

Fraser Salmon & Watersheds Program



Fraser Basin Council



2010/11 FINAL REPORT

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| FSWP File Number* | 07350-35/ FSWP 10 D 14 EE |
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* Please use the FSWP File Number provided in previous FSWP project correspondence.

1. Project Information

1.1. Project Title

Strengthening Stewardship: People Messaging and Organization Foundations

1.2. Proponent's Legal Name

SCBC Stewardship Centre for British Columbia Society

1.3. Project Location

Basin Wide

1.4. Contact for this report

Name: DG Blair

Phone: 866-456-7222/
604-230-9734

Email: dg@stewardshipcentre.bc.ca

1.5 Funding Amount

| Original Approved Grant Amount: | Total FSWP Expenditures: | Final Invoice Amount: | Final Non-FSWP leveraging, including cash and in-kind: |
|---------------------------------|--------------------------|-----------------------|--|
| 24,500 | 24,500 | 4,900 | 36,850 |

2. Project Summary

Please provide a single paragraph describing your project, its objectives, and the results. As this summary may be used in program communications, clearly state the issue(s) that were addressed and avoid overly technical descriptions. Maximum 300 words.

The Stewardship Centre for BC (SCBC) is working to build capacity within individual stewardship organizations and across the sector as a whole. Previously, SCBC led a team of consultants and advisors who designed an eight-part framework for building capacity in BC's environmental stewardship community. The *Capacity Building Framework* provides the stewardship community with a common platform for discussing eight aspects of capacity building. The current project (2010-2011) created tools and resources to for the eight parts of the framework.

2010/2011 Project Objectives were:

- To collect and share new capacity building knowledge within environmental stewardship audiences
- To increase the capacity of stewardship organizations to deliver environmental and social benefits in

their communities and across BC

- To engage diverse stakeholders in collaboratively growing, maintaining, and delivering resources that build capacity in the environmental stewardship sector.

To meet the above project objectives project activities centred around communications work, development of capacity building tools, resources and best practices, and development of a web-based platform to engage diverse stakeholders in the stewardship community. The results included the development of a capacity building web-based benchmarking tool on a dedicated website (linked to the SCBC site), a collaborative workshop to gather feedback and deliver resources, development of a data-base of resources and tools for capacity building and best practices. Together, these support the BC stewardship community to effectively fulfil their mandates.

OPTIONAL: Please give a short statement (up to 100 words) of the most compelling activity or outcome from your project.

The Stewardship Centre for BC (SCBC) is working to build capacity within individual stewardship organizations and across the sector as a whole. The *Capacity Building Framework* provides the stewardship community with a common platform for discussing eight aspects of capacity building. In 2010-2011, this project created tools and resources to for the framework and built a web-based platform for stewardship groups to self-assess and develop their organizational capacity. This ground-breaking tool walks stewards through a step by step process designed to develop organizational capacity in user friendly manner and is available across the stewardship sector. It is hoped this tool may be made available across Canada in the future.

3. Final Project Results and Effectiveness

3.1 Please copy THE EXPECTED DELIVERABLES from your detailed proposal and insert into this table. Add additional rows as needed. Then describe the FINAL DELIVERABLES (the tangible end products resulting from this work) associated with each expected Deliverable.

If FINAL DELIVERABLES differ from the original EXPECTED DELIVERABLES, please describe why, and the implications for the project.

| EXPECTED DELIVERABLES | FINAL DELIVERABLES |
|--|--|
| On-line searchable information exchange including tools, resources, best practices and commonly used processes that fit the user requirements of the stewardship community. | Capacity building benchmarking tool available on -line at www.stewardshipcentrebc.ca/Capacity . |
| Communications and networking plan that collects, develops, evaluates, and compiles strategies proven to increase capacity in stewardship organizations | Communications Plan completed and collaborative workshop held. Follow-up is ongoing with potential partners. |
| <i>Strengthening Stewardship Collaborative Workshop</i> that engages advisors, governments, stewardship organizations, nonprofit capacity builders and funders in building capacity in the stewardship sector. | Workshop held in November 2010 and a Workshop Report was completed which highlight workshop successes and challenges. |

3.2 Please evaluate the EFFECTIVENESS of your project in achieving Project Objectives. Identify the indicators you have used to measure the effectiveness of your project. Please include any notable successes or challenges.

Objective #1: Increase the capacity of stewardship organizations to deliver environmental and social benefits in their communities and across BC. Indicator: Benchmarking Tool is completed (phase one)
Results Achieved: Capacity building benchmarking tool available on -line at www.stewardshipcentrebc.ca/Capacity.
Objective #2: Collect and share new capacity building knowledge within environmental stewardship audiences. Indicator: BM Tool completed and workshop held
Results Achieved: Posted tool on-line and hosted collaborative workshop in November 2010
Objective #3: Engage diverse stakeholders in collaboratively growing, maintaining, and delivering resources that build capacity in the environmental stewardship sector. Indicator: Plans completed; workshop held
Results Achieved: Communications Plan completed and collaborative workshop held. Follow-up is ongoing with potential partners.

3.4 IF applicable, please describe how your project has achieved one or more of the following supported processes (Section 2.2 of RFP; section 7 of detailed proposal template). If results differ from those originally anticipated, please describe.

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|---|--|
| Engagement of First Nations. Please specify who, and in what capacity. | Participant organizations collaborate with or are linked to First Nations in their respective communities. |
| Active partnerships with one or more organizations. | Participant organizations were well represented at Strengthening Stewardship workshop. Please see Workshop Report. |
| Engagement and participation of diverse and under-represented groups. | A wide variety of stewards participated in the workshop. The on-line tool is available and future plans include a facilitated process to increase organizational capacity |
| Relationship building, as a foundation for sustainable, enduring activities. | Capacity Building tool starts at the organizational foundation level and builds skills and capacity within and between stewardship groups – ultimately leading to successful projects and activities |
| Capacity building, including mentorship models, leadership training and skills development. | The workshop highlighted new capacity building and collaborative models for stewardship groups to do their work. Mark Angelo spoke at the workshop providing insight and inspiration to the group. |
| Recognition and support of champions and their initiatives. | Networking and support for stewardship groups was discussed at the workshop. |
| Opportunities to influence policy and decision making, | |

3.5 Please describe how the benefits of this project will be sustained and/or be built upon into the future. What are the planned next steps, or recommendations for further work, if applicable?

Four preliminary steps are recommended in order to begin to build momentum and support for ongoing support for the stewardship community. Based on the interest expressed during the workshop and on the feedback forms, several participants indicated that they would like to be involved in further discussions about a strategy for seeking core funding for stewardship and conservation groups in BC. As a starting point, a conference call between interested individuals, and the StewardshipWorks! advisory committee could determine priority action items and responsibilities.

Individuals who have expressed interest in participating at this level include:

- Aurora Bonin, TD Canada Trust Friends of the Environment

- Lisa Fox, Fraser Valley Conservancy
- Michael Kennedy, Grasslands Conservation Council
- Brenda LaCroix, Christina Lake Stewardship Society
- Megan Moore, Pacific Salmon Foundation
- Wayne Salewski, Vanderhoof Fish and Game Club
- Edith Tobe, Squamish River Watershed Society

Shared Marketing Materials

Workshop participants requested that SCBC create a one page summary of the benefits of ongoing and stable funding that could be a focus point to a provincial campaign and that could be customized and distributed by each organization.

Enhanced Communications

This report, and specifically designed communications materials, should be posted online and distributed to all workshop attendees and invitees. Ongoing progress updates would be critical to enable others to become involved, or to advocate in their regions, if required. Communications may be specifically designed SCBC materials, or simply regular inserts into the well-read email newsletters of other like-minded organizations.

On-Line Benchmarking Tool

The next step in this process is to assist stewardship organizations to work through the benchmarking tool and to assist them to create a strategy to further increase their organization's capabilities. It is recommended that a facilitator work directly with stewardship organizations to assess their organizational capacity using a newly developed Capacity Building Benchmarking Tool. Following assessment the organizations would work with the facilitator to develop a customized action plan to help guide them through future capacity development activities. This will result in a stable, effective, and efficient stewardship sector, better able to achieve their organizational objectives.

3.6. What are the top three lessons learned from this project that could be useful to communicate to others doing similar work in the Basin?

1. We learned some technical lessons – both positive and negative – about ways to communicate within our own organization and with others. The Benchmarking on-line Tool was more challenging to get up and running due to hardware/software issues with our host server's structure. This required more technical time and thinking outside the box. We are very excited about the tool itself however!
2. BM Tool is very much needed and very useful to the BC stewardship community. We heard feedback that users will use tool to be work more strategically (work smarter not harder).
3. While developing the new tools and resources we realized that we needed to boost our own capacity too and applied the lessons to our own organization with very worthwhile results.

REQUIRED: Attach all DOCUMENTATION of Final Deliverables, and LIST attachments in Section 7. These may include technical reports, maps, photos, evidence of communications, lists of meeting participants, etc.

4. Outreach and Communications

Please describe how you have communicated project activities and results within local and basin-wide communities, across organizations and/or to decision makers.

Please list and attach copies of (or links to) any communications materials from these efforts that you have not previously submitted.

Sharing and exchanging knowledge and resources for capacity building was integral to the Strengthening Stewardship project in 2010-2011. Communications and outreach activities included:

- Ongoing engagement and consultation with the Advisory Group, through conference calls, meetings, one-on-one discussions, and workshop participation.
- Knowledge transfer involving at least 30 stewardship organizations including telephone interviews, conference calls, personal meetings, on-line feedback, and workshop participation.
- *Strengthening Stewardship collaborative Workshop* was held that shared information and experiences about capacity building resources and implementation processes with key government agencies, stewardship organizations, not-for profit capacity builders, and funders.
- Web-based information hub is now available to collect and exchange capacity building knowledge and resources.