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Executive Summary

This report summarizes the results of a consultation process carried out with members of BC Nature to explore their participation in the Canadian Nature Network. The project was part of a larger one carried out across the country by Nature Canada, to explore the informal national network of nature groups, through funding provided by Environment Canada and Parks Canada.

A participatory process was used for the project, employing both consultations (32 in BC) and a questionnaire (42 questionnaires completed by BC groups).

These results show that BC groups are very active members of the Canadian Nature Network, actively participating in almost all activities about which they were asked.

Activities in which BC groups engage include education, nature protection, public policy input, research and monitoring, and natural history. Members of BC Nature are interested in expanding their activities in the areas of public policy influence and sustainable living; however, they do not want to lose their core focus of education and nature protection activities, nor their work in natural history and research and monitoring, which contribute to the credibility of their organizations.

BC groups collaborate and partner with other non governmental organizations in their communities and want to continue to do so. There is interest in increasing collaboration with First Nations, the federal government, the tourism sector, private business, industry, and business associations.

The value contributed by member groups of BC Nature, in terms of volunteer time, is considerable; total volunteer hours in each group are equivalent to an average of approximately one full-time staff person per group.

The greatest need identified by BC nature groups, by a significant degree, is in the area of organizational capacity – renewing and strengthening groups and increasing their effectiveness.

There is strong interest in the potential of the Canadian Nature Network, and that it may provide an opportunity for naturalists to “speak with one voice”. Protecting or conserving biodiversity was the biggest single theme that emerged, both in BC and
nationally, for groups of the Canadian Nature Network that are interested in collaborating together.

In terms of services of the Canadian Nature Network, the biggest need identified in BC was for the sharing of resources and information (including best practices and lessons learned), strengthening organizational capacity (including training and linking with expertise), and the potential to bring national profile and credibility to local conservation issues. Some members of BC Nature are feeling discouraged and concerned about whether their input is being listened to, at the public policy level, and there is interest in the potential of the Canadian Nature Network to provide support.

The project provided intrinsic benefits to the member groups of BC Nature, in addition to the input they offered regarding the Canadian Nature Network. Groups reported the consultations created an opportunity for re-energizing and strategic thinking, and for identifying new priorities within groups. At the same time, the project has raised expectations that some of their needs for support can be met through participating in the network. It will therefore be very important that the next steps in developing the network take these expectations into account. Groups are interested in an approach and governance style for the network that will ensure that it is a “two-way” structure, providing support, tools and resources for local interests and needs, as well as creating a vehicle for their involvement in broader conservation issues.

The Canadian Nature Network database housing the national and provincial reports, and the questionnaire results, will be accessible to members of the Canadian Nature Network through Nature Canada.
Acknowledgements

Sarah Weaver, Regional Facilitator for British Columbia, is the author of this report.

This report was made possible through the financial support of Environment Canada and Parks Canada.

A great many people in the BC Nature Network contributed to this project. Over 250 individuals took the time to participate in consultations across the province. In each community, club representatives organized meetings – contacting others in the group, arranging facilities, following up with arrangements, and providing refreshments. As well, representatives from over 50 groups completed a lengthy questionnaire. Members of the BC Nature executive participated in two separate workshops to discuss the nature network. Jeremy McCall has been the BC liaison to Nature Canada on this project, and has been a passionate advocate for it, supporting the regional facilitator and helping smooth the way. Bev Ramey, President, and Anne Murray, Conservation Chair, have also been most supportive. Maria Hamann, office manager, has been very helpful in providing information whenever requested.

From the perspective of the regional facilitator for BC, the project has been greatly assisted and enhanced by the wonderful Nature Canada team – the other regional facilitators across the country, Helen Patterson and Françoise Coupal of Mosaic International, and the in-house team of Michelle Paton, Dana Imbeault, Darcie Laur and Ted Cheskey. Mara Kerry and Julie Gelfand supported the project throughout. David Seto prepared and analysed questionnaire data for the project.
1. Introduction

This report summarizes the results of a consultation process carried out between September 2006 and April 2007 with members of BC Nature to explore their participation in the Canadian Nature Network. The analysis is derived from data garnered through workshops, and through a questionnaire which groups were asked to complete. Much of the data is presented in graphical format to help ease comparisons.

The report was prepared using a standard template developed by Nature Canada. The data and figures in this report focus specifically on BC nature groups, and their activities in comparison with other nature groups elsewhere in the country. Other reports illuminate the activities of the other affiliates of Nature Canada. Broad trends across the country are summarized in a national report.
2. Project Background

In April 2006 Nature Canada received funding from Environment Canada and Parks Canada to undertake an exploration of the informal network of nature groups across Canada. For Nature Canada this was an opportunity to realize a dream expressed in the vision of the Canadian Nature Network, created in 2002 by a group of naturalists selected from across the country.

The Nature Network is an inclusive alliance of all who care for, have a passion for, and celebrate nature. We protect, conserve, restore and appreciate the diversity of nature. The Network empowers and connects people in all eco-regions of Canada. It is well organized, science and knowledge based, influential, and has the resources to achieve its goals.

In the short term, the funding for this project has provided all members of the network an opportunity to articulate their interests and priorities, and contribute to a plan that advances conservation objectives via the network. For Environment Canada and Parks Canada, this informal network represents a potential to advance conservation at all levels and solicit better input into policy decisions.

a. CNN history

Roots of the Canadian Nature Network are deeply woven into the cultural fabric of Canada. The Natural History Society of Montreal appears to be the first nature society in Canada, predating confederation and spanning a century from 1827 to 1925. Ottawa Field Naturalist Club is the oldest enduring nature group in Canada, founded in 1879. The Natural History Society of Prince Edward Island dates from 1880 making it the oldest nature group in Eastern Canada. In the prairies the Territorial Natural History Society was formed in 1902 in what was to become Saskatchewan.¹ The Vancouver Natural History Society dates to 1918.

Recognizing the need for a stronger voice provincially, federations were formed in several provinces, Manitoba being the first in 1921, followed by Ontario in 1931, Saskatchewan in 1949, British Columbia in 1969, Alberta in 1970, New Brunswick in 1972 and Quebec in 1981. Nova Scotia was the last province to establish a federation in 1990.

¹ Note that Saskatchewan and Alberta did not enter confederation until 1905.

BC Provincial Report, Canadian Nature Network Consultation
While “nature” is a core concept in the vast majority of local groups belonging to these federations, their missions vary considerably from natural history societies to bird observatories, issue-oriented groups, and “friends of” organizations.

Nature Canada’s roots lie both within these groups, as well as within individual and group efforts to establish a voice for nature at the national level. The national magazine Canadian Nature was first published in 1939, and purchased by Canadian Audubon in 1949. In 1971, the Canadian Nature Federation (CNF) was founded by a combination of local groups and provincial federations, particularly the Federation of Ontario Naturalists, to replace Canadian Audubon, and establish a voice for nature on the national stage. In the late 1990s, the CNF reorganized and established informal “affiliate” relationships with a group in every province and territory. The provincial federations took on this role in provinces where they existed.

In 2002, the CNF brought together forty-five naturalists to reflect on the past, and create the vision stated previously for the Canadian Nature Network. This was the name chosen at the time to reflect the diversity of nature groups that included the affiliates, their members and direct members of the CNF. The Canadian Nature Federation became Nature Canada in 2004.

b. Project purpose and expectations
At the beginning of this project, Nature Canada agreed to the following statement of purpose with Environment Canada and Parks Canada:

The purpose is to effectively engage the Canadian Nature Network, and determine how and where the CNN can work with Environment Canada and Parks Canada to implement conservation priorities on the ground.

The objectives of this exploration and planning with the CNN will be to:
- Inventory existing activities and capacities
- Identify overlap and gaps
- Assess willingness to engage in new and/or additional activities
- Identify opportunities and barriers
- Develop a strategic plan that would include:
  - conservation priorities
  - sustainable financing
  - a governance and decision-making model
  - outreach and communications
In order to develop a sense of ownership and buy-in from members of nature groups working at the local and provincial levels, the process used a number of techniques and strategies adapted to local contexts to engage participants. Nature Canada intends to make participatory methods an integral part of this Canadian partnership in the future.

This and other provincial reports, along with a national report on the consultation, support the Strategic Plan for the Canadian Nature Network. This plan sets out an agenda for the network, through the work of the affiliates collaborating as the Canadian Nature Forum, to advance nature conservation in Canada.
3. Methodology

Three methods were used to consult members and participants in the Canadian Nature Network:

- Meetings in which participatory exercises were employed to engage members from nature groups in face-to-face discussions about their priorities with regard to nature.
- A questionnaire that was completed either on-line or by a hard copy by a representative from each group.
- Focus groups and phone interviews of a sample from donors and potential donors. (The results from this research component are discussed in a separate report prepared by Nature Canada).

a. Consultations

Meetings of approximately three hours were facilitated by trained regional facilitators contracted directly by Nature Canada. As well as the facilitator who met with groups in British Columbia, facilitators were hired for the prairie provinces (Alberta, Saskatchewan and Manitoba), Ontario, Quebec, the Maritimes (New Brunswick, Nova Scotia and Prince Edward Island), and Newfoundland-Labrador.

i. BC Experience

Consultations in BC were carried out by the BC regional facilitator, Sarah Weaver. With the support and guidance of the BC Nature executive and the office manager, the regional facilitator contacted as many nature groups within the province as feasible to arrange consultations. The British Columbia process involved travel to most regions of the province, including northern BC, the Cariboo, the Kootenays, the Thompson – Okanagan, the lower mainland, and Vancouver Island.

Whenever time permitted, consultations included a brief evaluation of the session, with participants asked to write down what they liked and what they would change about the process. The evaluations showed that the process itself was very useful to the members of BC Nature. In particular, the meetings provided an opportunity, away from the usual business of regular meetings, for members to reflect on their goals and activities.

In a number of cases, groups requested less structured versions of the consultation, or shorter time frames, due to the time available for members to meet.
Between September 2006 and April 2007, 32 consultations took place with groups in British Columbia. In two instances, joint sessions were held with two groups; thus the number of groups consulted was 34 (68% of the BC Nature membership). Meeting attendance ranged between 4 and 14 participants, with an average of just over 8 per session. Usually participants represented members of club executives, although in a number of instances, the meeting was held as part of a regular club meeting and thus other members participated. In total, across Canada, 128 consultations were held, representing almost 35% of the groups contacted across the country.\(^2\)

It is possible that the consultation meetings attracted those who are most comfortable with the concept of meetings. Thus the priorities discussed during the consultations may have under-emphasized the kinds of activities in which other members participate.

The BC regional facilitator also met with members of the BC Nature executive, utilizing the same template questions employed in the consultations with member groups. Elsewhere in the country, other facilitators met with other affiliates of Nature Canada, and the Nature Canada board and staff. The results from these meetings were analyzed separately by Nature Canada to develop a profile of the affiliates themselves, and are not included in this report.

The consultation process also invited groups to comment on their relationship to both BC Nature and Nature Canada. These comments are summarized in a separate report to BC Nature.

ii. Consultation Description
The three hour consultation was in mini-workshop format, with a series of questions posed to each group:

1. *Thinking about nature, what are your personal priorities at the local, provincial, national and/or international level?*
2. *Which are the priorities that your club works on?*
3. *What priorities would you personally like to work on, that your club is not working on?*

\(^2\) Note that local consultations were not held in Ontario at the request of Ontario Nature given that Ontario Nature already has a formal network (the Ontario Nature Network). Ontario Nature felt that this process of consultation would be too repetitive, given the processes in which members had already participated.
The group then selected one or more of the priorities for further discussion of the following questions in small groups:

4. **What would you like to be doing on this priority?**
5. **What would make this possible?**
6. **Do you think this priority you worked on today could be supported through a nature network? If yes, how? If not, how else?**

Following each meeting, the regional facilitator used a standard common template to prepare a report which summarized the data and the main ideas generated at the meeting. The report was shared with one or more people from the meeting, before it was finalized.

Selected quotes from individuals participating in these meetings have been included in pull-out boxes throughout this report, to provide a “flavour” of what groups said.

### iii. Analysis

Regional facilitators and Nature Canada project staff developed standardized codes to summarize the ideas in each report so that provincial and national-level analyses could be carried out. The analysis of the data from the reports was incorporated into tables which were then summarized graphically to portray trends. Note that for those meetings which were shortened, some questions may not have been discussed and thus data are unavailable.

In April 2007, the BC regional facilitator met with a small ad hoc group comprised of a few members of the BC Nature board and a few representatives from local member groups. This group reviewed the trends emerging from the analysis of the data from the consultations and explored ideas for results that the Canadian Nature Network could achieve. These results and the discussion around them are described in Section 8.

### b. Questionnaires

Nature Canada developed a questionnaire that every member of its affiliates was invited to complete, as well as some non-affiliated groups in those provinces without provincial-level organizations or federations. Groups were encouraged to complete questionnaires through a small financial incentive and follow-up e-mail reminders and phone calls. Questionnaires were distributed in February 2007. Of the almost 400 respondents contacted nationally, 226 completed the survey, representing a 60% response rate. Fifty one groups in BC responded to the questionnaire; a total of 42 of these were usable.
The purposes of the questionnaire were:

- to solicit the same type of information forthcoming from consultations about each group’s activities, priorities and needs (as a means of triangulating results), and
- to capture descriptive information about each group’s demographics, other characteristics and capacities.

Groups were encouraged to complete questionnaires on-line, though hard copy options were pursued by over 20 groups across the country. Data were prepared for analysis by a consultant at both the provincial and national level to assess patterns, summarize findings and explore relationships.

Because some non-affiliated groups completed questionnaires, especially in those provinces lacking a provincial level organization, the national survey responses reflect the diversity of groups who are interested in a nature network. In British Columbia, the focus of both consultations and questionnaires was restricted to full members of the BC Nature.
4. The British Columbia Provincial Nature Network

a. BC Nature
   i. History
   BC Nature (legal name Federation of BC Naturalists) was incorporated in 1969 under provisions of The Societies Act of British Columbia. The Federation currently represents 50 clubs, and, according to BC Nature records, approximately 4,500 individual members (including approximately 200 direct members). (Note that the questionnaire survey results, reported in Section 6, suggest that the actual number of members may be higher.)

   The origins of a provincial naturalists' organization extend back to 1890 when the Natural History Society of British Columbia was formed. This body functioned for about 20 years, but was gradually dissolved at the time of the First World War. In the early 1960’s representatives from local natural history clubs again began discussing a provincial organization and in 1963 the British Columbia Nature Council was formed. In 1969, the council incorporated as the Federation of BC Naturalists representing nine natural history clubs.

   ii. Mission and objectives
   The members of BC Nature are united under the mission “To know Nature and to keep it worth knowing”. The organization has four objectives:
   1. To provide naturalists and natural history clubs of British Columbia with a unified voice on conservation and environmental issues.
   2. To foster an awareness, appreciation and understanding of our natural environment, that it may be wisely used and maintained for future generations.
   3. To encourage the formation and cooperation of natural history clubs throughout British Columbia.
   4. To provide a means of communication between naturalists in British Columbia.

   iii. Organizational structure and governance
   For administrative purposes the Province is divided into five regions (Lower Mainland, Vancouver Island, Thompson-Shuswap-Okanagan, Kootenay and Northern). Each club appoints one or more directors (or delegates), depending on the size of the club (the two largest clubs appoint more directors). These directors comprise the Board of Directors of the Federation, currently totalling 53 members.
Meetings of the Directors are held twice a year in conjunction with the BC Nature General Meetings – the Annual General Meeting in the spring, and a Fall General Meeting. General Meetings are held in different communities around the Province.

As well, Club directors attend regional meetings two to three times a year, convened by a Regional Coordinator for each region. These regional meetings are held by conference call when necessary (which is often the case in the Northern Region due to the large distances).

The operations of the Federation are carried out by a volunteer executive (comprised of a President, Past President, Vice President(s), Secretary, Treasurer, the five Regional Coordinators, a Conservation Chair, a Parks and Protected Areas Chair and an Education Chair) and one staff person (the Office Manager, located in Vancouver). The Executive Committee meets about three times a year by conference call to deal with administrative matters and urgent conservation matters.

At Directors’ meetings, briefings are held on BC Nature administrative matters and Directors are requested to make decisions on issues which are likely to have a direct impact on them or their clubs, as well as many policy matters.

A number of organizations are classified as “Associate Groups” in BC Nature. These organizations share some or all of the goals of BC Nature, and receive the quarterly publication. However, they do not have voting privileges or any other rights associated with membership.

iv. Operations and activities
BC Nature has a number of provincial level projects; these include Important Bird Areas, Wildlife Tree Stewardship, Seabird Survival, Wildlife Viewing, and the Living by Water Project. As well, in the last two years, BC Nature has been involved in partnerships to support the delivery of park interpretation in BC Parks.

BC Nature is represented by volunteer members on a number of provincial level committees and projects, including Agriculture-Wildlife Advisory Committee, Fraser River Coalition, Canadian Intermountain Joint Venture, Invasive Plant Council of BC, Naturescape, Nechako White Sturgeon Recovery Initiative, the Okanagan-Shuswap Land and Resource Management Monitoring Committee, Wetland Stewardship Partnership, South Okanagan Similkameen Conservation Program, Species at Risk, and many others. BC Nature is active at a provincial level on conservation matters (for example, voting on resolutions at General Meetings, and writing letters to the federal and provincial governments on matters of concern).
and education (for example, providing scholarships and prizes at science fairs). The Federation has supported the work of the Vancouver Natural History Society in developing Young Naturalists’ Clubs; this has evolved to the point now that there is a separate Young Naturalists Club of British Columbia Society, affiliated with, but separate from, BC Nature.

The Federation offers member services including the publication of BC Nature, its quarterly magazine, educational camps for members, and the provision of club support grants to assist clubs in education and conservation projects.

Separate, and operating at arms length from the operations of BC Nature, is the BC Naturalists’ Foundation. The Foundation’s mission is “To promote the preservation of the natural environment for future generations by funding projects related to Conservation, Research and Education.”

b. Characteristics of member groups of BC Nature
Information in this section is drawn from the questionnaire results; wherever possible, the data for BC are compared with the average of groups across the country. A total of 42 completed questionnaires were analyzed (note that a number of questionnaires were rejected, due mostly to incompleteness).

i. Membership/target audience and budget
The average size of member groups completing the questionnaire is 117. If this figure is applied to the 50 member clubs of BC Nature, a total membership of BC Nature can be estimated as 5,850 (compared with the 4,500 estimated by the office). Some of this difference can be attributed to family memberships which represent more than one person. At the club level, clubs have a better idea of how many people are represented by a family membership, whereas the BC Nature records do not show this detail.

A comparison of the target audiences of BC Nature member groups with the national average is shown in Figure 1. The general public and naturalists themselves are the primary audiences for their activities, with over 80% of all groups identifying these audiences. Groups’ activities target all levels of government, especially local and provincial, and advocacy groups, to a greater degree than the national average. At the same time, they target young people and other nature groups less than the national average.

Gender splits are shown in Figure 2; members of BC Nature have a higher proportion of women to men than the national average. As is the case with nature
groups across the country, groups in BC are comprised of an older membership (Figure 3). However, they are older than the national average, with over 50% of their members over 60. BC groups describe themselves as fairly ethnically homogeneous; on a scale of 1 to 5, with 1 being low and 5 being high, they rated themselves an average of 1.7.

![Target audience for nature groups and their activities (National average and BC)](chart)

Figure 1. Target audiences for nature groups and their activities, national and BC nature groups.
Figure 2. Membership of nature groups by gender, national and BC nature groups.

Figure 3. Age distribution of members, national and BC nature groups.
Figures 4. Priorities reflected in mission statements, national and BC nature groups.

ii. Missions

Mission statements focus primarily on two broad themes (Figure 4): education of the general public, and habitat protection and conservation (consistent with the mission of BC Nature). These two themes recurred more frequently in the mission statements of BC groups than the average across the country. Three other themes recurred more frequently in BC groups: observation and recording of nature, protection of ecosystems, and species at risk. On the other hand, other priorities, such as the protection of water, outdoor nature experiences, and protection and conservation of biodiversity are reflected less in the mission statements of BC groups than the national average, due to the diversity of groups which were consulted across the country (compared with BC, where the focus of the consultations were on members of BC Nature).

The majority of BC nature groups have annual budgets under $10,000 and are funded primarily by memberships (Figures 5 and 6). These characteristics are fairly similar to the national average, although at the national level a smaller proportion of groups depend on membership fees, and a larger proportion has larger budgets.³

³ Note that there may be some variation in how the budget questions were interpreted, particularly in terms of whether groups included or excluded specific project funding in their responses.

BC Provincial Report, Canadian Nature Network Consultation
Figure 5. Annual budgets, national and BC nature groups.

Figure 6. Source of funds, national and BC nature groups.

*BC Provincial Report, Canadian Nature Network Consultation*
Figure 7. Scale of activities, national and BC nature groups.

Figure 7 shows the responses to the question “At what scale are the majority of your group’s activities focussed?” As can be seen, local and provincial activities outweigh national and international activities.

c. Public benefits from the work of members of BC Nature

The work of naturalist groups has many public benefits. While it is difficult to quantify the values of ecosystem services performed by healthy natural ecosystems, or the health benefits to humans, one element that can be counted is the time spent by members of BC Nature on protecting these systems, and educating people about them. The questionnaire asked respondents to estimate the number of hours contributed by volunteers annually, on a range of activities. The results showed that groups in BC are contributing over 1,800 hours on average per group, per year, on a range of activities that include citizen science and stewardship projects, leading events and giving talks, producing publications, and managing the operations of the group. This is equivalent to one full-time staff person, per group estimated at a value of over $1.5 million annually.

“(The consultation process) has shown the benefits our club creates for the community. Let’s partner with others to see how we can work together towards a positive vision for our community.”

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4 Based on extrapolating results from the questionnaire survey and estimating the work week at 37.5 hours and 52 weeks worked per year.

*BC Provincial Report, Canadian Nature Network Consultation*
Consultation Results

Information in this section is drawn from the analysis of the reports of the 32 consultations held. As mentioned earlier, the majority of the information in these reports was analyzed and coded, using a standardized coding matrix developed by Nature Canada.

One of the sections not coded was anecdotal contextual information provided to the Regional Facilitator during informal group discussion about expectations, concerns and issues. The following section, “Context”, is based on the regional facilitator perception of these anecdotal comments.

d. Context
The comments in this first section reflect the regional facilitator’s perceptions of the situations faced by members of BC Nature, based on anecdotal comments made during informal discussion during consultations. Many groups in BC, both those in urban areas as well as those in rural parts of the province, are noticing significant development pressures in their regions, with tremendous growth in building, both residential and industrial. These development pressures are putting pressure on nature; some of the specific themes mentioned during consultations included fragmentation of nature; loss of, or threats to, sensitive ecosystems; loss of agricultural land and associated natural features such as hedgerows; negative impacts of development on sensitive aquatic ecosystems (both marine and freshwater); and, the potential for industrial type pollution – air, water, and soil. Almost every group mentioned, in some way or another, these kinds of issues.

At the same time, various groups mentioned that they are feeling very concerned about how much they are achieving. Some sample phrases follow: “we are discouraged by our lack of success”; “we have lost the gains we made ten years ago, and are losing ground”; “we have worked an issue to the point we have issue fatigue”; “we participated in good faith in a consultation process on a development issue and feel that it was all tokenism -- we were not listened to”; “we are burnt out – we’re not enjoying our lives”; and “volunteers are doing work that used to be done by government.”

Given these perceptions (versions of which were mentioned on many
occasions), the discussions about the proposed strengthening of the Canadian Nature Network provided a sense of optimism and re-energizing to groups.

e. Priorities identified

Figures 8 and 9 show the results of the coded data for the first exercise in the consultations. The priorities identified were coded at a broad level, and then at a more detailed level. The results for all priorities identified, coded at the broad level, are shown in Figure 8. As might be expected, education and awareness raising, and nature protection and conservation are the two top priorities, both in terms of what groups are presently working on, and what they would like to work more on. These two priorities are consistent with the mission statement of BC Nature.

Of interest is that three other priorities – planning and policy influence, organizational capacity, and sustainable living – were identified as areas that groups would like to work more on, compared with current degrees of effort.

“To create healthy kids, we have to have kids who are connected to nature.”

Of interest is that three other priorities – planning and policy influence, organizational capacity, and sustainable living – were identified as areas that groups would like to work more on, compared with current degrees of effort.

Figure 8. Priorities of BC nature groups (consultations).

BC Provincial Report, Canadian Nature Network Consultation
Figure 9 shows the top fourteen specific priorities identified by groups. Specific areas identified where groups want to work more on, compared with current efforts, were: policy input at all levels; specific habitat issues; climate change; networking and partnerships; species at risk; protecting nature (water); habitat protection tools other than securement; ecological footprint and sustainable development/sustainable use.

Some of these priorities reflect departures from the “traditional” naturalist activities of natural history, research and monitoring. A number of groups made it clear that their interest in new activities was not to be construed as abandoning of traditional activities. These are still viewed as very important.

“It’s important for us to focus, rather than spread our energy.”

Figure 9. Top priorities, second level of detail, BC nature groups.
f. **Activities groups would like to carry out**

During the consultations, small groups chose a priority for further discussion. The first discussion question asked the group to identify specific activities they would like to carry out on the chosen priority. These activities were analyzed and coded for patterns. The results of this analysis are shown in Figure 10.

The top three types of activities identified by groups were categorized as education and awareness raising, planning and policy influence, and organizational capacity.


![Types of activities BC nature groups would like to carry out on the chosen priorities](image)

**Figure 10. Types of activities BC nature groups would like to carry out.**

Further details about the kinds of activities mentioned are provided in Figure 11. The activities identified most frequently during consultations included program and educational resource development; local and regional policy input; general public education; communications and outreach; networking and partnerships.

Some examples of the innovative kinds of activities which groups mentioned include: preparing information packages for politicians; inviting local politicians to a
field event in an environmentally sensitive area when the flowers are blooming; partnering with industry to develop an education project with walking trails and viewing platforms in a unique area; designating specific members of groups to be local government liaison persons; inviting local government planners to a regular club meeting to do a presentation; acknowledging and giving accolades to community businesses who are helping to protect nature; encouraging school field trips to local “hot spots”; organizing a community forum on a local issue, in partnership with other community groups; initiating an innovative television program to link with the power of the internet for uploading educational/environmental videos; expanding opportunities to incorporate nature into existing urban and agricultural areas; partnering with other community groups (e.g. business, artists, recreational and outdoor) to organize and host celebrations of nature; partnering with health interests, to show the connections between outdoor nature activity and health; increasing public access to public lands; and using participatory projects and stewardship projects to strengthen the public image of the nature groups and build credibility and membership.

Figure 11. Detailed actions BC nature groups would like to undertake (consultations).
Barriers and needs

Figure 12 shows how groups answered the question “What would make working on the chosen priority possible?” The biggest need identified, by a significant amount, is in the area of organizational capacity.

Specific organizational capacity needs included active, engaged members and volunteers; networking and partnerships; increasing effective use of time; communications and outreach; training and skills development; and promotion and publicity. Examples of needs that groups identified included active people willing to sit on club executives; overcoming the fear that they lack the knowledge to get involved in conservation and research activities; dealing with the issue of ageing club members; using the membership base and people’s skills more effectively; developing innovative ways to encourage people to come to meetings and get involved; gaining skills in how to effectively influence decision-making; strengthening internal and external communication, particularly in areas such as website and newsletters; and strengthening organizational planning.

Figure 12. What would make working on chosen priorities possible, BC nature groups.
For the second biggest need identified, financial support, many groups spoke of the need for guidance to identify potential funders, and avoid “re-inventing the wheel” each time, and the need for advice to strengthen funding proposals. It should be noted that, while this theme emerged fairly frequently, at least two groups are in the position of helping other groups with financial support.

Under resource sharing and networking, specific needs mentioned included sharing lessons learned and best practices, linking with experts, and sharing information generally. Under education and awareness raising, a number of groups mentioned the need for fundamental shifts in culture, attitudes and community political will.

Figure 13 shows the coded responses to the question “Who would make working on the chosen priority possible?” The greatest need identified by groups was active members and volunteers, followed by experts and other non-government organizations. Experts included both experts on specific conservation topics, but also experts in organizational capacity – for example, guiding groups on how to influence decision-makers. During the consultations, many individuals mentioned that their nature group is already working with other environmental and stewardship groups in their community and that they wish to nurture and strengthen these relationships.

“We need to create a ground wave of public support for nature.”
h. The role of the Canadian Nature Network

Figure 14 shows the responses to the question “How could the priority be supported through participation in a nature network?” The biggest role that BC groups saw for the Canadian Nature Network was assisting in the sharing of resources and information, followed by strengthening organizational capacity.

Figure 15 graphs the details for the most significant roles identified by groups during the discussions about the Canadian Nature Network. These include sharing lessons learned and best practices; linking with experts; provision of financial assistance or advice; communication tools; policy input at all levels; and bringing provincial or national support for local issues.

“The Nature Network could help us gain recognition of the values of this area at a national and international level.”
How the priority could be supported through participation in a nature network
(BC nature groups - consultations)

Figure 14. Potential roles for the Canadian Nature Network, BC nature groups.

Details about role of the Nature Network
(BC nature groups - consultations)

Figure 15. Details about role of the Canadian Nature Network, BC nature groups (consultations).

BC Provincial Report, Canadian Nature Network Consultation
Specific ideas which emerged during the discussion of this question included:
potential roles for a website in sharing resources and communication; potential for a
network to link communities with similar communities and groups elsewhere in the
country; a toll-free number for accessing advice and information, to avoid
reinventing the wheel; the increased credibility that participating in a network can
provide, at the local, provincial and national levels; the increased profile that a
national network can bring to local issues; advice on
“how to grow your group”; and workshops on
campaigning, lobbying, and fund-raising.

“We see that the Nature Network could twin our
community with another community somewhere in
Canada that is similar – both in size and in issues
that we face.”
5. Questionnaire Results

Information in this section is drawn from the questionnaire results; 51 groups in British Columbia responded to the questionnaire; a total of 42 of these were usable.

a. Priorities

The questionnaire asked groups to identify current activities they are involved in, for a series of topic areas. Figures 16 to 26 illustrate the detailed responses to this series of questions.

For most education and outreach activities, BC nature groups participate at a rate greater than the national average (Figure 16). Four activities predominate, with over 80% of groups indicating involvement: guest speakers, participating in public events and displays, field trips, and guided hikes. Other activities widely carried out include public nature walks or outings, informal outings, and organizing public events and displays.

![Figure 16. Education and outreach activities, national and BC nature groups.](image_url)
Figure 17. Natural history activities, national and BC nature groups.

For most natural history activities (Figure 17), BC groups participate at a rate greater than the national average. For birding, botany, fungus and marine organisms study, the rate of involvement is significantly greater than the national average. Only for museum studies is the rate of involvement less in BC than nationally.

Similarly, BC groups participated at a rate greater than the national average in relation to three specific natural history activities asked of respondents, as shown in Figure 18 – their involvement in regional checklists, nature inventories, and natural history publications.
Figure 18. Additional natural history activities, national and BC nature groups.

Figure 19 shows involvement in nature protection activities; BC groups are involved at a rate greater than the national average. Almost 70% of BC groups responded that they are involved in species at risk activities, compared with the national average of 50%. Over 60% of groups are involved in forming coalitions and networking, and almost 60% in policy input. Almost 43% indicated involvement in starting or participating in a land trust – significantly greater than the national average of 27% of groups.
Nature protection activities of nature groups (National average and BC)

![Bar chart showing nature protection activities](chart19)

Figure 19. Nature protection activities, national and BC nature groups.

Nature restoration activities (National average and BC)

![Bar chart showing nature restoration activities](chart20)

Figure 20. Nature restoration activities, national and BC nature groups.

*BC Provincial Report, Canadian Nature Network Consultation*
Figure 20 shows that over 80% of BC groups are involved in natural area clean-up activities, and almost 70% are involved in the removal of exotic species (compared with about a third of groups nationally). For all activities, BC groups are involved at a substantially greater rate than the national average.

Figure 21. Research and monitoring activities, national and BC nature groups.

Figure 21 shows the substantial involvement of BC groups in many research and monitoring activities. In almost all, they are involved at a greater rate than the national average (the exception is breeding bird surveys).

The members of the BC Nature network are currently not heavily involved in the Nature Watch programs. Figure 22 shows that in BC, there is no involvement reported in either IceWatch or WormWatch programs, and relatively little involvement in FrogWatch and PlantWatch programs.

“It’s because of our research and scientific activities that naturalists command the respect that we have; we must not lose sight of that when we expand into new activities.”
When I first joined the club, I just wanted to go on the trips and enjoy nature. But as I've been involved with the club for longer, I've got more involved in issues – and as I've seen the changes in this area.”

Hiking and interacting with other people are the primary human well-being activities enjoyed by groups in BC; the same pattern emerges nationally (Figure 23), although BC nature groups identified these activities at a higher rate than the national average. Other human well-being activities that BC groups identified at a rate higher than the national average included writing, visual arts, camping, cultural history, adventure tripping and mountain climbing.

Figure 22. Nature Watch activities, national and BC nature groups.
Figure 23. Human well-being activities, national and BC nature groups.

Figure 24. International conservation activities, national and BC nature groups.

BC Provincial Report, Canadian Nature Network Consultation
Figure 24 shows that in terms of international conservation efforts, BC groups are more involved than other nature groups nationally. However, the percent of groups involved internationally remains quite small: for example, just over a third of groups are involved in bird conservation, and a quarter in education and awareness activities.

BC groups are also involved at a greater rate than the national average in providing input to planning and policy development and advocacy (Figures 25 and 26). They are particularly active at the local level, with over 80% of groups reporting that they get involved in municipal or local planning processes (Figure 25). They are also much more involved than the national average in planning processes for provincial parks and reserves and Important Bird Areas.

“Naturalists should be able to have the confidence and pride to say, ‘I’m a naturalist, and this is what I stand for’.”
Figure 25. Planning and policy input activities, national and BC nature groups.
Figure 26. Advocacy activities, national and BC nature groups.

The most frequent method of advocacy employed by BC nature groups is letter-writing, but over half also are involved in council delegations (Figure 26). Again, for almost all of these activities, BC nature groups are more active than the national average.

b. Interest in expanding activities
Figure 27 shows the interest of BC groups in expanding their activities. The areas for which there is greatest interest in expanding are nature protection and education and outreach. In almost all areas, except for human well-being activities, BC groups expressed greater interest than the national average in expanding their interests. The difference was most marked for planning and policy input, advocacy, and international conservation. (Note that the questionnaire did not ask groups about their interest in “sustainable living” activities; this was a theme that emerged during the consultations.)
Figure 27. Degree of interest in expanding range of activities, national and BC nature groups.

Following the question graphed in Figure 27, the questionnaire asked respondents two further questions relating to expansion of activities:

1. Please indicate what activities your group collaborates with others on, and those which you would like to collaborate more on, and
2. Please indicate the type of group, organization, or government you collaborate with (e.g. sharing information, joint projects, financing) or who you want to collaborate more with.

In terms of activities, the main area with a significant increase in percent of groups interested in further activities was international conservation.

In terms of groups or agencies collaborated with, several were identified for further collaboration: First Nations, the federal government, tourism sector, private business, industry, and business associations.
c. Network interest

Figures 28 to 32 illustrate the degree of interest in participating in the Canadian Nature Network, and the kinds of services for which there is most interest.

Figure 28 illustrates the respondents’ perceptions of the relative value of belonging to a network. Local and provincial roles are perceived to be the most useful, and of about equal rating. National and international roles are perceived to be of less value, with the international role the least valuable.

![Bar chart showing group perception of value in belonging to a network (National average and BC).](image)

**Figure 28.** Perception of value in belonging to a network, national and BC nature groups.

Figure 29 illustrates respondents’ ratings of their interest in various possible services that that nature network could provide. In BC, the services of greatest interest are information sharing, sharing lessons learned, and connecting with expertise. In general, BC members of the network express slightly less interest in its various services than the national average.
Figure 29. Interest in possible services from a Canadian Nature Network, national and BC nature groups.

From the responses to this question four roles in particular were identified for the network by BC groups: sharing lessons learned, linking with experts, training and skills development and sharing material resources. For these four roles, BC groups expressed interest in services at a much greater rate than the national average.

Comparing Figures 29 and 30, it appears that BC groups are more interested in the information sharing and training roles of the network (Figure 30), as opposed to other potential roles such as publicity, financial and website support (Figure 29).

Figure 31 shows the responses to two other questions aimed at understanding respondents’ perceptions of a national network. In both questions, responses from
BC paralleled very closely the national average. The respondents rated the importance of having a national voice for nature almost as high as they could – approaching 5.0.

“The National Chamber of Commerce speaks for business; the Federation of Canadian Municipalities speaks for our cities; we need a national lobbyist to speak for nature.”

Figure 30. Comments on role of network and services, national and BC nature groups.
In the questionnaire, groups were asked what themes they would like to work on with other groups. Results are illustrated in Figure 32. Protecting or conserving biodiversity was the biggest single theme that emerged, both in BC and nationally.
In each issue, the Nature Canada e-newsletter could put the spotlight on a different naturalist group in a small town somewhere in Canada, to help us feel we belong to the network.

Figure 32. Themes groups are interested in working on together, national and BC nature groups.

“...”
6. Discussion

In this section, some highlights from the previous sections are reviewed. There is a great deal of similarity between the results of the questionnaire, and the consultations, in terms of the priorities and needs identified by BC nature groups. Overall, BC nature groups place education and awareness raising, and nature protection and conservation as their top priorities, consistent with the mission of BC Nature. BC groups are active members of the Canadian Nature Network, participating at a rate greater than the national average on almost all activities that they were asked about. The value contributed by member groups of BC Nature, in terms of volunteer time, is considerable.

BC Nature groups are interested in expanding their activities in the areas of public policy influence and sustainable living; however, they do not want to lose their core focus of education and nature protection activities. As well, their activities in the areas of natural history, and research and monitoring are significant. While the consultations did not elicit these as priorities (probably because they are not “crisis” or “top of mind”, as pointed out in the workshop with members of the executive), the questionnaire showed the extent of involvement in these areas. Additionally, it is their work in these areas that contributes to their credibility as naturalists for their input on public policy issues.

Areas where there is the greatest difference between what groups are presently working on, and those they would like to work on more, are policy input at all levels, specific habitat issues, climate change, networking and partnerships, species at risk, protecting nature (water in particular), ecological footprint, habitat protection tools other than securement, and sustainable development. The greatest need identified by BC nature groups, by a significant degree, is in the area of organizational capacity – active, engaged members and volunteers, networking and partnerships, increasing effective use of time, communications and outreach, training and skills development, and promotion and publicity.

There is strong interest in the potential of the Canadian Nature Network. The biggest support was for its services in terms of sharing of resources and information (including best practices and lessons learned) and strengthening organizational capacity (including linking with expertise and training and skill development).
BC groups collaborate and partner with other non-government organizations in their communities and want to continue to do so. Specific groups and agencies that they would like to collaborate more with than they presently do are First Nations, the federal government, the tourism sector, private business, industry, and business associations. The theme where BC groups see the most potential on working with other groups is protecting or conserving biodiversity.

“(We need to) coordinate our efforts so we speak with one voice.”
7. Next Steps

In April, preliminary trends from the consultations were shared with an ad hoc group of the executive. At this “data analysis workshop”, the group examined data trends, explored potential results that could be achieved, and some possible initiatives for the Canadian Nature Network.

a. Results

The group was asked to identify some results they would like to see on the three main priorities identified during the consultations.

For the first priority, education and awareness raising, for both the general public and young people, a number of potential results were identified. These included increased public awareness of critical issues from hosting well-publicized public forums; nature clubs filled with energetic and enthusiastic young people; people understanding the connections between their actions and effects on habitat (at least locally and regionally); natural history, nature education and environmental protection included in school curriculum; nature columns in fifty percent of local newspapers; the public and young people understanding the value of biodiversity; and nature clubs or environmental clubs formed in twenty percent of elementary and senior secondary schools.

For the priority of habitat protection and conservation, results identified included the creation of marine protected areas, more parks and natural reserves; fully funded habitat protection initiatives for the province including monitoring, adequate personnel, and government support; regional recognition of important habitats (land/water) that must be conserved; action plan in place, responsibilities recognized, and commitment made to conserve habitats; 5% more land set aside for habitat protection (i.e. parks and wildlife management areas) in BC; naturalists partnering on stewardship projects and protected areas with Ministry of Environment; strong public support for green zone protection (i.e. no urban sprawl); securing of all threatened areas in the Fraser Estuary Important Bird Area and an IBA network (sites) protected by legislation.

For the priority of policy input at all levels, the potential results identified included the BC Premier and staff buying in to conservation; harmony among local / regional / provincial officials on specific conservation needs; all levels of government working with BC Nature and clubs in establishing policies for habitat protection and
enforcement; responsive governments that listen and act in the interests of nature; a strong network that lobbies the government; greater visibility of BC Nature with government; and naturalists on advisory Boards (local and regional) for 70% of local communities.

b. Potential projects and initiatives
Two potential initiatives discussed briefly during the April meeting of the ad hoc group of the BC Nature executive are summarized in the diagrams which follow.

Figure 33. Possible initiative: Marine protected area network.
Figure 34. Possible initiative: Promotion of the economic value of nature.

c. The role and value of the Canadian Nature Network
During the April meeting of members of the BC Nature executive, potential roles and values of the Canadian Nature Network were discussed. Some of these are briefly summarized here.

There was some discussion around the use of the term “members” to describe participants in the network. It was suggested that a better term might be “participants”. The original CNN vision was not one of membership (i.e. to participate in the nature network, membership in a group was not necessary, only interest in nature). The nature network is inclusive, open to all who love nature. The
degree of “inclusivity” will vary. For example, the website should be very inclusive, whereas the governance structure would be focused primarily on the provincial affiliates.

The meeting suggested that care needs to be taken to prevent the possibility that the consultation process, and parameters of project funding, result in the CNN drifting from its vision.

The point was made that links with other organizations outside the network are very important. There is a need for more local links and mechanisms.

Communication was identified as being a key to the success of a network. Alternate communication methods were discussed: web-based and alternatives to web-based communication.

The support role of the network was identified as being very important, to help strengthen capacity of nature groups.

A number of needs were identified, to help the Canadian Nature Network’s effectiveness. These included clarifying the link between Nature Canada and the Canadian Nature Network, to confirm that the primary organization is Nature Canada and that the CNN is an initiative of Nature Canada and the affiliates, not another organization. There was a concern that the CNN could compete with Nature Canada for funding.

Another need was to strengthen the affiliates and their functions, in terms of better communication, and increased public awareness.

The group identified the need to describe governance and policies for the Canadian Nature Network. The suggestion was made that the Canadian Nature Network identifies specific priorities to focus the actions of the network. This way, it will be possible to be effective on priorities, rather than trying to take on too much at one time.
8. Conclusions

a. The participatory process
The participatory process employed for this project provided intrinsic benefits separate from the content input provided by the member groups of BC Nature. Some of the benefits identified by groups during the evaluation stage of the process include the opportunity to carry out some strategic thinking and reflective time for considering their group priorities away from the day to day business of group meetings.

A side product of the process of meeting with member groups about the Canadian Nature Network relates to the question of expectations. As noted in previous sections, organizational capacity is an issue for many groups, and as a result of this process, hopes have undoubtedly been raised that the Canadian Nature Network will enable a strengthening of capacity throughout the network.

b. Content of input
Some conclusions can be drawn from the analysis of the consultation and questionnaire results as follows.

Members of BC Nature are already actively involved in a range of activities around nature, including education, nature protection, public policy input, research and monitoring, and natural history. In most of these areas, BC Nature members are more involved than the national average of nature clubs. At the same time, some members of BC Nature are feeling discouraged and concerned about whether their input is being listened to, at the public policy level.

Members of BC Nature want to do more on a range of activities, including public policy input, sustainable living, education, nature protection and others. Many innovative ideas emerged during the consultations and a few examples included innovative ways of educating decision-makers about the value of nature; partnering with industry on educational projects; innovative television programs that link with the power of the internet; expanding opportunities to incorporate nature into existing urban and agricultural areas; partnering with an expanded range of community groups to organize local events or carry out other activities; strengthening the awareness of linkages between nature and health; and strengthening the public image of groups and building credibility and membership through hands-on projects.

“Nature should not be somewhere you have to drive to.”

BC Provincial Report, Canadian Nature Network Consultation
Members of BC Nature value the work and projects they are already carrying out, including stewardship projects, education, research and monitoring, and natural history. They see these projects as important, and – in their exploration of new initiatives to become involved in – do not want to abandon existing projects.

Members of BC Nature see benefits associated with the Canadian Nature Network, including opportunities to learn, share experiences, provide a clearinghouse of best practices, access expertise, and potentially bring national profile and credibility to local conservation issues that may have broader implications. They see value in the potential for the Canadian Nature Network to allow naturalists to “speak with one voice”.

Member groups of BC Nature need more active and engaged members and volunteers. They are concerned with club renewal. Some of the groups mentioned their wish to broaden the base of their club, by linking with other groups, and involving other disciplines – from palaeontologists to hydrologists – into the nature network. Another tool mentioned for engaging new members was through hands-on projects and activities, including restoration activities, as a way of bringing people together.

Members of BC Nature need organizational capacity support including training, tools and ideas on how to increase effectiveness, influence decision-making, fundraise, strengthen communications and outreach, and obtain legal advice on topics like public access to public lands.

In conclusion, this project has been useful for members of BC Nature by providing an opportunity for re-energizing and strategic thinking, and identifying new priorities within groups. At the same time, it has raised expectations that some of their needs for support can be met through participating in the network. It will therefore be very important that the next steps in developing the network take these expectations into account. Groups are interested in an approach and governance style for the network that will ensure that it is a “two-way” structure, providing support, tools and resources for local interests and needs, as well as creating a vehicle for their involvement in broader conservation issues.
Appendices

a. List of participating groups

i. Consultations
Arrowsmith Naturalists
Boundary Naturalists
Bulkley Valley Naturalists
Burke Mountain Naturalists
Central Valley Naturalists
Chilliwack Field Naturalists
Comox Valley Naturalists
Central Okanagan Naturalists
Cowichan Valley Naturalists
Delta Naturalists
Friends of Semiahmoo Bay Society
Kamloops Naturalists
Kitimat Valley
Langley Field Naturalists
Lillooet Naturalists
Little Campbell Watershed Society
Nanaimo Field Naturalists
North Okanagan Naturalists

Oliver and Osoyoos Naturalists
Prince George Naturalists
Quesnel Naturalists
Rocky Mountain Naturalists
Shuswap Naturalists
Skeena Valley Naturalists
South Okanagan Naturalists
Squamish Environmental Conservation Society
Salt Spring Island Trail & Nature Club
Timberline Trail & Nature Club
Nature Vancouver
Vermilion Forks Field Naturalists
Victoria Natural History Society
West Kootenay Naturalists
Williams Lake Field Naturalists
White Rock & Surrey Naturalists

ii. Questionnaire respondents*
Alouette Field Naturalists
Arrowsmith Naturalist Club
Bulkley Valley Naturalists
Central Okanagan Naturalists
Central Okanagan Parks & Wildlife Trust
Central Valley Naturalists
Chilliwack Field Naturalists
Comox Valley Naturalists Society
Cowichan Valley Naturalists' Society
Delta Naturalists Society
Fernie Nature Club
Friends of Ecological Reserves

Friends of Semiahmoo Bay Society
Garry Oak Meadow Preservation Society
Kamloops Naturalist Club
Kitimat Valley Naturalists
Langley Field Naturalists
Lillooet Naturalist Society
Nanaimo Field Naturalists Club
Nanoose Naturalists
North Okanagan Naturalists' Club
Osoyoos Desert Society
Pender Island Field Naturalists
Prince George Naturalists Club
Quesnel Naturalists
Rithet's Bog Conservation Society
Rocky Mountain Naturalists
Rocky Point Bird Observatory
Salt Spring Trail and Nature Club
Shuswap Naturalist Club
Skeena Valley Naturalists
Squamish Environmental Conservation Society
Texada Stickleback Group Association
Vancouver Natural History Society
Vermilion Forks Field Naturalists
Victoria Natural History Society
West Kootenay Naturalists' Association
Whistler Naturalists Society
Williams Lake Field Naturalists

* Note: nine questionnaires were completed by other groups not listed here but data were not usable for reasons such as incompleteness.

b. Data Tables
The Canadian Nature Network database housing the national and provincial reports and the questionnaire results will be accessible to members of the Canadian Nature Network through Nature Canada.