

Protected Areas Workshop: Strategies from Across Canada, Growing Support and Making the Case for New Brunswick

Atelier sur les zones protégées : Stratégies à travers le Canada, établir du support et mettre en évidence l'importance pour le Nouveau-Brunswick

Monday, February 22, 2016, Fredericton

Lundi le 22 février, 2016, Fredericton

Complete Flip Chart Notes in Chronological Order

Notes complètes en ordre chronologique

Section A

Expanding Protected Areas: What will resonate?

Élargir les zones protégées: qu'est-ce qui résonnera le mieux?

In a plenary session at the beginning of the day, participants responded to the following questions. The areas that were identified through these questions became a focus that was carried throughout the day as participants expanded upon them and built the case in each of the areas by adding notes to the flip charts. The expanded notes were further explored at the end of the day and can be found at the end of this appendix.

“What are the values of protected areas?”

“With whom will this resonate?”

Lors d'une session plénière au début de la journée, les participants ont répondu aux questions suivantes. Les domaines identifiés par l'entremise de ces questions ont guidé le déroulement du reste de la journée puisque les participants ont développé ceux-ci et construit un dossier pour chacun des domaines en ajoutant aux notes. Les nouvelles notes ont été explorées davantage à la fin de la journée et peuvent être trouvées à la fin de cette annexe.

« Quelle est la valeur des zones protégées? »

« Quelle audience s'intéressera à cette question? »

Umbrella or Overarching Values ~ Avantages globaux

Ecological Services (Carbon sequestration, Water quality, air quality, Flood control, Peak load control)

Legacy for the future

Sustainable economy

Environmental ~ Environnemental

Biodiversity and connectivity and unique forest habitat

- Hunters, naturalists, hikers

Wildlife Habitat

- Everyone

Ecosystem resilience

Benchmark to measure ecosystem (research baseline)

- Scientists, watershed and conservation groups, policy makers

Community ~ Communauté

Community focal point

- local people

First Nations / cultural / spiritual

- General public

Education

- General public

Well Being, Human Health and Mental Health

- Everyone

Enjoying nature / intrinsic values

Economic ~ Économique

Eco-Tourism

- Outfitters, Tourism industry, Public, Outdoor groups

Local economy

- Provincial decision-makers, Local communities, Business associations, General public

Section B

The Question of Balance ~ La question d'équilibre

Participants discussed the following question at their table with the goal of determining if there is consensus. All but one table reported consensus.

"In NB, do we want to increase educational, recreational and economic (commercial, not industrial) opportunities in protected areas?"

Les participants ont discuté les questions suivantes à leurs tables afin de déterminer s'il y avait un consensus. Toutes les tables sauf une ont atteint un consensus.

« Au N.-B., souhaitons-nous accroître les occasions éducationnelles, récréatives et économiques (commerciales et non industrielles) dans les zones protégées? »

- Yes, we need these opportunities to keep people on board
- Yes, if biodiversity remains #1
- Yes, value in getting people to steward.
- Yes, but caution on activities, any increase will have an impact, low end ecotourism rather than full-on commercial, there is a value in getting people to steward (x2)
- Yes but local, engaged management, low impact is key, no commercial uses
- Yes, but...
- Maybe, depending on what needs to be protected (would need to regulate)
- Maybe, as long as it does not impact biodiversity and IUCN 1 and 2 status
- For class #1: no uses; For Class 2: no consensus at the table

Participants further brainstormed ideas using the following questions and recorded these ideas on flip charts at each table.

Les participants ont discuté davantage des idées en se servant des questions suivantes et ont pris en note ces idées à chaque table.

Table	"What ideas do you have for increasing educational, recreational and economic opportunities in NB protected areas?" « Quelles sont vos suggestions pour accroître ces occasions dans les zones protégées du N.-B.? »	"How do we move ahead?" « Comment avançons-nous maintenant? »
1	<ul style="list-style-type: none"> - Regional management plans - Restoring local committees - Keeping biodiversity #1 - Education/ consultation / conflict resolution - Collaboration, Parks and PNAs - Evaluating socio, nature, economic – current state and opportunities 	<ul style="list-style-type: none"> - Government buy-in - Connection with NGOs on the ground - Regional committees – pilot committee - Explore adding / creating more designations to accommodate different users
2	<ul style="list-style-type: none"> - Recreate the PNA Local Advisory Committees 	<ul style="list-style-type: none"> - PNA Local Advisory Committees could operate as a sub-committee or department of the Regional Service Commission
3	<ul style="list-style-type: none"> - Increase PNAs - Develop plan methodology (prepare plan by using methodology, adopt plan by regulation) - Enforce market rate on areas subject to exploitation and set aside a percent to be used for protected areas conservation 	<ul style="list-style-type: none"> - Get up to standards of other provinces - Incentives for private land owners to donate significant areas
4	<ul style="list-style-type: none"> - Extensive educational campaigns - Management plans - Local committees 	
5	<ul style="list-style-type: none"> - K-12, experiential learning opportunities in PAs, with hands-on focus - General public, on-going presentations to develop a deeper understanding of the benefits - Develop partnerships with industrial and commercial organizations 	<ul style="list-style-type: none"> - Proper infrastructure (curriculum, transportation) - Targeted invite list (Chamber of Commerce, teachers, service clubs, public at large, seniors) for regular info sessions and workshops - Can open up markets and economic opportunities as being an environmental leader - Cost/benefit analysis

		<ul style="list-style-type: none"> - Opportunities for GHG and carbon - Employee wellness and recruitment opportunities
6	<ul style="list-style-type: none"> - Increase # of categories of protected areas (some “hands off” areas, some for broader use) - Trails to be able to access and manage access (trails usually ends up meaning ATV access! Control!!) - Increase size of PNA’s and change management regime (allow some use) and increase # of PNAs - Share instead of dividing between special interests 	<ul style="list-style-type: none"> - Dedicate more resources to PNA’s (challenge of managing increased impacts) - Need places that are not used by people - Justice issue with aboriginal interests
7	<ul style="list-style-type: none"> - Outreach about opportunities - ETF \$, WTF \$, incentives for groups to do outreach - ID opportunities for each PNA and put in management plan - Each PNA needs a champion/ steward (individual or group) 	<ul style="list-style-type: none"> - Media/ school blitz/ FaceBook - Local newsletter - Local advisory groups with better communication forum, not just meetings - \$ for steward
8	<ul style="list-style-type: none"> - Raise public awareness of existing PNAs and their uses - Push for more PNAs - Keep comparison of NB’s PNA’s to other provinces at the forefront 	<ul style="list-style-type: none"> - Tech (Explore EcoNB) - Marketing (videos, social media) - Be explicit about lack of PNAs - Engage youth - GIS mapping
9	<ul style="list-style-type: none"> - Protected areas with zones – e.g. include multi-use zone(s) to increase recreation/ education opportunities (but keep core protection zone) 	<ul style="list-style-type: none"> - Consider zones during site design from outset and build into management plan - Make sure activities are compatible with the PA’s conservation objectives - Will need more resources for infrastructure and people
10	<ul style="list-style-type: none"> - Increase awareness of PNA, natural areas including provincial and national parks - Increase autochtones/ First Nation inclusion 	<ul style="list-style-type: none"> - Facilitate partnerships in natural education: governmental (DNR, Parks, Wellness, Health, Education) and NGO (CPAWS, Nature NB, NCC) - Speak directly to First Nations: include food security, identify sacred areas for First Nations, pair with ecological representativeness

Section C

Strategies ~ Stratégies

Over the course of the day, participants identified various strategies that they thought would be helpful in increasing the number of protected areas in New Brunswick. They posted these strategy ideas on flip charts.

Tout au long de la journée, les participants ont identifié plusieurs stratégies qu'ils pensaient seraient utiles quant à augmenter le nombre de zones protégées au Nouveau-Brunswick. Ils ont pris ces idées en note.

- People putting pressure on politicians (do they listen?)
- So much of this process is dependent on elections and their result. How do we move away from the whims of the election process? To get it to more grassroots level.
- Increase protected areas as part of corporate social license to operate
- Find ways to influence the market where NB forestry companies are selling
- Need for local PNA committees to be reborn in some real form (could NBEN assist there somehow?)
- Comité local: L'établissement des comités locaux pour les zones protégées permettrait aux gens locaux de participer activement à la gestion de ces dernières.
- Terrestrial PA increase very difficult because so much locked up by mining and forest industries. May be less push back against marine MPAs – should focus on them
- Involve First Nations province-wide
- Identify government top leaders
- Provide visuals of clearcut (for education and to cause public outcry)
- Public education, get local residents involved and on board
- Need new legislation, Parks Act (no hunting), PNA (no campsites), need something else
- Is it possible to have a PA hybrid where various parties (public, scientific, recreational and industry) can work together to get the best use of a parcel of land?
- While government consultation is important, it can not be a substitute for local engagement on PNAs that operates from the ground up on a long-term basis, There is a need for some kind of LAC system in PNAs
- Vote for the right people (who?)
- Providing numbers (i.e. where do our tax \$ actually go and where we want them to go)
- Strategic planning
- Working forest conservation
- Promoting conservation goals on private working landscapes
- Soft protection isn't enough, needs hard targets and legislation
- Having stewards in each community
- Importance of bottom up approach for growth of social profit
- Offering "social profit"

- How to translate (e.g. “carbon offsets”) into \$\$ in hands of people living around PNAs?
- Legislate the dismantling of power and influence of Crown Licensees
- Challenge: media control. Promote independent media. Have a new MP panel on media monopoly
- Challenge: political lobbying. Knocks against Irvings!
- How do we deal with the reality that Crown Licensees have over-whelming control over government policy as it pertains to land use, and is unwell to yield any control as it would compromise their financial interests?
- Importance of general public applying pressure (and therefore importance of ENGO education programs and grass roots campaigns). For industry to “play ball” there needs to be pressure from public.

Section D

MPA Challenges / Les défis de ZMP

In small groups at their table participants discussed the following questions and then reported back to the plenary on their discussion.

En petits groupes à leur table, les participants ont discuté les questions suivantes et rapporté leurs discussions à la session plénière.

"What do you think are the biggest challenges for developing MPA's in NB?"

« Selon vous, quels sont les défis les plus importants à la mise en place de ZMP au N.-B.? »

- Energy East pipeline
- Legal jurisdiction
- Diverse stakeholder groups
- Trust is earned
- Lack of clarity re: What it means
- Respect and appreciation for people whose livelihoods depend on fishing
- Passer d'une approche par espèces à une approche par écosystème
- Time lines : 10 years behind schedule, collaboration takes time
- Too many acts under which marine protection can happen (Federally - Parks Act, Marine Protected Areas and Fish and Wildlife, Provincially – Fish and Wildlife and Protected Natural Areas)
- Current activity: salmon farming
- Energy East is a contradiction in government
- DFO reputation
- Arguments for new MPAs: Find common ground where fishers community and conservationists will meet. Maintain a sustainable fishery while forbidding fisheries or other activities that will degrade or destroy the habitat (ex. scallop dredging, oil and gas exploration)

“What can your organization do to help ensure the establishment of MPAs in NB?”

« Qu'est-ce que votre organisation peut faire pour contribuer à l'établissement de ZMP au N.-B.? »

- Opportunities to learn about MPAs (Village of Blacks Harbour)
- Broad-scale MPAs easier than lots of smaller ones (Nature NB)
- Could act as a model (e.g. citizen scientists) (Mersey-Tobeatic Research Institute)
- Correct the misinterpretations of what is allowed in an MPA (CPAWS)
- Education about the idea of zones in MPAs and they allow fishing (CPAWS)

Other actions / ideas for MPAs

Autres actions/ idées pour les ZMPs

- Establish one big MPA for entire Bay of Fundy because it's not possible to have capacity to establish and manage 5 or 10 MPAs
- DFO undertake a learning event with interested NGO's

Section E

Building the Case ~ Arguments à l'appui

Participants self-selected into groups to further review and expand upon the notes that had been assembled over the course of the day under each value/benefit. Seven groups were formed. Participants began by reviewing the sticky notes, discussing the value/benefit using these questions and then prepared a final case for the value/benefit. Sticky notes are also included for value/benefit areas for which no group was formed.

Les participants formèrent entre eux des groupes pour réviser et ajouter aux notes créées lors de la journée pour chaque avantage. Sept groupes ont été formés. Les participants ont commencé en révisant les notes adhésives, discutant de leur avantage en se servant de ces questions puis en préparant un dossier final pour leur avantage spécifique. Les notes adhésives des avantages pour lesquels aucun groupes n'ont été formés sont aussi incluses.

1. "For this value/benefit, which of the arguments are key? Should some be added? Should some be removed?"

« Pour cet avantage, quels arguments sont essentiels ? Est-ce que d'autres devraient être additionnés? Est-ce que certains devraient être retirés? »

2. "What data or analyses are needed to support the case for this value/benefit?"

« Quelles données ou analyses seraient nécessaires pour appuyer l'argumentation pour cet avantage? »

3. "In the long term, what needs to be done to realize this value/benefit?"

« À long terme, qu'est-ce qui doit être fait pour réaliser cet avantage? »

4. "What are the 3 priority next steps?"

« Quelles sont les 3 priorités des prochaines étapes? »

Umbrella Values ~ Avantages globaux

Ecological Services ~ Services écologiques

- Carbon sequestration
- Water quality, air quality
- Flood control, Peak load control

Key Argument – Arguments clés

- To maximize the benefit, both financial and non-financial
- To communicate to broader public in a language they understand
- A “catch-all” approach to conservation and economic development

Data / Analyses - Données/Analyses

- Incorporate ecological services into PNA planning and land-use planning
- Ecological services – need more research on the ground

Realizing Long Term – Réalisation à long terme

- Standardize natural capital as a “tool” in decision-making frame work
- Give ecological services valuation equal weighting in decision making process

Next Steps – Prochaines étapes

- 1) Model pilot study of ecological service valuation in NB (ETF on board)
- 2) Pick a champion
- 3) Education component (general public, policy makers, politicians)

Other Sticky Notes – Autres notes adhésive

- Many see protection as preventing economic certain activities – but we have not succeeded in pointing out the very real economic costs which arise from not maintaining ecological services – we need to engage those in “marketing” to help sell the notion of ecological services, I have not seen anyone engaged in social marketing at one of these sessions.
- Corporate social responsibility and voluntary off-sets to attract \$\$
- Point to how ecosystem services directly benefit communities (e.g. flood mitigation)
- Show direct impact of services
- Ecosystem valuation – corporate buy-in with ecosystem service valuation
- We ignore the real value of our forests
- Place a dollar value appeals to a broader audience
- Work to explore carbon storage contributions of protected areas (existing ones and extrapolate to new potential Pas)
- Import to put \$ value on PNA criteria and functions so that people can see economic value
- Carbon offsets
- How could you transfer community forests to a portion of Crown lands?
- Opportunities with land-use planners

Environmental ~ Environnemental

Wildlife Habitat ~ Habitat faunique

- Everyone

Key Argument – Arguments clés

- 1) Ensure long-term supply of key habitats for wildlife.
- 2) Ensure connectivity for wildlife populations across the landscape.
- 3) Provide suitable habitat for shifts of ranges due to climate change.

- 4) Provide baselines for monitoring the environment using indicator species.
- 5) Protect species at risk.
- 6) PNAs can function as a source of wildlife for the large New Brunswick landscape.

Data/ Analyses – Données/Analyses

- 1) Inventory of species present
- 2) Long term monitoring program

Realizing Long Term – Réalisation à long terme

- 1) Investment by Provincial Government in long term monitoring programs.
- 2) Educate general population regarding importance of PNA
- 3) Ensure connectivity between the PNAs

Next Steps – Prochaines étapes

- 1) Identify activities that are compatible with protecting different wildlife habitats.
- 2) Identify lands that are critical for ensuring connectivity between PNAs.

Other Sticky Notes – Autres notes adhésives

- Clear link between a species and habitat needs (key species for different audiences)
- Are there PNAs exclusively for species protection?
- Water quality plus more nurseries means better commercial fisheries
- Improved water quality, means increased fish habitat, and increased recreational fisheries
- Identify strengths of all partners and share resources

Biodiversity, connectivity and unique forest habitat ~ Biodiversité, connectivité et habitat forestier unique

- Hunters, naturalists, hikers

Key Argument – Arguments clés

- Biodiversity should be the foundation for PNA decision-making

Data / Analyses – Données/Analyses

- Unique area data sets
- Research data sets
- ACCDC
- BioBlitz
- GIS mapping
- Biological inventory
- Forest inventory

Realizing Long Term – Réalisation à long terme

- Landscape level awareness / conservation
- Maintaining and enhancing inventories (Forest, Bio, etc.)
- Education (all levels)
- Long term hard protection / decisions, etc,

Next Steps – Prochaines étapes

- 1) Increase number and amount of quality PNAs
- 2) Increase landscape level awareness
- 3) Collaboration between stakeholders, organizations, information holders, researchers

Other Sticky Notes – Autres notes adhésives

- We are part of the ecosystem, therefore impacts on biodiversity impact us directly
- Maps that show place-based needs for wildlife / habitat ecosystems
- Rare plants and species
- Compare/contrast approach to protect land from other provinces
- Design matters, without biodiversity you don't have the other values, (ecotourism, eco services, habitat, mental health)
- Challenge: lack of government resources to properly manage use
- Accept impacted land for protection for long-term gain.
- Ensure connectivity between PNAs and other conservation areas (Natural Parks, ecological reserves, etc.)

Ecosystem resilience ~ Résilience des écosystèmes

- Climate resilience
- Peak load control
- Filtering, contaminants get removed, human health costs
- Emphasize economic value
- Buffer zones around water courses serve as a platform for PAs. Can expand from there.
- How government can save money by avoiding collapse of ecological services
- Solution to water quality is to improve water quality
- Air quality

Benchmark to measure ecosystem ~ Repère pour mesurer les écosystèmes

- Scientists, watershed and conservation groups, policy makers
- Research baseline
- Compliance with existing regulations
- Researchers and academics need to share information to help local community build the case for input and protection
- Hybrid PNA, but then would need more PNAs to protect biodiversity targets
- Better water quality maintains indicator species, evaluate environmental health
- Showing the changes in forestry in NB (plysophate) how wildlife (i.e. deer) populations have drastically declined

Community ~ Communauté

Education ~ Éducation

Audience - Public, politicians

Key Argument – Arguments Clés

- Education: Connection to people and their lives
- Educate: about attributes of a natural habitat, succession, species diversity, habitats, unique environments
- We need to shift the thinking and behaviour of society to the idea that people are richer through the protection of nature and not through destruction of nature
- Involve communities (i.e. Ferris street, Fredericton and Nature Trust of NB and Restigouche and CPAWS-NB)
- Open and clear communication and messaging is central

Data / Analyses – Données/Analyses

- Research relating to the value of being in nature (mental health)
- Understand your audiences, communicate appropriately

Realizing Long Term – Réalisation à long terme

- Promoting natural areas for tourism. How do you balance ecosystem needs? Nature Trust of NB has 45 nature preserves some preserved completely for ecosystem , some urban reserves are encouraged to be enjoyed and used as an education piece.
- Need public support that can be generated through education
- PNAs are relevant to everyone! Jobs! Health? Natural heritage? Biodiversity! Families!
- Community engagement, province tour explaining importance of PNAs
- Books – elementary series about biodiversity, for curriculum
- Les gens veulent continuer à faire la chasse comme dans la passé. Pour encourager la protection il faut assurer aux gens qu'ils puissent continuer à utiliser les terrains.
- Better communication between levels of government.

Next Steps – Prochaines étapes

- 1) Nature Trust of NB, non-profit, conserve, steward, education, We are a social profit, offering social services, access to nature trails, etc, have begun targeting urban areas, Blueberry hill, Hyla Park, Pea Point.
 - Put people into the story
 - A tool to develop an awareness of the coastal ecosystem of natural habitats and their attributes, one stop shopping hub for information distribution
 - Education campaign with international target using visuals to show decline in protected areas
- 2) Il n'existe plus de groupe au niveau du gouvernement pour en parler aux gens au sujet les zones protégées du N-B.
 - Include the notion of biodiversity conservation and natural areas into provincial education curriculum
 - Natural experiential education must be in curriculum from K-university. Great Minds Think Outside can help!
- 3) Communication au niveau local est essentiel pour assurer la protection.
 - Il faut consulter et impliquer les gens dans le processus, de protéger les zones naturelles
 - Campaigning through social media to gather support and connect people
 - Educate MLAs and other politicians (Ministers, Premier) about the economic potential of PNAs
 - Need community engagement, bottom up approach

First Nations / cultural / spiritual ~ Premières nations/ culturel/ spirituel

- General public

Key Argument- Arguments clés

- People who fish / hunt / know the land are natural allies
- Focus on common ground
- Value traditional ecological knowledge

- MPA's – it's an opportunity to protect areas of cultural / spiritual significance to Aboriginal groups and therefore also a way to build relationships and work together

Data / Analyses – Données/Analyses

- Sharing stories
- GIS for local knowledge
- Species / habitats / locations of cultural, spiritual and economic importance

Realizing Long Term – Réalisation à long terme

- Incorporate traditional / local ecological knowledge early in process
- “Hearing stories” – listen
- Acknowledge that other knowledge systems are valid and important
- “Two-eyed” seeing
- Find ways to incorporate this knowledge in planning / management regimes
- Find common ground, bottom up approach
- Trust

Next Steps – Prochaines étapes

- 1) Listening vs, consulting: start talking early in the process and be clear on expected outcomes, First Nations / local representation in organizations, on boards, etc.
- 2) Clear communications with mediation between government, local industry and First Nations, create trust
- 3) Incorporate First nations and local knowledge in management plans of PNAs / MPAs

Community focal point ~ Point focal communautaire

- local people
- Positive messages, NB is beautiful re-branding`
- Change the message: We are not taking something away from you, outline activities allowed on PNA class 2 sites
- People need to be able to make more money through the protection if nature then destroying it!
- Pea Point – village of Black's Harbour able to market this nature preserve even in Toronto
- Engage people and communities
- If we are going to have long term public engagement in support of Protected areas, we are going to have to allow increases for educational, recreation and economic opportunities in protected areas.
- Drawing of a wheel, PNA hub, spokes (water, jobs, family, economy, biodiversity, longevity, local wood, health)

Well being / human Health / mental Health ~ Bien être/ santé humaine/ santé mentale

- Everyone
- Reduction in health care costs, suggestion for category or Health / Well-being both physical and mental
- Relieves pressure on mental health care services
- Connection with child development
- Health care professionals

- Good water quality leads to better human health

Enjoying nature / intrinsic value of nature ~ Jouir de la nature/ valeur intrinsecte de la nature

- General public
- Show and explain overlap of various conservation values (e.g. this area is an IBA and PSW and ...)
- Think long term, 10-100 years
- Do nothing to diminish future needs

Economic ~ Économique

Local economy ~ Économie locale

- Provincial decision-makers, Local communities, Business associations, General public

Key Argument – Arguments clés

- Social licence, biodiversity offsets, putting \$ value on ecosystem services, mitigation of risk!
- Tourism spin offs, increase biodiversity outside PNA for hunting, fishing, spiritual, emotional values
- Flood mitigation \$\$

Realizing Long Term – Réalisation à long terme

- More and more – investment want to put their monies in areas which are “green”
- Investments of this type are often long term stable and produce better long term business diversity
- Protected areas may have to change location over time, climate change
- Protected areas, basis of sustainable economy, must recognize dynamics of change
- Explain what a protected area means, what you can do in each one (not all are “no touch”), hunting and fishing still allowed in some
- Ecological Services, explain how collapse of ecosystem services impacts downstream communities
- Protect fisheries from other impacts, shoreline development, pipeline and other developments
- Incentives for land owners (certification, offsets)
- Always include the local people in PA creation, local committees
- Local people should have the most input on the asset that they enjoy

Next Steps – Prochaines étapes

- 1) Provide successful examples from elsewhere, Establish link with local government (staff and politicians), Establish links and working groups with local people about PNA area prospects and work together
- 2) Develop working group (government, NGOs, community, First Nations) to help develop scientific data. Determine economic benefit that PNA can provide, ie. What opportunities can local economy exploit? Complete cost-benefit analysis of protecting area.
- 3) Coordinate groups to discuss specific areas to protect to bring to local government/MLA.

Other Sticky Notes – Autres notes adhésives

- Develop a hierarchy of ownership where development would need to prove their proposed uses would be of more benefit to the greater community
- Ability to value the asset to the local population, then that is the cost of development
- Holistic regulations around the asset
- Different messaging for different stakeholders (quantity vs. quality)
- Économie - Évaluer la valeur du capital naturel des zones protégées et des services écologiques vendus, impact économique
- Economy – Conduct an analysis on the natural capital of protected areas and the ecological services they provide, and the economic impacts.
- Choose certain protected areas to highlight as ones to engage communities, natural heritage, within bounds of still meeting conservation goals
- Long-term: Develop a business case for restoring ecosystem systems elsewhere where they were destroyed.
- Restoring destroyed ecosystems is potentially a slippery slope - hard to place a value on natural features, could mineral /mining opportunities exceed value of ecological services?
- Decreased costs for water treatment
- Economic self-sufficiency (local) in the context of our economic realities
- Conservation objectives, regulatory, socio-economic

Eco-Tourism ~ Écotourisme

- Outfitters, Tourism industry, Public, Outdoor groups

Key Argument – Arguments clés

- Pristine nature leads to increased tourism
- Trail development and management of PNA would protect the environment and stimulate economic development and ecotourism
- Improve support for parks and protected areas through economic diversification
- Can be compatible with conservation goals
- Could grow a sector of the economy and allow for more marketable destinations that visitors can count on.

Data / Analyses – Données/Analyses

- Ecotourism, collect survey data / visitor responses to show protected areas contribution as tourism destinations (partner with local businesses)
- Need to collect data on existing nature-based tourism (jobs, contribution to GDP)
- Need a way to describe the economic value associated with ecotourism, or ecosystem services
- ID the areas that are off-limits for this activity
- Guidelines (parameters) to prevent unintended impacts, what qualifies as “ecotourism” this purpose

Realizing Long Term – Réalisation à long terme

- How do we work collaboratively together to manage PNAs? Local area committees and a global committee for the PNA's.

- Develop community support around these areas and foster stewardships: politicians listen to people
- Create an international tourist experience
- Long-term organized framework of collaboration, ENGOs, ecotourism operators, researchers, government staff, create a forum to discuss commonalities, areas of disagreement
- Hub develop, ecotourism hubs where parks / PNAs / private reserves are cross-promoted (regions)

Next Steps – Prochaines étapes

- 1) Focus on more wilderness provincial parks with park staff
- 2) Establish guidelines / certifications for ecotourism companies that access parks and protected areas (standards they have to meet / agree to)
- 3) Engage with communities to determine existing ecotourism to build upon and how it could grow in different regions of the province. Local area committees are needed to get the support for the PNA.

Section F

Building the Case – Flip Chart Notes from the Report Back

Arguments à l'appui – Notes des rapports des groupes

One person from each of the seven groups discussing a value/benefit reported back to plenary on the key direction for moving ahead in that area..

Une personne de chaque un des sept groupes discutant un avantage a rapporté lors de la session plénière les points clés pour progresser dans ce domaine.

"What are the 3 priority next steps?"

« Quelles sont les 3 priorités des prochaines étapes? »

1) Ecological Services ~ Services écologiques

- Maximize the benefit to society
- Communication
- Catch all approach
- Modelling program – land use planning
- Standardize natural capital
- Model a pilot study of ecological services valuation
- Pick a champion
- Educate the public

2) Wildlife Habitat ~ Habitat faunique

- Source of NB's wildlife
- Inventory of species
- Educate
- Ensure connectivity
- Identify critical lands for connectivity

3) Biodiversity ~ Biodiversité

- Biodiversity should be the foundation for PNA decisions

- Increase the number of PNAs
- Increase the level of collaboration
- 4) Education ~ Éducation**
 - Putting people into the story
 - Tour of NB, provincial campaign
 - Storybook series on biodiversity
- 5) Cultural ~ Culturel**
 - Focus on common ground
 - Listening vs. consulting
 - First Nations local reps
 - Start talking early, clear communication
- 6) Local Economy ~ Économie locale**
 - Mitigation of risk
 - Establish working group
 - Cost-benefit analysis
- 7) Ecotourism ~ Écotourisme**
 - Economic diversification
 - Establish guidelines for eco-tourism
 - Engage with communities, what is there that we can build upon

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Section G
Amalgamated and Condensed Sticky Notes

Values	PNAs Provide	Key Argument	Data / Analyses Needed	How to realize in the long term	Next steps
Overarching Values Ecological Services	Carbon sequestration Water quality & air quality Flood control & peak load control	Maximizes the benefit to society, by providing both economic and conservation value.	More research needed on the ground. Need to be incorporated into PNA and land-use planning	Natural capital becomes a standard “tool” in decision-making frame work and ecological services are given equal weighting to other values.	1) Pilot study of ecological services valuation 2) Make natural capital a standard decision-making tool 3) Pick a champion 4) Education
Environmental Values Wildlife Habitat	Long-term supply of key habitats and connectivity for wildlife populations across the landscape	Source of wildlife for the larger NB landscape. Protection for species-at-risk. Source of baseline data for monitoring. Habitat for shifts of ranges due to climate change.	Inventory of current species and a long-term monitoring program.	Long-term monitoring and ensuring connectivity exists between PNAs. Education.	1) Identify activities compatible with protecting different habitats during design 2) Identify critical lands for ensuring connectivity 3) Increase PNA research.

Environmental Values Biodiversity	Unique forest habitat	Creates ecosystem resilience and a benchmark to measure ecosystem health over time	Good existing data sources: unique area data, research data, BioBlitz, GIS mapping, forest inventory Needed: biological inventory, maps that show place-based needs for habitat	Biodiversity becomes the foundation for PNA decision-making Landscape level conservation Maintaining and enhancing inventories (Forest, Biological, etc.) Education Long-term protection	1) Increase number and quality PNAs 2) Increase landscape level awareness 3) Collaboration
Community Values Cultural and spiritual	Community focal point Natural heritage protection Intrinsic values of nature	Opportunity to protect areas of cultural / spiritual significance to First Nations people Builds relationships with First Nations people Enables people to enjoy nature	GIS for local knowledge; Map species, habitats and locations of cultural, spiritual and economic importance	Value traditional / local knowledge and incorporate early in process "Hearing stories" – listen "Two-eyed" seeing Find common ground and build trust	1) Listening vs, consulting: start talking early in the process and be clear on expected outcomes 2) Create trust: Clear communications between government, local industry, First Nations 3) Incorporate First nations and local knowledge in management plans
Community Values Education	Opportunities for families including jobs	Health and mental health benefits	Research on the mental health value of nature Understand your audiences, communicate appropriately	Shift the thinking and behaviour of society Promote natural areas for tourism Develop public support through education Host a provincial tour of PNAs Develop a story book series	1) Put people into the story: encourage people to use natural areas 2) Include biodiversity conservation in curriculum 3) Local community engagement
Economic values Local economy	Assets for the local economy and the basis of sustainable economy Social licence Biodiversity	A \$ value on ecosystem services, creates new economic possibilities Improved biodiversity	Conduct a cost/benefit analysis on the natural capital of protected areas, the ecological services they	Include local people in PNA creation; local committees Local people enjoy the asset and should have the most input Protect fisheries	1) Provide successful examples from elsewhere, prioritize local input. 2) Establish a

	offsets	<p>increases hunting and fishing</p> <p>Mitigation of risks reduces municipal costs: flood control, water treatment, insurance</p> <p>Local economic self-sufficiency</p> <p>Investors are attracted by "green" projects, which are stable and provide business diversity</p>	provide and the economic impacts.	<p>from other impacts, shoreline development, pipeline and other development</p> <p>Incentives for land owners (certification offsets)</p>	<p>working group (government, NGOs, community, First Nations) to research scientific data and determine economic opportunities.</p> <p>3) Restore local committees, local groups identify sites and bring to provincial government.</p>
<p>Economic values</p> <p>Eco-Tourism</p>	<p>Improved support for parks and protected areas through economic diversification</p> <p>Compatible with conservation goals</p>	<p>Pristine nature leads to increased tourism</p> <p>Grow the tourism sector through increased marketable destinations that visitors can count on</p> <p>Trail development and management of PNAs would stimulate economic development and ecotourism</p>	<p>Surveys visitor to determine PNAs contribution to tourism</p> <p>Collect data on existing nature-based tourism</p> <p>Describe the economic value of ecotourism</p> <p>ID the areas that are off-limits for this activity</p> <p>Guidelines to prevent unintended impacts</p>	<p>Collaboratively manage PNAs - Local and provincial committees</p> <p>Develop community support, foster stewardships</p> <p>Create an international tourist experience</p> <p>Develop and cross-promote ecotourism hubs</p>	<p>1) More wilderness provincial parks with park staff</p> <p>2) Establish guidelines for ecotourism companies to access</p> <p>3) Identify existing ecotourism and build on it</p>

Notes adhésives amalgamées et condensées

Valeurs/Sujets	Les ANPs nous apportent	Arguments majeurs	Données/ Analyses nécessaires	Comment le réaliser à long terme	Prochaines étapes
<i>Valeurs principales</i> Services écologiques	Séquestration du carbone Qualité de l'eau et de l'air Contrôle des inondations	Maximiser les avantages pour la société, fournir à la fois des bienfaits économiques et de conservation.	Plus de recherche est nécessaire Besoin d'être incorporé dans les ANP et dans la planification de l'utilisation des terres	Le capital naturel devient un outil normatif dans le cadre de la prise de décision et les services écologiques ont le même poids que les autres valeurs.	1) Modèle d'évaluation des services écologiques au N.-B. 2) Rendre le capital naturel un outil de prise de décision standard. 3) Choisir un champion. 4) Éducation
<i>Valeurs environnementales</i> Habitat de la faune	Approvisionnement à long terme d'habitats essentiels et connectivité pour les populations de la faune dans le paysage.	<ul style="list-style-type: none"> • Source de faune dans tout le paysage du N.-B. • Protection des espèces en péril. • Source de données de base pour la surveillance. • Modification de l'étendue des habitats suite au changement climatique 	Inventaires des espèces et un programme de surveillance à long terme.	Surveillance à long terme et assurer qu'il existe une connexion entre les ANPs. Éducation	1) Déterminer les activités compatibles avec la protection de différents habitats durant la conception. 2) Trouver les terres critiques pour garantir la connectivité. 3) Accroître la recherche sur les aires naturelles protégées.
Biodiversité	Habitat forestier unique	<ul style="list-style-type: none"> • Création de la résilience des écosystèmes • Référence pour mesurer la santé des écosystèmes au fil du temps • Fournit une protection à long terme 	Besoin de bonnes sources de données : données d'endroits uniques, données de recherche Bioblitz, inventaire de la forêt	La biodiversité devient la fondation des prises de décision dans les ANPs. Maintenir les inventaires de la forêt. Éducation Protection à long terme	1) Accroître le nombre et la qualité des aires naturelles protégées. 2) Accroître la sensibilisation à l'échelle du paysage. 3) Collaboration.
<i>Valeurs communautaires</i> Culture et spiritualité	Point focal communautaire Protection de	<ul style="list-style-type: none"> • Occasion de protéger les zones culturelles/spirituelles d'importance pour les membres des Premières 	GIS pour connaissances locales, Cartes des habitats des	Valeur intrinsèque de la nature honorée et l'héritage	1) Insérer des personnes dans votre récit : encourager les gens à utiliser

	l'héritage naturel Valeur de la nature	nations. <ul style="list-style-type: none"> • Bâtir des relations avec les membres des Premières nations. • Permet aux gens d'apprécier la nature • Trouver un terrain commun et bâtir la confiance 	espèces et la location d'endroit d'importance culturelle, spirituelle et économique	naturel protégé, devenant le point sensible de la collectivité et contribue à bâtir la confiance.	les zones naturelles. 2) Inclure la conservation de la biodiversité et les ZNP dans les programmes. 3) Engagement des collectivités locales.
Éducation	Opportunités pour familles, incluant des emplois	<ul style="list-style-type: none"> • Avantages pour la santé du corps et de l'esprit • Occasions pour les familles y inclut des emplois. 	Recherche sur l'impact et la valeur de la nature pour la santé mentale	Compréhension et comportement de la société modifiés Promouvoir les endroits naturels pour le tourisme Développer du support publique à travers de l'éducation Développer une série de livres	1) Écouter vs consulter : commencer à échanger au début du processus et être clair concernant les résultats attendus. 2) Créer la confiance : communications claires entre le gouvernement, les industries locales, les Premières nations 3) Incorporer les Premières nations et les connaissances locales dans la gestion des plans.
<i>Valeurs économiques</i> Économie locale	Atouts pour l'économie locale et créer la base d'une économie durable Licence sociale	<ul style="list-style-type: none"> • Valeur monétaire des services des écosystèmes crée de nouvelles occasions économiques • Biodiversité améliorée accroît les occasions de pêche et de chasse • Atténuation risques réduits couts municipaux : contrôle inondations, traitement des eaux, assurances • Investisseurs attirés par les projets « verts », 	Mener une analyse de coût/bénéfices sur le capital naturel des aires protégées, les services écologiques qu'elles fournissent et l'impact économique	Actifs naturels disponibles pour l'économie locale et fournit une base à l'économie durable et à l'autosuffisance économique locale. Protéger les zones de pêches	1) Fournir des exemples de réussites d'ailleurs; prioriser les contributions locales. 2) Créer des groupes de travail (administration, ONG, collectivités, Premières nations) dans la

		<p>qui sont stables et fournissent une diversité des modèles d'entreprise.</p> <ul style="list-style-type: none"> • Contrat social • Compensations de la biodiversité 			<p>recherche de données scientifiques et déterminer les possibilités économiques.</p> <p>3) Restaurer les comités locaux: les groupes locaux identifient les sites et les présentent à la province.</p>
Écotourisme	<p>Plus d'appui pour les parcs et les aires protégées à travers la diversification économique d'une façon qui est compatible avec les buts de conservation</p>	<ul style="list-style-type: none"> • Une nature vierge cause tourisme accru: Croissance du secteur touristique via destinations commercialisables sur lesquelles les visiteurs peuvent compter • Développement des sentiers et gestion des zones protégées stimulent le développement économique et l'écotourisme • Développe l'appui des collectivités, favorise l'intendance, restaure les comités locaux 	<p>Sondage des visiteurs pour déterminer la contribution des ANP au tourisme</p> <p>Collection de données sur l'éco-tourisme existant</p> <p>Décrire la valeur économique de l'écotourisme</p> <p>Identifier les endroits qui sont hors limite pour cette sorte d'activités</p> <p>Directives pour prévenir des impacts non-voulus</p>	<p>Créer une expérience touristique internationale et améliorer l'appui aux parcs et aux zones protégées avec la diversification économique</p>	<p>1) Accroître le nombre de parcs naturels provinciaux avec le personnel des parcs.</p> <p>2) Établir les directives qui devront guider les compagnies d'écotourisme.</p> <p>3) Identifier l'écotourisme existant et son exploitation.</p>