

PACIFIC SALMON FOUNDATION

PSF is a non-profit, charitable organization that works collaboratively with all five levels of government (Fed/FN/Prov/Reg/Mun), community, industry/business and academia to conserve and rebuild Pacific salmon populations through strategic and focused efforts where people and resources are mobilized to work together to achieve common goals.

PSF promotes the conservation, rehabilitation and enhancement of Pacific salmonids for the benefit of present and future generations.

Salmon Sustainability Lens: Volunteer Community Knowledge Transfer (KT) Is Making a Difference for Salmon in the Wild

Knowledge Transfer, synthesis and exchange, amongst individual volunteers, stewardship groups, and communities is influencing personal values, developing community leaders, and creating political will. In British Columbia, volunteers through their body of salmon and habitat projects that engage local peoples are making a substantive and sustainable difference for salmon.

Any particular group of projects may be criticized as a patchwork of isolated activities, but each project attracts additional volunteers and builds a positive and expanding initiative. This outcome may provide the real sustainable benefit to salmon: increased public awareness, behaviour change to reduce individuals' impacts on salmon and habitat, and recognition of salmon as a personal and public value.

Those influenced to give of their time and/or money begin to think about salmon differently. By analogy, over time they create a salmon sustainability "Lens"; a way to behave in local communities to live with salmon now and in the future.

The PSF's independent Salmon Program evaluation is charting the development of a Salmon Sustainability Lens: people "Thinking Salmon" and making different choices, running for public office and participating in consultative processes to represent salmon, increasing awareness of individual and local impacts, and building political will.

Change takes time but the benefits from the collective works of the volunteer community are growing and are making a sustainable and positive difference for salmon in the wild.

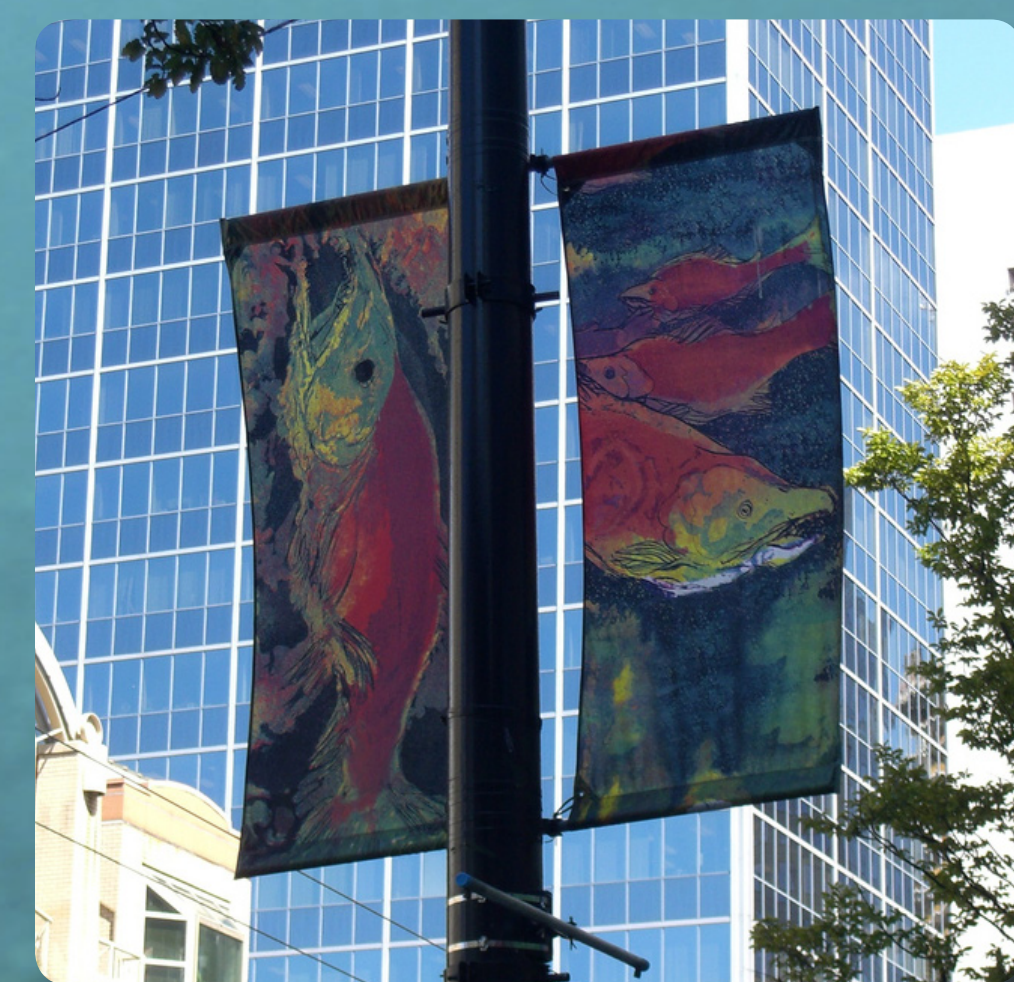
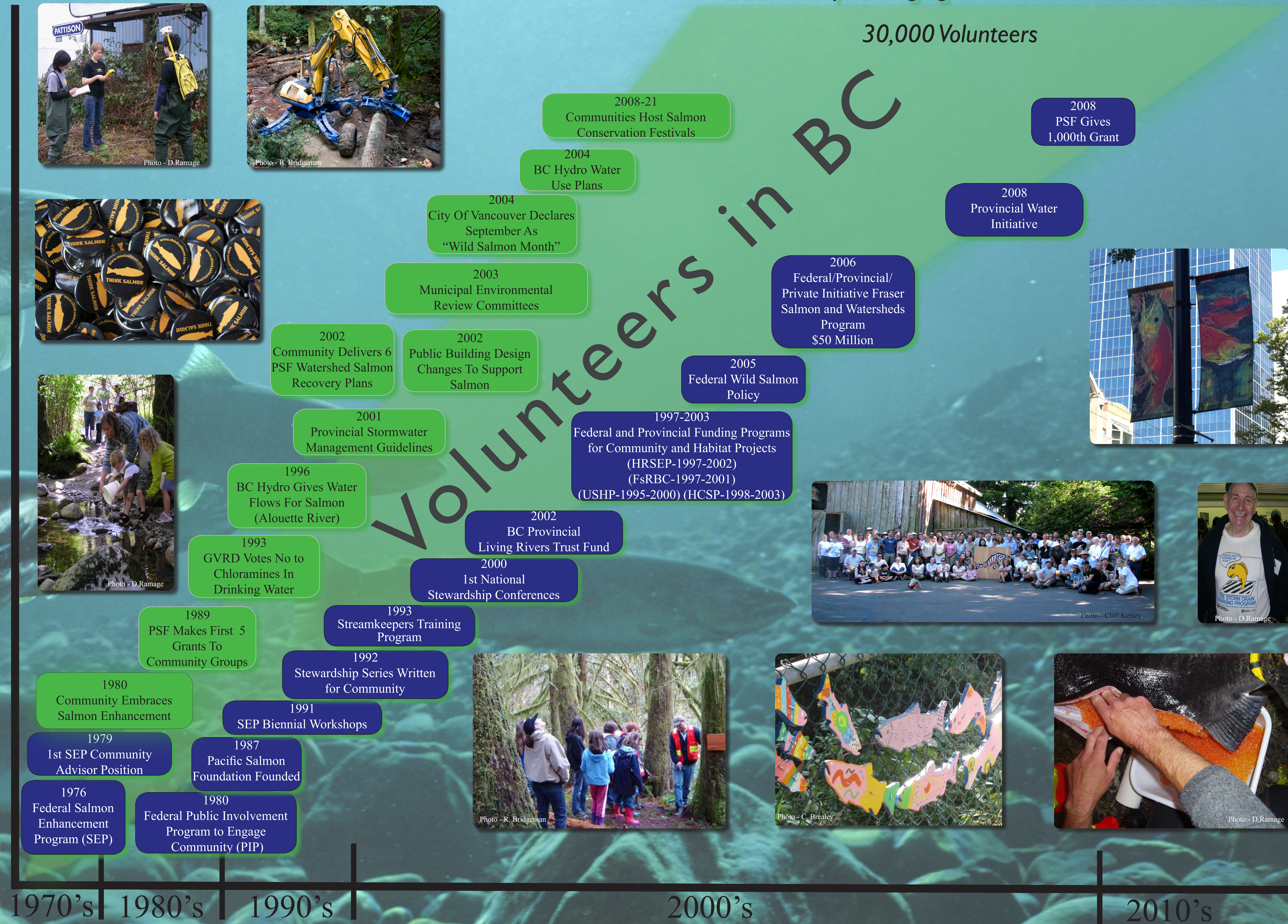
Background Photo - Barrie Kovish

Inspired People Saving Salmon!

Many Small Projects Collectively Result in Change

Think Salmon - Behaviours And Values Of Broader Community Changing To Benefit Salmon In The Wild

Effectiveness & Influence



Volunteer Community Knowledge Transfer