

connection

Ecotrust Canada Annual Report

2016



Letter from the Board

2016 was a year of change as we welcomed Jean Pogge as Ecotrust Canada's new President and began a new chapter for the organization. And still, despite the change, our new chapter is staying true to the underlying story of Ecotrust Canada: economic alternatives that benefit people in the places they call home.

In 2016, we were grateful to maintain our deep relationships to the people and places where we work. We strengthened existing partnerships and forged new ones. We scaled proven solutions and sought new answers. Our programs grew and flourished, thanks in no small part to the dynamic, driven people with whom we are privileged to work.

These relationships have allowed us to broaden our reach, bringing influence and institutional change at local, regional, federal, and international levels. From helping the Blueberry River First Nations assert their treaty rights to changing the way commercial fishermen and the federal government share data, Ecotrust Canada's work has brought positive change through innovative solutions.

We are excited to see where this next chapter takes us.

Julia Levy
Co-Chair

Rick Williams
Co-Chair

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Letter from Management

The last year has gone by far too quickly as I settled into my role at Ecotrust Canada. I find myself waking up each day excited to get to work to join the team of incredibly talented and committed staff and board. Whether in fisheries, forestry, clean energy development, or mapping, we think it's important to see the forest and the trees; hear the statistics and then listen to the stories and the people behind them.

Let me share some of our 2016 results with you.

This is Ecotrust Canada — mapping data to visually show the impact of decades of industrial development in the Blueberry River First Nations.

This is Ecotrust Canada — using technology to lower the cost of fishing with Electronic Monitoring on fishing boats.

This is Ecotrust Canada — finding creative ways to transition homes in the Heiltsuk community from diesel powered furnaces to cleaner and cheaper alternatives.

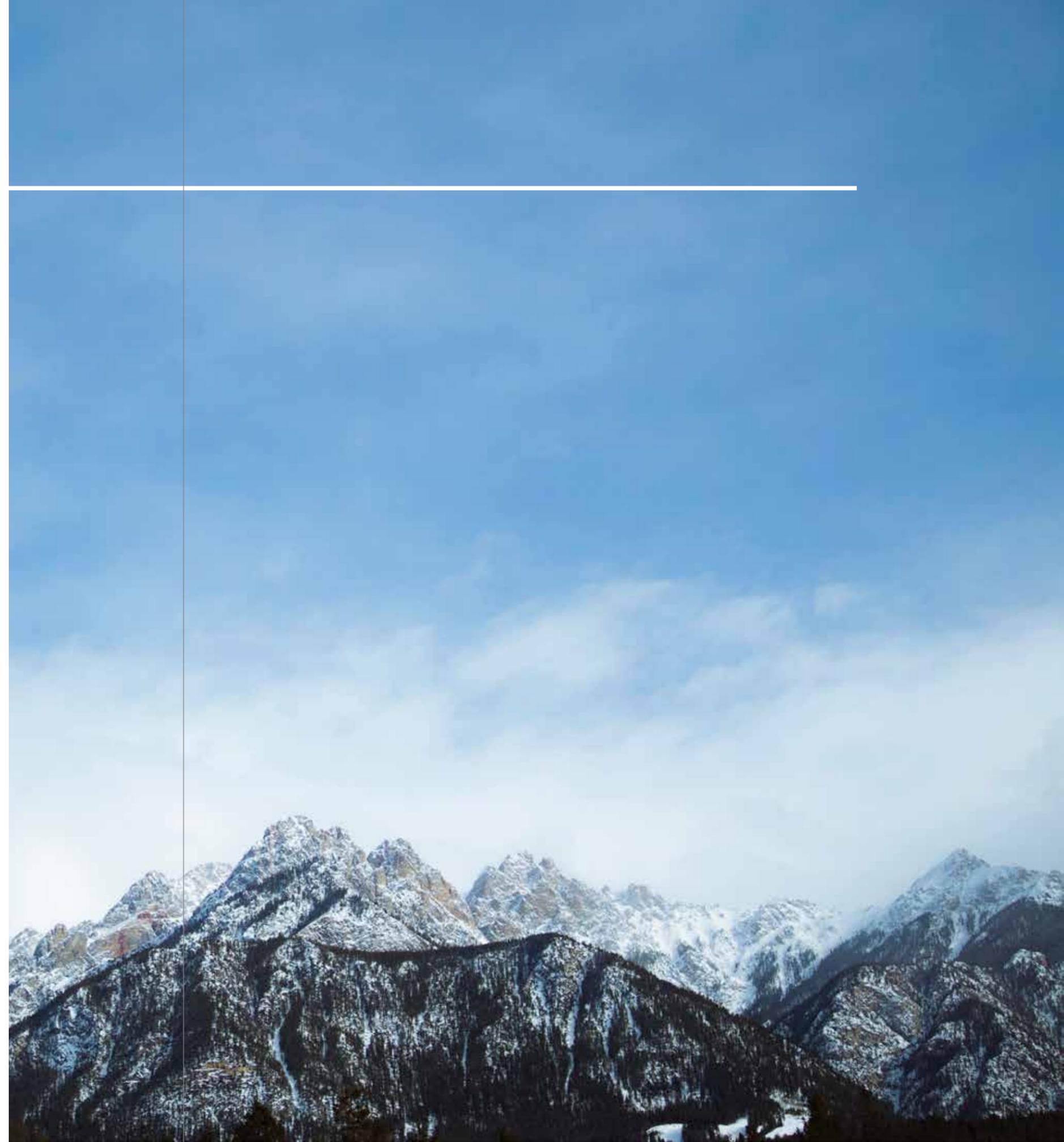
This is Ecotrust Canada — designing and implementing a guardian program to support the Northeast Superior Regional Chiefs' Forum in Ontario in building a conservation-based economy.

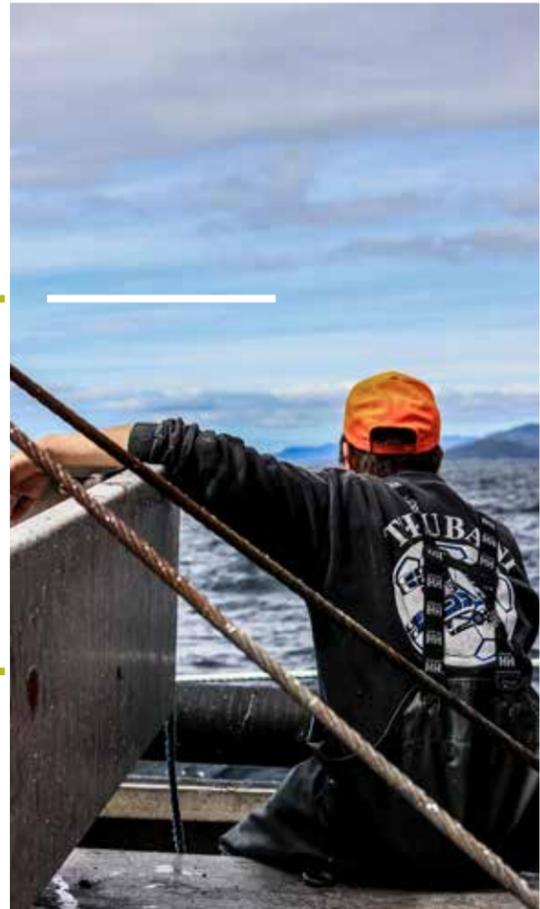
This is Ecotrust Canada — working to design ways to use the new carbon tax to support sustainable forest management.

On the operations side, Ecotrust Canada's efforts to improve its financial situation continues. Based on advice from our auditors, we removed unproductive assets on the balance sheet in 2016. That hurt our financial results but will add to our financial stability in the future. We have more work to do too, but I have confidence that the commitment, passion and talent of this organization will make it happen.

I am grateful to all of our donors, partners and volunteers for sharing our vision of a different world and for supporting our efforts to create economic alternatives that benefit people in a place they call home.

Jean Pogge
President





As we work for a more sustainable world, we look to our deep connections and relationships with communities to inform debates and develop solutions.



Tracing a path to transparency

In 2016 ThisFish traveled to Chile, where 67 artisanal fishing vessels on the fabled Robinson Crusoe and Selkirk Islands harvest rock lobsters for export to China.

The fishery is MSC-certified and takes place throughout the Juan Fernandez Archipelago and Desventuradas Islands, 700 kilometres west of Santiago. Together, the vessels land approximately 100,000 rock lobsters worth \$1 million USD each year.

With support from the National Geographic Society and the Walton Family Foundation, ThisFish set up a traceability program in the local artisanal fishery — the first time ocean-to-plate seafood traceability has been used in Chilean fisheries.

By tagging each lobster with a unique code, the fishery will be able to ensure its chain of custody tracking and verify harvests against official government catch documentation.

The lobsters' tracking codes aren't just for the suppliers, however. A consumer can trace their dinner back to its source: the individual fisherman who caught it. Rock lobsters are a luxury food item served in high-end restaurants in China where consumers have heightened concerns about food fraud. The fishermen hope to use traceability to make their lobster more marketable, earning a higher price over time for their premium Juan Fernandez brand.

What began as an experiment in connecting consumers to their dinners in BC's groundfish fishery has grown significantly in the last six years. Today, ThisFish includes 75 species and 480 active vessels, with traceability customers in Canada, the United States, Brazil, Chile, Indonesia, Vietnam, Europe and Thailand.

ThisFish is an example of the transformative power of relationships; by engaging players at every link in the seafood supply chain, ThisFish is helping bring transparency to the seafood industry.



Mapping change in the Blueberry River First Nations traditional territory

For those of us living in the Lower Mainland, a lot of the resource extraction in BC has been ‘out of sight, out of mind’. But the Blueberry River First Nations witness that environmental degradation every day.

“Elders and land users give me daily reports of continuing damage to our lands and water,” said Blueberry River Chief Marvin Yahey. “Development has extinguished our traditional way of life on wide areas of our land.”

While 60% of BC is considered intact forest landscape, Blueberry River First Nations traditional territory has little intact forest landscape remaining — less than 14%.

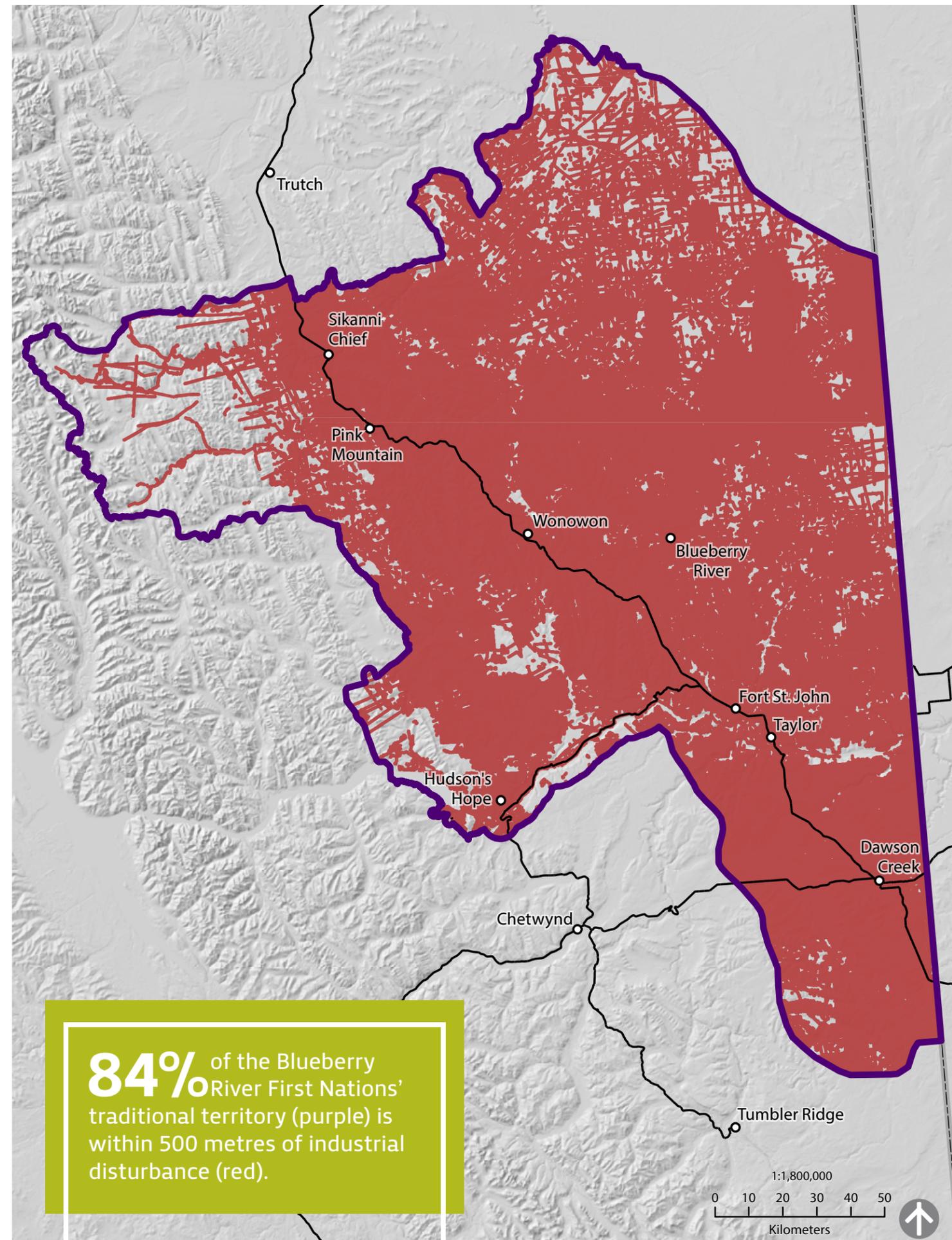
In partnership with the Blueberry River First Nations and the David Suzuki Foundation, June marked the release of the *Atlas of Cumulative Landscape Disturbance in the Traditional Territory of Blueberry River First Nations, 2016*.

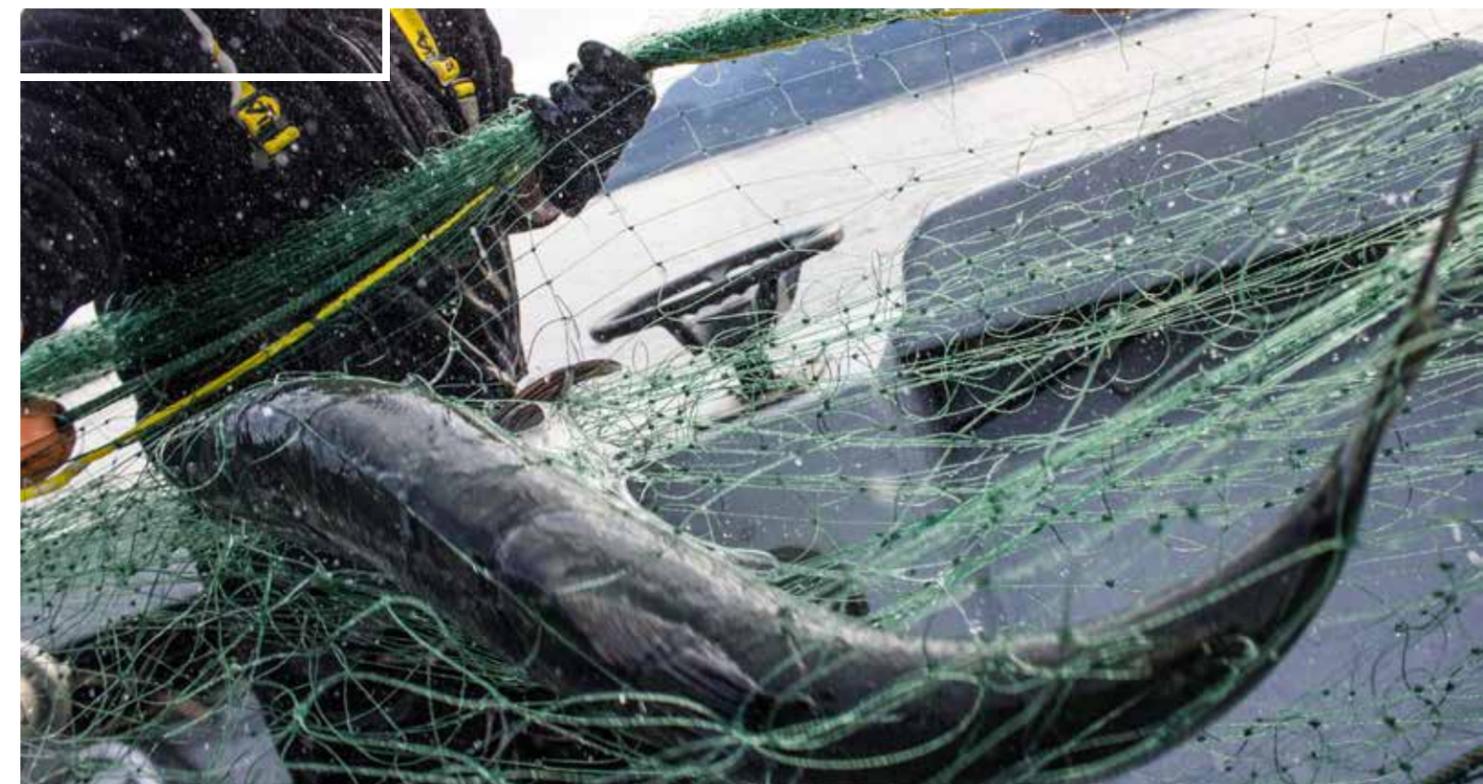
A 2012 study revealed a stark picture of the scale and rate of industrial impacts on the natural landscape of the area. The 2016 Atlas shows that — despite being notified of the prior environmental damage — the Province has actually accelerated industrial development in Blueberry River’s traditional territory.

In authoring the report, our goal was to help Blueberry River convey the urgency they feel about protecting their Treaty 8 rights and their way of life in the face of industrial development.

We believe that the wisdom of communities comes from people rooted in place who understand their roles as stewards of the land and water. Where politicians, consultants, and media may appear and disappear as hot-button issues develop and fade, communities take a long-term view. They live the deep-rooted relationships and feel the impacts that the rest of us only briefly glimpse.

As with our other mapping work, we hope this atlas will educate people about the true scale of changes to our province’s landscapes, and the impacts on rural communities and First Nations like Blueberry River.





Super Sales Slip to the rescue

Super Sales Slip might have a funny name but its savings to commercial fishermen are serious.

The program is a collaboration with harvesters and processors in BC's Area C salmon gillnet fishery.

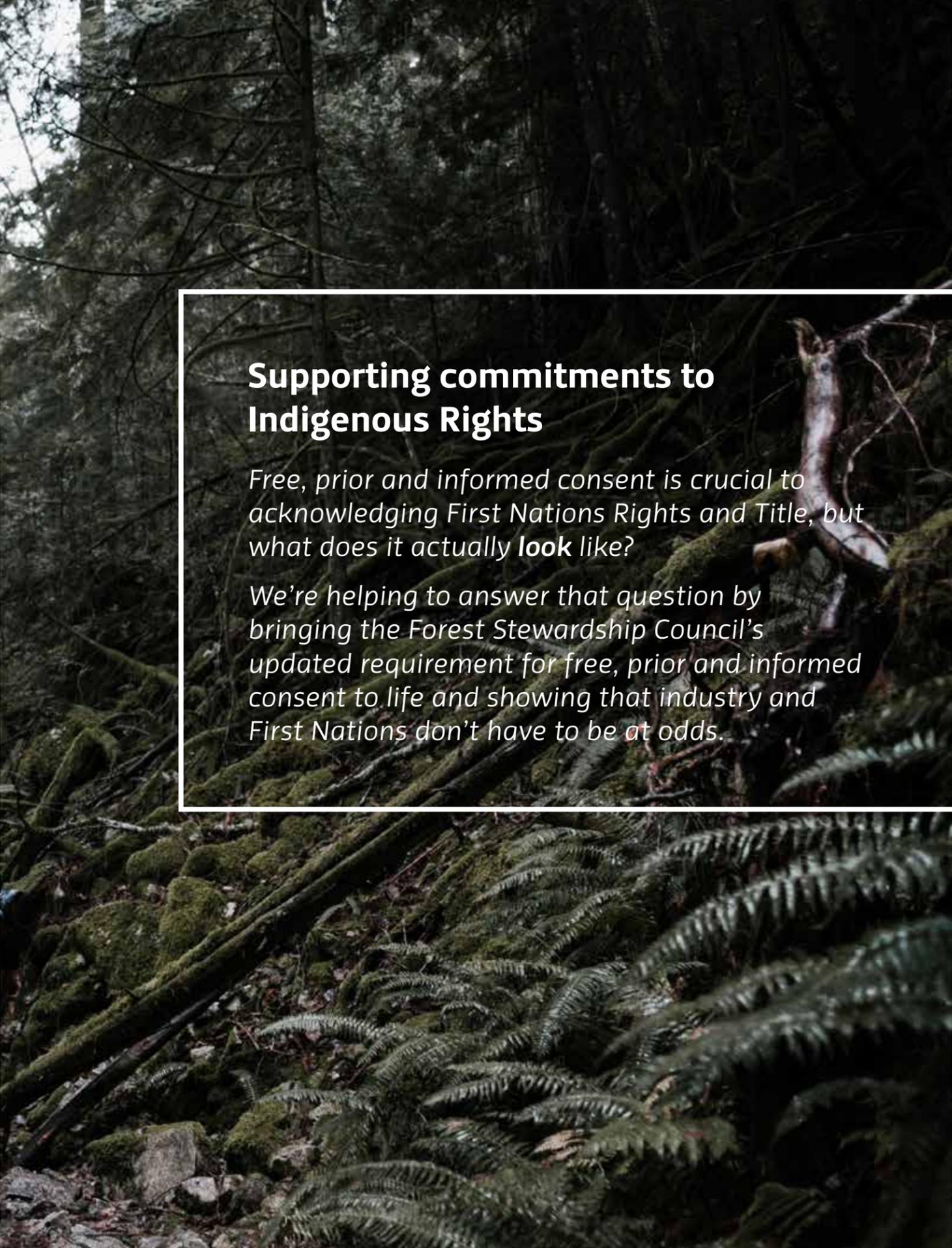
In Area C, a fisherman's harvest is measured and reported four times as the fish move from boat to buyer. Checks and balances are important, but these extra steps keep fisheries managers from making timely, data-driven decisions. And the extra cost hurts already-struggling small-scale fishermen's bottom lines.

The fishermen noticed this redundancy and offered a solution: by doing a little extra data entry when they land their harvests, the fishermen could save hundreds of dollars in monitoring fees and streamline the fishery's data reporting system.

In August we partnered with the commercial fisherman's union — United Fishermen and Allied Workers Union – Unifor (UFAWU-Unifor) — to develop software for North Coast salmon processors to capture and send fish ship and logbook data on catches, releases, and offloads to DFO.

As a monitoring service provider and strong ally of the small-scale fishing community, we bridged the divide between community-driven solutions and government policy. As a result, Super Sales Slip gives DFO faster and more reliable data for fishery management while reducing time and cost to processors and harvesters.

Photos above and opposite by Chelsey Ellis



Supporting commitments to Indigenous Rights

Free, prior and informed consent is crucial to acknowledging First Nations Rights and Title, but what does it actually look like?

We're helping to answer that question by bringing the Forest Stewardship Council's updated requirement for free, prior and informed consent to life and showing that industry and First Nations don't have to be at odds.



Free, prior and informed consent is a principle enshrined in international treaties on aboriginal and human rights. It states that aboriginal peoples have the right to consultation and open participation before any development on their traditional territories begins.

FSC is strengthening its requirement for free, prior and informed consent under forest management certifications. The move makes FSC one of the first organizations in the world to incorporate this principle, especially in Canada.

Canada signed onto the United Nations Declaration on the Rights of Indigenous Peoples in 2016, but has yet to work the Declaration's principles into law.

As the leader of a FSC Forest Management Group, as well as a long-time partner and ally of First Nations throughout Canada, we're in a unique position to support the demonstration of one path to free, prior and informed consent in Canada's resource sector.

In the Burns Lake Community Forest, we helped our FSC certificate holders build an engagement strategy between forest managers and the surrounding Wetsuwet'en Nation communities. The work may someday inform the Canadian resource sector on how to make free, prior and informed consent processes benefit First Nations and industry alike.

Over 80% of Canada's Aboriginal communities are located in or near forested areas, where they depend on Canada's forests for both their cultural and economic livelihoods.

- Forest Stewardship Council



Technology support for First Nations referrals processes

Across Canada, developers are required to engage in consultations with First Nations who may be affected by proposed industrial development. The sheer number of consultations (thousands yearly, in some cases) can overwhelm a Nation — especially when most Nations have only basic tools with which to manage their workloads.

Many software applications exist to manage these consultations, but like any software solution, none are one-size-fits-all. That's where our Knowledge Systems team comes in.

In 2016, we launched a study of the referrals software landscape, assessing the pros and

cons of every referrals software program on the market. Funded by the Real Estate Foundation of BC and Tides Canada, we've held in-person interviews with mappers in a dozen communities and conducted online surveys to understand users' needs. We've also held interviews with software providers to better understand the available tools.

The final product will help communities choose which software that best fits their needs, relieving the pressure of referrals and allowing Nations to take an active role in planning processes on their traditional territories.

Indigenous Mapping Workshop

In November 2016, Indigenous mapping experts from around Canada gathered in Vancouver to share their knowledge — and Eliana Macdonald, Manager of our Knowledge Systems program, was there in the thick of it.

Alongside other experts from mapping leaders like Google Earth Outreach, Esri Canada, and the Firelight Group, Eliana guided the workshop's themes and logistics. She also presented our in-progress referrals software assessment project, highlighting the need for better First Nations mapping support in the software industry.



Photo by Eliana Macdonald

Documenting the decline of community fisheries

What does the commercial fishing economy look like across Canada — and where is it going? We helped the Canadian Council of Professional Fish Harvesters (CCPFH) paint a detailed picture of the industry through research, analysis, and discussions with fishermen, community leaders, provincial and federal government staff, and economic development officers. Though the final report won't be released until 2017, its findings are already influencing conversations with DFO, provincial governments, and communities.



Photo by Chelsey Ellis

Fisheries and social finance

We believe a community-led approach to lending can be more successful than faceless banks and investors. In 2016, we tested a fishermen's loan fund in Lax Kw'alaams and laid the groundwork for future work with the Heiltsuk Nation.

These community-based revolving loan funds are designed to share the risks and benefits with local

fishermen who receive them; their success is the community's success. They offer fishermen access to more flexible and low-cost loans for expenses that create barriers to having a successful fishing business, such as season start-up costs. They give participants more financial freedom — releasing them from the constraints of predatory loan practices.

Fisheries economic development

Our long-standing partnership with the 'Namgis First Nation and its commercial fishing enterprise, Mama'omas LP, continued this year with a series of economic development projects. Our past work built momentum for a community-driven licence bank with a growing pool of commercial licence and quota assets. In 2016 we lay the groundwork for further growth, through visioning exercises, business planning, and policy development.

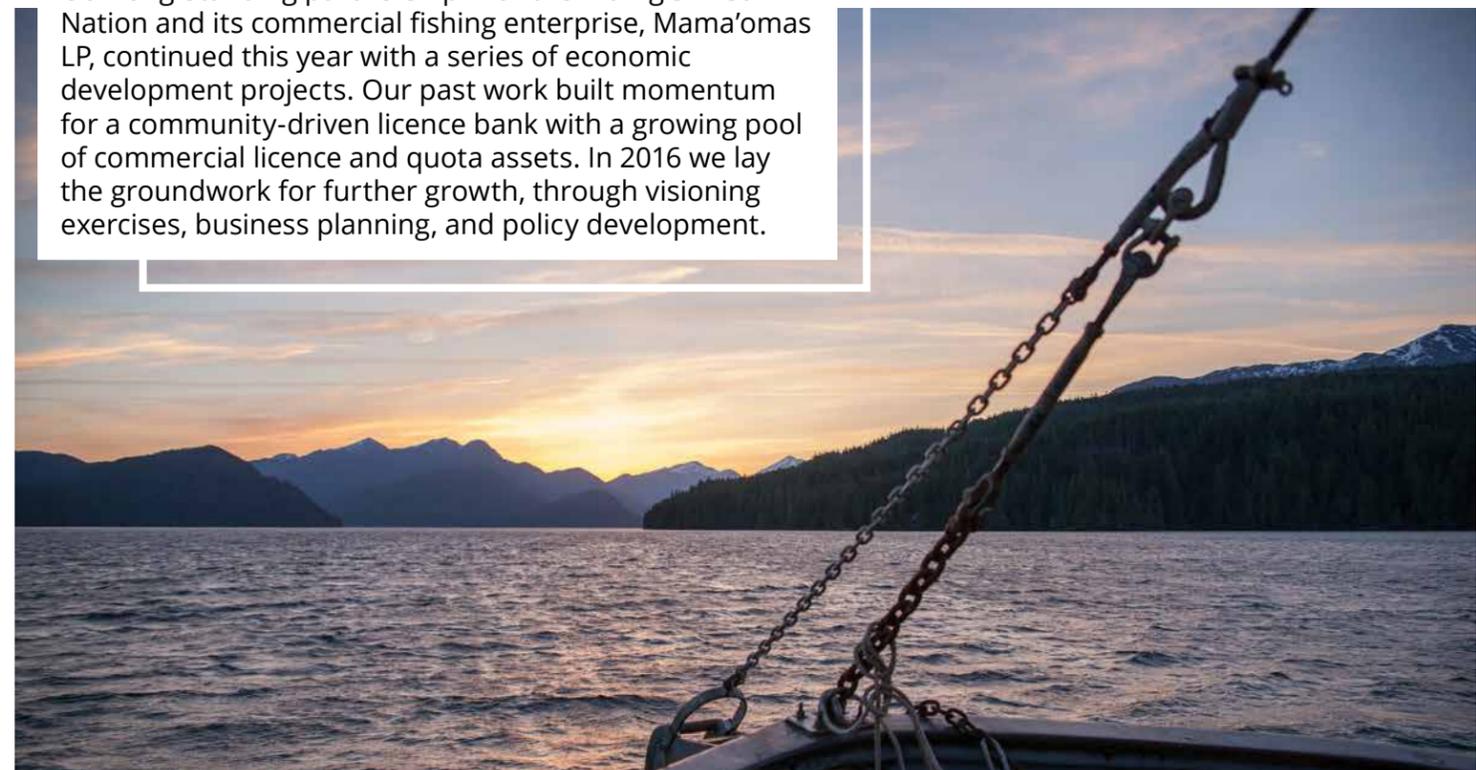


Photo by Chelsey Ellis

Demonstrating a fisheries economy

In 2016 the North Coast Skeena First Nation Stewardship Society (NCSFNSS) designed an innovative pilot for a First Nations Skeena Sockeye Fishery. Ecotrust Canada partnered with NCSFNSS to deliver at-sea and dockside monitoring for this economic demonstration fishery. The fishery was designed to make use of a 5% allocation of the Skeena Commercial Sockeye harvest derived from unfished seine and gillnet licenses currently held by DFO, which has never been accessed before. This pilot fishery represented a small but important step towards rebuilding First Nations access to commercial fisheries on the North Coast.



Photo by Chelsey Ellis

Generating energy solutions

For many remote First Nations communities, electricity is both a necessity and a drain on community resources. But they have few options — if they're too far from transmission lines, it isn't feasible for BC Hydro to connect the community to the grid. Instead, remote communities rely on diesel generators for power, which also generate a host of problems.

The Dzawada'enuwx Nation is located in Kingcome Inlet, BC, hundreds of kilometres from the nearest gridded town. There they've struggled with the unreliability, danger, cost, pollution, and noise of diesel generation as the town's sole source of energy.

We partnered with the Dzawada'enuwx to assess diesel's specific impacts in the community and produce an infographic report that could explain the full cost of diesel generation. The Nation used the infographic to seek funding for an overhaul of their energy system from the Canadian government.



Photo by Chelsey Ellis

Our LEDlab 2016 cohort

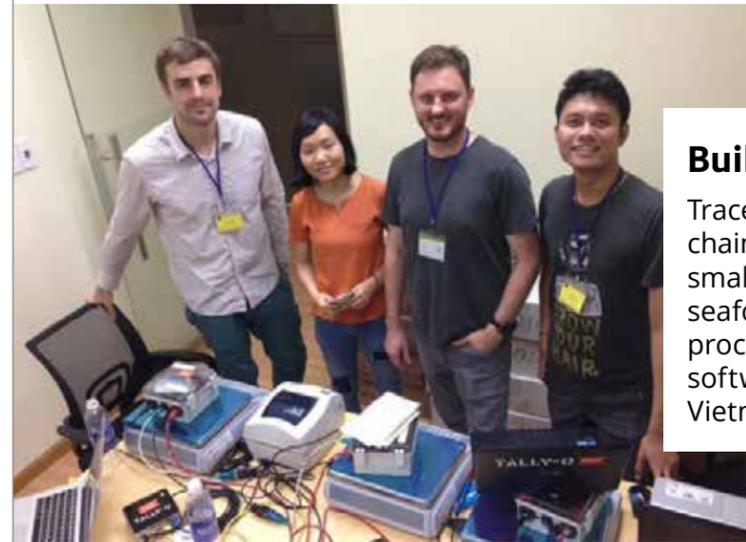
Five graduate students from UBC, SFU, and the University of Waterloo incubated community-driven solutions for a vibrant and inclusive local economy in Vancouver's Downtown Eastside as part of our 2016 LEDlab cohort. Each student partnered with a local organization putting money into the pockets of DTES residents. This year's organizations included The Binners' Project, Knack, the Community Economic Development Strategic Action Committee (CEDSAC), Hives for Humanity, and ReBuild.

DTES Community Economic Development Strategy

LEDlab facilitated the co-creation of the DTES Community Economic Development Strategy, which was passed by the Vancouver City Council on November 30th, 2016.

The CED Strategy is framed around the Livelihoods Continuum, the idea that people transition in and out of formal, informal, and survival employment in neighbourhoods like the DTES. The Strategy reflects a need to better recognize and support this continuum by offering more resources for non-traditional employment, and by building pathways for people to navigate through the continuum if and when they so choose.

The LEDlab supported the City of Vancouver as it moved past typical consultation into true co-creation, working with community to develop the CED Strategy.



Building affordable technology solutions

Traceability is becoming a must-have for the seafood supply chain, but most tracking technologies are too expensive for small-scale operations. To meet this need, we built internal seafood tracking software for small and medium-sized fish processing companies. We installed a beta version of the software, called Tally-O, in three facilities in Indonesia and Vietnam in the world's first Fair Trade certified supply chain.

Mangroves to markets

We teamed with Conservation International Brazil to launch a mangrove crab traceability program, part of a broader supply chain improvement project. The project covers all aspects of the fishery. Better handling, for example, keeps crabs alive on the way to market. ThisFish traceability tells the story of the artisanal fishermen who work in grueling conditions to capture the crabs.



A local focus, forest to frame

A second phase of the Qwii-qwiq-sap 'Standing Tree to Standing Home' initiative has begun in BC's interior, building new jobs and new homes.

The original Qwii-qwiq-sap project used local forest resources and local labour to build green and culturally appropriate housing in the traditional territories of the Tla-o-qui-aht, Hesquiaht, Ahousaht, Yuutu?it?aht and Toquaht First Nations.

This second phase, dubbed 'Forest to Frame,' will see the program expand into the Tsilhqot'in community of Yunesit'in. There, local labour will cut local trees and process them in the local mill — all to meet local needs.



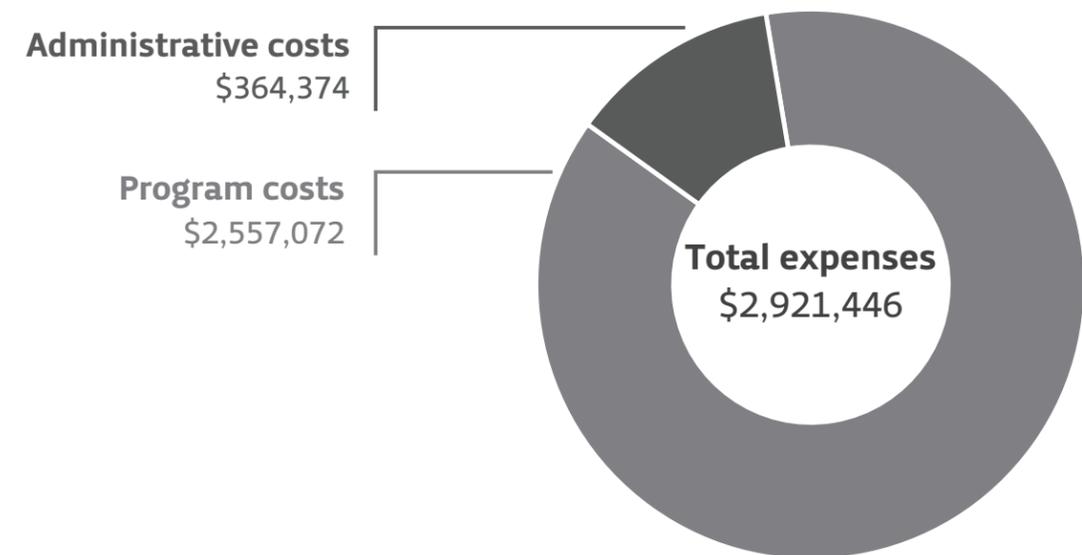
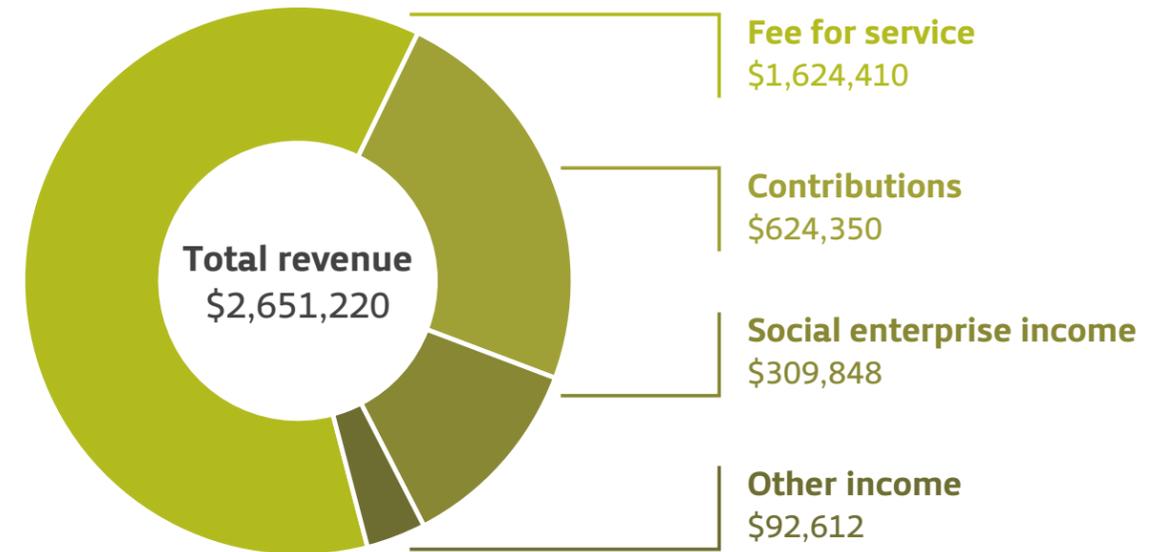
Photo by Chelsey Ellis

Proof of concept in the Northeast Superior

Our work with the Northeast Superior Regional Chiefs' Forum in Ontario continued for a sixth year, as we supported a number of projects with Wahkohtowin Development GP, the Forum's economic development corporation.

One of these projects laid the groundwork for a carbon sequestration program in the Chapleau Crown Game Preserve, showing that carbon credits could be a major opportunity to establish self-funded community forest management in the Preserve.

2016 Financial Summary



2016 Friends & Supporters

First Nations

Ahousaht First Nation
 Blueberry River First Nations
 Carrier Sekani Tribal Council
 Dzawaḏ'enuxw First Nation
 Esk'etemc Nation
 Halalt First Nation
 Hesquiaht First Nation
 Lil'wat Nation
 Metlakatla Band
 Musqueam Band
 Nak'azdli Whuten
 'Namgis First Nation
 Nisga'a Lisims Government
 Northeast Superior Regional Chiefs' Forum
 Okanagan Nation Alliance
 Quinault First Nation
 Shxw'ōwhámél First Nation
 Tla-o-qui-aht First Nations
 Toquat First Nation
 Xení Gwet'in First Nation
 Yunesit'in Government
 Yuułúʔit̓ath̓ First Nation

Foundations

Boeing
 Bullitt Foundation
 Butterfield Foundation
 Connor, Clark and Lunn Foundation
 Community Foundations of Canada Youth Catalyst Fund
 Eastside Community Fund
 David Suzuki Foundation
 Illahie Foundation
 Intact Foundation
 Ivey Foundation
 John and Judy Bragg Family Foundation
 J.W. McConnell Family Foundation
 Koerner Foundation
 Leon and Thea Koerner Foundation

Lighthouse Foundation
 Pacific Salmon Foundation
 Real Estate Fdn of BC
 Vancity Community Fdn
 Vancouver Foundation
 Walton Family Foundation

Government

Agriculture and Agri-Food Canada
 BC Ministry of Environment
 Canada-BC Job Grant
 City of Vancouver
 Environment Canada
 Fisheries and Oceans Canada
 Natural Resources Canada
 Ontario Ministry of Natural Resources and Forestry
 Skeena-Queen Charlotte Regional District

Monitoring & Certification

Agence Mamu Innu Kalkusseht
 Apollo Industries Ltd.
 Area A Crab Association
 Area C Harvest Committee
 Artek Group Ltd.
 Bakerview Forest Products
 BC Custom Timber Products Ltd.
 Bouchard Projects
 Braithwaite Land Management Ltd.
 Brown Family Seafood
 Canfor Pulp Ltd.
 Cenwest Enterprises Ltd
 Clayton Foster
 Cloverdale Woodworks (2006) Ltd.
 Cowichan Lumber
 Cowichan Woodwork Ltd.
 DJ Smearer Inc.
 Eldcan Forest

Elkington Forest
 Forest Lumber & Cooperage
 Garrett Ranches Ltd.
 Greener Print Solutions
 Hall Printing
 Hardwood Lumber Limited
 Hillside Printing Company Ltd.
 Kayu Canada Incorporated
 Longhouse Trading Co (2000) Ltd.
 Marine Printers
 Marshall Forestry Services
 Monticola Forest Ltd.
 Natural Pod
 North Coast Skeena First Nations Stewardship Society
 One Creek Forestry Ltd.
 Scottywood Corporation
 Shawnigan Lake School
 Spee Dee Printers
 Swift Sure Milling and Mouldings
 Tasler Forest Products (Canada) Inc.
 The Artek Group Limited
 Thomes Canada
 Triad Forest Products Ltd.
 Vision Interior Construction Inc.
 Westwinster Industries Ltd.

Organizations

20/20 Catalysts
 Brinkman Climate
 Canadian Council of Professional Fish Harvesters
 Cause and Effect
 Cheakamus Community Forest
 CleanTech Community Gateway
 Climate Smart
 Community Economic Development Strategic Action Committee

Conservation Northwest
 Conservation International - Brazil
 CPAWS - BC Chapter
 First Nations Energy and Mining Council
 Fish Food and Allied Workers Union
 Forest Stewardship Council Canada
 Hives for Humanity
 Heiltsuk Economic Development Corporation
 Glencore Canada Corporation
 Gulf of Maine Research Institute
 Maine Coastal Community Sector
 Maine Coast Fishermen's Association
 MITACS Accelerate Canada
 Mountain Equipment Co-op
 National Geographic Society
 Patagonia
 ReBuild
 Tides Canada
 Urban Core
 Wahkohtowin Development GP

The Amp Tenants

Binners' Project (Tides Canada)
 Brinkman & Associates
 Catalyst Community Developments Society
 Climate Smart
 Evergreen
 Fraser Riverkeepers
 Happy City
 Harbour Publishing
 Lighthouse Sustainable Building Fdn
 McConnell Foundation
 New Market Funds
 Knack (Potluck Café Society)
 RADIUS SFU

Individual Donors

Monthly Recurring

Shane and Christine Jordaan
 Peter Labun
 Alexandra Warren

\$1,000 and more

Eric Dransch
 Devlin Fernandes
 James Fletcher
 Michael Green Architecture Inc
 Satnam Manhas
 Dennis Perry & Susan Drury
 Jean Pogge
 Jonathan Stewart
 Tasha Sutcliffe
 Brent Sutton
 Maurice White

Under \$1,000

Graham Anderson
 Alan Beharry
 Ernie Berken
 Clara Cosco
 Roger Clapp
 Keltie Craig
 Andrea Davidson
 George Emery
 Lorin Gaertner
 Daniel Gerald
 James Glave
 Ron Grzywinski
 Sarah Hocevar
 Aleksandra Hynna
 Joanna Kipp
 Keren Kumar
 Tatiana Lyssoun
 Emmett Martindale
 Ralph Matthews

Michael Paduada
 Lianne Payne
 Brendan Pyrenburg
 Ruth Sebastien
 Timothy Shea
 Moira Simpson
 Paul Shore
 Moyra Van Nuss
 Patricia Wasny
 Rick Williams
 Spencer Wood

2016 Staff & Volunteers

Staff

Alex Annejohn
 Amanda Barney
 Andrea Robertson
 Brenda Kuecks
 Brenna Boyle
 Charles (Chas) Fritz
 Chelsey Ellis
 Dale Robinson
 Devlin Fernandes
 Dyhia Behabib
 Eliana Macdonald
 Eric Tamm
 Gerry Riley
 Graham Anderson
 Irwin Lee
 Jean Pogge
 Kiri Bird
 Lianne Payne
 Marilyn Aceja Uy
 Marina Landisberg
 Mike Byrniarski

Natalie Hunter
 Nicola Parr
 Oleg Matvejev
 Racheal Weymer
 Sarah Albertson
 Satnam Manhas
 Steven Moon
 Tasha Sutcliffe
 Tatiana Lyssoun
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 Chris Bataille (*on leave*)
 Jacqueline Koerner
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 Julia Levy (Co-Chair)
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 Susanna Fuller
 Rick Williams (Co-Chair)

Ronald Grzywinski
 Velma McColl

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Brenna Boyle
 Chelsey Ellis
 Chenie Prudhomme

LEDlab Interns

Amelia Huang
 Anna Migicovsky
 Brandon Toews
 Daniel Mundeve
 Davin Boutang
 Kim MacKenzie
 Nicole Luongo
 Priyanka Roy Chakrabarti
 Sarah Moreheart
 Teresa Edge

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Anthony Persaud
 Betty Tran
 Brian Cheng
 Channing Guenther
 Clark Van Oyen
 Cristina Cuevas
 Dani Lacusta
 Darcy Riddell
 Devin Tinney
 Duncan Cameron
 Eli Enns
 Heather Adams
 Heather Conradi
 Jim Fletcher
 Jennifer Thompson
 Karen Peachey
 Keith Ippel
 Natalie Swift
 Merel van Westreenen

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