


Presentation overview

- Who we are and what we do
- The St. John River watershed project
- Freshwater Health Assessment results
- Social – Ecological Inventory project
- What is the significance of this
- Where to next



WWF approach to conservation

<p>We are....</p> <ul style="list-style-type: none"> • Solutions driven • Strong partnerships with businesses and industry • 45 years of conservation • Global to local; local to global • Leader in Science research 	<p>We have achieved....</p> <ul style="list-style-type: none"> • 100 million hectares protected <ul style="list-style-type: none"> • Founding partner of Canadian Parks and Wilderness Society (NB) • Protection in three oceans • Sustainable markets (FSC, MSC) • Commitments to low-carbon, green energy
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WWF Canada

<p>4 Priority Programs</p>	}	<ul style="list-style-type: none"> • Oceans • Arctic • Climate Change • Fresh Water
<p>7 Offices</p>	<p>100 Staff</p>	<p>150,000 Supporters</p>



Context for the St. John River project

- 2009: Canada's Rivers at Risk
"Poor status" and "declining forecast" for the St. John River
- 2011: Canadian Rivers Institute *St. John River: State of the Environment Report*
St. John River Community Tour
- 2012: RBC Blue Water Project grant to the St. John River project

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St. John River project

WWF, in collaboration with local and regional partners, will advance two key objectives toward the ultimate goal of safeguarding the health of the St. John River:

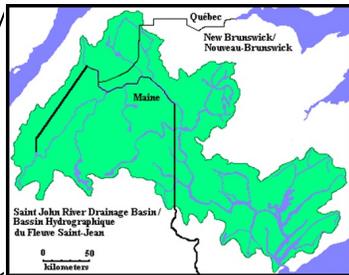
- Establishing a broadly shared vision and commitment, among diverse users of the river and its waters, to engage in collaborative action to ensure a healthy St. John River and its tributaries
- Bringing the best science to the table to develop an action plan to restore more natural flows to the river and its tributaries



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St. John River Basin

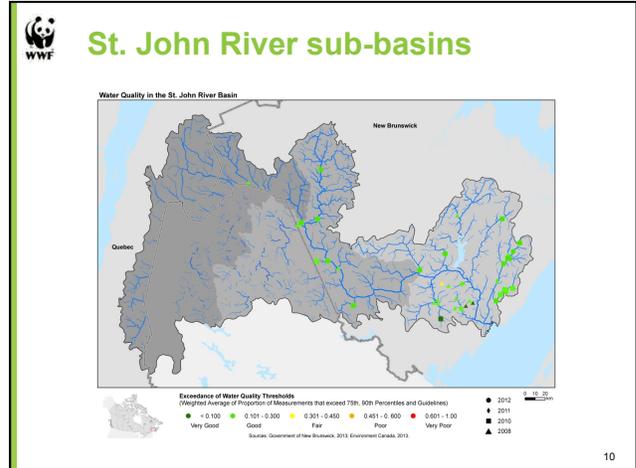
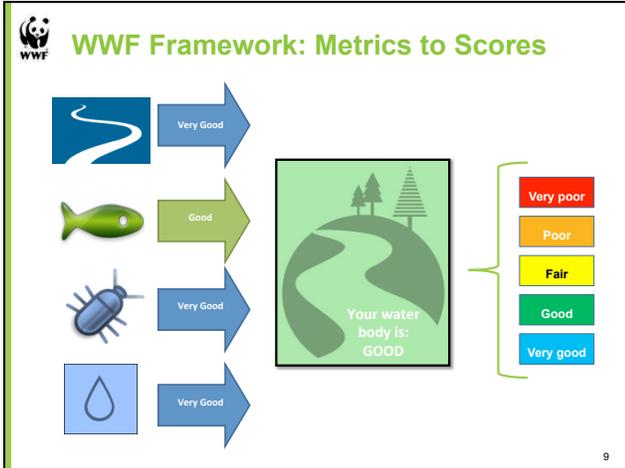


Saint John River Drainage Basin/
Bassin Hydrographique
du Fleuve Saint-Jean

0 50
Kilometers



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FHA Results: St. John River

Indicator	Sub-Basin			Basin	
	Upper	Middle	Lower		
Hydrology	Hydrology Health Category	Data Deficient	Fair	Fair	Poor
	Hydrology Score	Data Deficient	2	2	1
Water Quality	Water Quality Health Category	Data Deficient	Good	Good	Good
	Water Quality Health Score	Data Deficient	3	3	3
Benthic Macro-invertebrates	Benthic Health Category	Data Deficient	Good	Very Good	Good
	Benthic Health Score	Data Deficient	3	4	3
Fish	Fish Health Category	Data Deficient	Data Deficient	Data Deficient	Data Deficient
	Fish Health Score	Data Deficient	Data Deficient	Data Deficient	Data Deficient
Total Score		0	8	9	7
Total Available Score		0	12	12	12
Percentage of Maximum Score		0.0%	66.7%	75.0%	58.3%
Overall Health Category		Data Deficient	Fair	Good	Fair

What's the take home ?

Overall 'health' has improved, yet significant work still remains

Significant data gaps – reflective of the situation across the country

Opportunities for other groups and agencies to leverage this work

We have a ways to go and are clearly on the right path. Need to figure out what the mechanisms are to encourage more of the 'good' activities.

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Why is this necessary?

The Canadian Rivers Institute State of the Environment report for the St. John River provided a synopsis of the current state and trends – compilation of research efforts and historical data. A true ‘state of the environment’ report

Did not address the ‘actors’ involved in the system – the ‘people’ side of the equation

Social-Ecological Inventory (SEI) provides the ‘who is doing what and where as it relates to river health’ within a systematic, social science-based methodology

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SEI research findings

- 196 individuals identified representing 160 organizations/departments/agencies
- The research fills the gap between the CRI report and what is happening on-the-ground

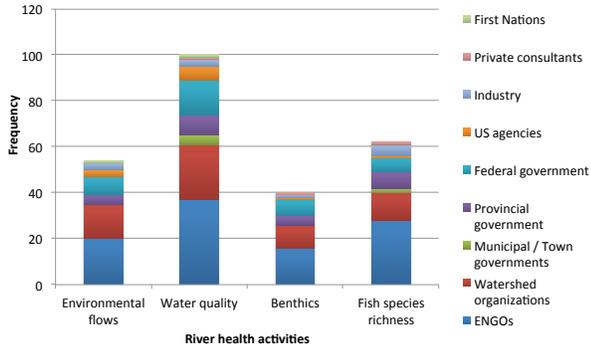
Category	Count
Interviewed	39
No response	43
Other	29
Initially interested but did not participate	21
Not involved in activities related to river health	2
Not active in the SJRB	3
"not a good fit"	2
Already participated on behalf of another organization	4
Could not participate	5
Not interested	2
Not the right person; referred others	11

Types of activities

Activity	ENGOs	Provincial government	Industry	Watershed organizations	Private consultants	Federal government	Municipal government	US agencies	First Nations
Water treatment/management	1	1	1	0	0	0	0	0	0
Funding	0	0	0	1	1	0	0	0	0
Tourism and recreation	1	1	1	1	0	0	0	0	0
Research and other information gathering	1	1	1	1	1	1	0	0	0
Outreach and education	1	1	1	1	1	1	0	0	0
Advocacy	1	1	1	1	1	0	0	0	0
Governance (advisory, council)	1	1	1	1	1	0	0	0	0
Fish passage and population activities	1	1	1	1	1	0	0	0	0
Riparian and land management activities	1	1	1	1	1	1	0	0	0
Water monitoring	1	1	1	1	1	1	0	0	0
Biological monitoring	1	1	1	1	1	1	0	0	0
Land management planning	1	1	1	1	1	1	0	0	0



Activities that contribute to river health

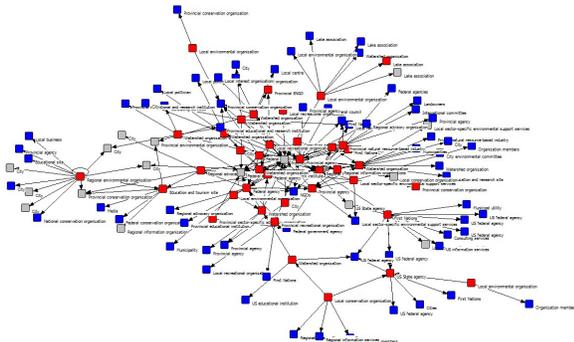


Networks and relationships

- Tells us:
 - Who is connected to whom
 - For what reason
 - With what frequency
 - Who are the 'key players' in the river health network?
- Actors are portrayed as nodes, connections between them by lines



Information Network



The opportunity

The research tells us that there is a keen interest in river health (and healthy communities)

There are a lot of things happening on-the-ground

All of this happening within a disconnected system.

There are opportunities to collaborate at the local and regional level to foster positive discussions, leading to implementation of more actions that contribute to a healthy river



The SEI project was supported by:

The Social Sciences and Humanities Research Council of Canada and the following agencies.



What else have we done in the last year ?

- Community meetings and discussions
 - Meeting with actors to present and discuss project
 - Partnering with Universities and NGO's to host research meetings and a workshop
 - Hosted the inaugural St. John River Summit
 - Supported a Youth Environmental Leadership canoe trip along the river
 - Blogging, communicating and sharing information
- = working towards an action plan that supports a healthy St. John River



Where to next?

- Continue responding to community needs and interest
- Dialogue with actors to share information and ideas
- Create opportunities for sectors to better understand river health and their role – peer to peer learning.
- Provide baseline information on some key concepts:
 - Ecological flows
 - Climate adaptation
 - Watershed governance
- Continue working towards an action plan that supports a health St. John River



Thank you

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www.wwf.ca/conservation/freshwater/the_st_john_river/