply good business practices: helping companies improve efficiency, keep an eye on local and global market trends, and cultivate strong relationships.

In British Columbia, provincial and local governments are enacting laws and policies to support green infrastructure and sustainable business initiatives. British Columbians value the outdoors and our spectacular landscapes, which means we're inclined to support and do business with companies that safeguard our ecosystems. And as a coastal province, our trade links and intercultural ties connect us to a larger global community. Together, these advantages position B.C. businesses to help drive sustainability results across Canada and around the world. WWF recognizes the important role that business can and must play in securing a healthy future for nature and for people. In B.C., as elsewhere, we work with a selected few leading companies to achieve measurable reductions in environmental impacts, and to advance key priorities such as ocean conservation, freshwater health, and renewable energy.

team



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You can support our work and help drive conservation
on our Pacific coast that ripples across the country.
Visit: **wwf.ca** or call **1-800-26-PANDA**

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WWF is one of the world’s most experienced independent
conservation organizations, with over 5 million supporters and
a global Network active in more than 100 countries. WWF’s
mission is to stop the degradation of the planet’s natural
environment and to build a future in which humans live in
harmony with nature, by: conserving the world’s biological
diversity, ensuring that the use of renewable natural resources
is sustainable, and promoting the reduction of pollution and
wasteful consumption.



Why we are here
We are creating solutions to the most serious conservation
challenges facing our planet, helping people and nature thrive.
wwf.ca



Canada's Pacific region is blessed with some of the world's richest and most spectacular ecosystems, including intact temperate rainforests, seas teeming with life, wild salmon rivers and rare grasslands. We have the advantage of long-standing commitments to conservation and sustainability by individuals and businesses alike. Our cultural and trade relationships span the globe. WWF-Canada believes British Columbians can play a world-leading role in designing models of conservation and sustainability that work for nature and for people, now and for the future.