

The background of the entire page is a photograph of autumn leaves floating on the surface of a body of water. The leaves are in various stages of decay, showing colors like bright orange, red, and yellow. The water is dark and has a textured, wavy surface. The text is overlaid on this background.

Lake Huron - Georgian Bay Watershed

A Canadian Framework for Community Action

Summit Tool Box

Turning Community Interest into Environmental Action

Lake Huron Georgian Bay Canadian Framework for Community Action
Summit

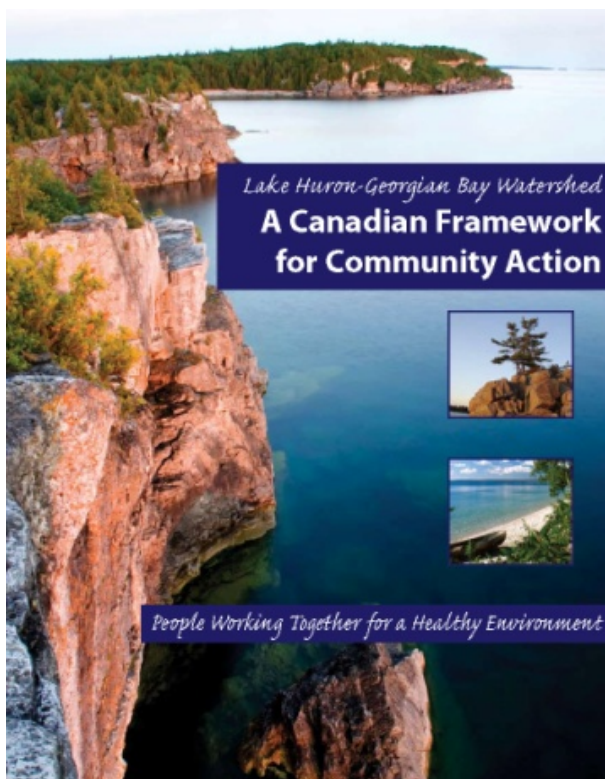
Cranberry Golf Resort, Collingwood
October 29/30, 2014

At the 2014 Lake Huron Georgian Bay Framework Summit, over 70 enthusiastic people representing government and non-government organizations from across the Lake Huron watershed shared ideas about turning community interest into environmental action.

We participated in First Nation ceremonies, talked with our peers in small group discussions, attended field demonstrations and listened to experts about engaging people and funding.

We learned about action being taken and how that action connects with the Lake Huron Georgian Bay Watershed Canadian Framework for Community Action.

This Tool Box is a collection of the ideas generated at the Summit.



"It is about how we can build our capacity to more effectively engage people, and take action to address a wide range of environmental issues"

First, we opened our minds and hearts in an Ojibway Ceremony

*To honour and respect
our place on mother
earth, an Ojibway
ceremony was held.*

*We brought water and
earth from our
homes and they
were joined as one.*

*We stood in a circle
holding hands, while
feeling the warmth
and energy radiating
from the eastern
door.*

*Cedar boughs were
placed on our
working tables and
about the room.*

*A drum, the sound of
our heartbeat,
awakened our
voices.*

*This was about respect,
giving thanks, and
harmonizing our
hearts and minds.*

Aaniin... (hello)

Many people gathered in Collingwood, Ontario to share their knowledge and work honouring Mother Earth and her gifts.

With this in mind during the opening Ceremonies the gift of life, water was blessed; the earth upon which we live was blessed. We acknowledged the Eastern direction from which Grandfather Sun brings new life each and every day.

In preparation for the gathering, the spirit of the Cedar trees came forward to bring goodness to the people.

Along time ago, the family of trees gathered and acknowledged one another.

At this great celebration each tree family spoke about how they would help each other, the plants, the animals and all living things.

Each tree family decided to not ask our great Mother Earth for too much space, therefore all are surrounded in their bark which is their house.

They decided to take only enough space as they require to give life and purpose to all other relatives.

Some said they would come to life only during the sun months. The hard woods give thanks in the beauty of their dresses as they prepare for the winter rest.

Others said they would work all seasons and offer refuge, food to all other living things, plants, animals, winged ones.

The Cedar said it would be an honour for their family to make provisions through all seasons. Their coats are life giving as the beautiful green becomes shelter and food during the harsh winter months.

During the recent gathering of the people, the drum sounded to honour and give thanks to all beings through its heart beat and songs.

We are all caretakers of the water and land.

...Chi Miigwi'ch (big thank you)

Table of Contents

Learn about the Framework and community action around the watershed. Hear about the Ontario Trillium Foundation Redesign and some perspectives on funding.

Find ideas on how to overcome social barriers and engage people, how to work with others and market your message.

Discover how two local groups engaged the community to take action in restoring and protecting the environment.

Find lots of information on how to measure success, and hear the advice given to the Steering Committee about future activities in the watershed.

1 About the Summit	1
2 Building Awareness and Capacity	3
About the Framework	3
Communities in Action Across the Watershed	6
Trillium Foundation ReDesign	13
Perspectives on Fundraising and Sustainable Funding	17
3 Supporting Community Involvement	21
Engaging Landowners – Understanding Social Barriers to Environmental Action in a Changing Agricultural Landscape	21
Involving and Engaging Community Members	25
Networking and Collaborating	29
Marketing Your Message	34
4 Taking Action to Restore and Protect	37
Nottawasaga Watershed Improvement Program	37
Protecting the Silver Creek Wetland Complex through the Transfer of Land Ownership	40
5 Measuring Success and Adapting	42
Measuring Environmental Action	42
Measuring and Celebrating Success	44
Advancing Environmental Action under the Framework	48

1 About the Summit

The Lake Huron-Georgian Bay Watershed Canadian Framework for Community Action (Framework) is a people oriented approach to promote community action and respond to environmental issues across the watershed. The Framework is based on the belief that each individual, community and organization in the watershed operates independently, yet are united by the common cause of improving environmental health. The Framework is a watershed wide approach intended to connect the actions of government and non-government organizations, raise awareness about common environmental issues and actions, and build upon existing strengths and opportunities.

The 2014 Summit was designed for government and non-government organizations dedicated to taking environmental action in the Lake Huron-Georgian Bay watershed. A survey was conducted prior to the Summit to better understand what would assist community-based groups build their capacity and support local environmental action to ensure a healthy and sustainable Lake Huron watershed. Over 40 people responded to the survey and the theme that emerged was 'turning community interest into environmental action'. Specific areas of interest included sustainable funding, marketing your message, collaborating and networking, involving and engaging community members, and measuring and celebrating success. These topics fall within the four principles of the Framework.

The Summit provided an opportunity to showcase the talents and achievements of some of the community-based organizations within our watershed and provide practical ideas and approaches to help turn community interest into environmental action. It also provided an opportunity to network with colleagues and share experiences.



Through plenary, panel and small group discussions, local knowledge and experience was shared with Summit participants. A field excursion to local demonstration sites provided the opportunity to discuss how community interest was turned into environmental action while demonstrating approaches for shoreline naturalization, water quality, benthic monitoring, fish habitat, and flood plain protection.

A coffee club was held for networking and sharing examples of environmental action on Lake Huron and Georgian Bay. Information and products were displayed at regional tables spread out around the room.

The Participants

A list of the participants names is provided in Appendix 1. The following governments, agencies and non-government agencies attended the Summit.

Framework Steering Committee

- | | |
|--|---|
| • Ausable Bayfield Conservation Authority | • Nature Conservancy of Canada |
| • Environment Canada | • Ontario Ministry of Agriculture, Food and Rural Affairs |
| • Georgian Bay Biosphere Reserve | • Ontario Ministry of Natural Resources and Forestry |
| • Ontario Ministry of Natural Resources and Forestry | • Community Volunteer |
| • Ontario Ministry of Environment and Climate Change | • French Planning Services (facilitator) |

Government Organizations (not on Steering Committee)

- | | |
|---|---|
| • Magnetawan First Nation | • Nottawasaga Valley Conservation Authority |
| • Shawanaga First Nation | • Saugeen Valley Conservation Authority |
| • St. Clair Region Conservation Authority | • St. Clair Region Conservation Authority |
| • Grey Sauble Conservation Authority | • Town of Blue Mountains |
| • Maitland Valley Conservation Authority | • Town of Collingwood |

Non-Government Organizations

- | | |
|--|--|
| • Beaver River Watershed Initiative | • Lake Huron Coastal Centre |
| • Blue Mountain Watershed Trust | • Lambton Shores Phragmites Community Group |
| • Bruce Peninsula Biosphere Association | • Manitoulin Area Stewardship Council |
| • Bruce Peninsula Six Streams Restoration Initiative | • Manitoulin Streams Improvement Association |
| • Canadian Freshwater Alliance | • Muskoka Watershed Council |
| • Central Algoma Freshwater Coalition | • Nottawasaga Watershed Improvement Program |
| • Ducks Unlimited | • Ontario Trillium Foundation |
| • Dufferin Simcoe Land Stewardship Network | • Pine River Watershed Initiative Network |
| • East Georgian Bay Stewardship Council | • Rewilding Lake Simcoe / Ontario Water Centre |
| • Federation of Ontario Cottagers | • Severn Sound Environmental Association |
| • Freshwater Future Canada | • South Simcoe Streams Network |
| • Frontenac Stewardship Foundation | • Stop the Drop |
| • Georgian Bay Biosphere Reserve | • The Kensington Conservancy |
| • Georgian Bay Forever | |