

Guiding Principles to assist in recovery program development

- 1. Holistic Approach
- 2. Team
- 3. Monitoring and evaluation
- 4. Outreach and Communication
- 5. Long-term commitment (funding and leadership)



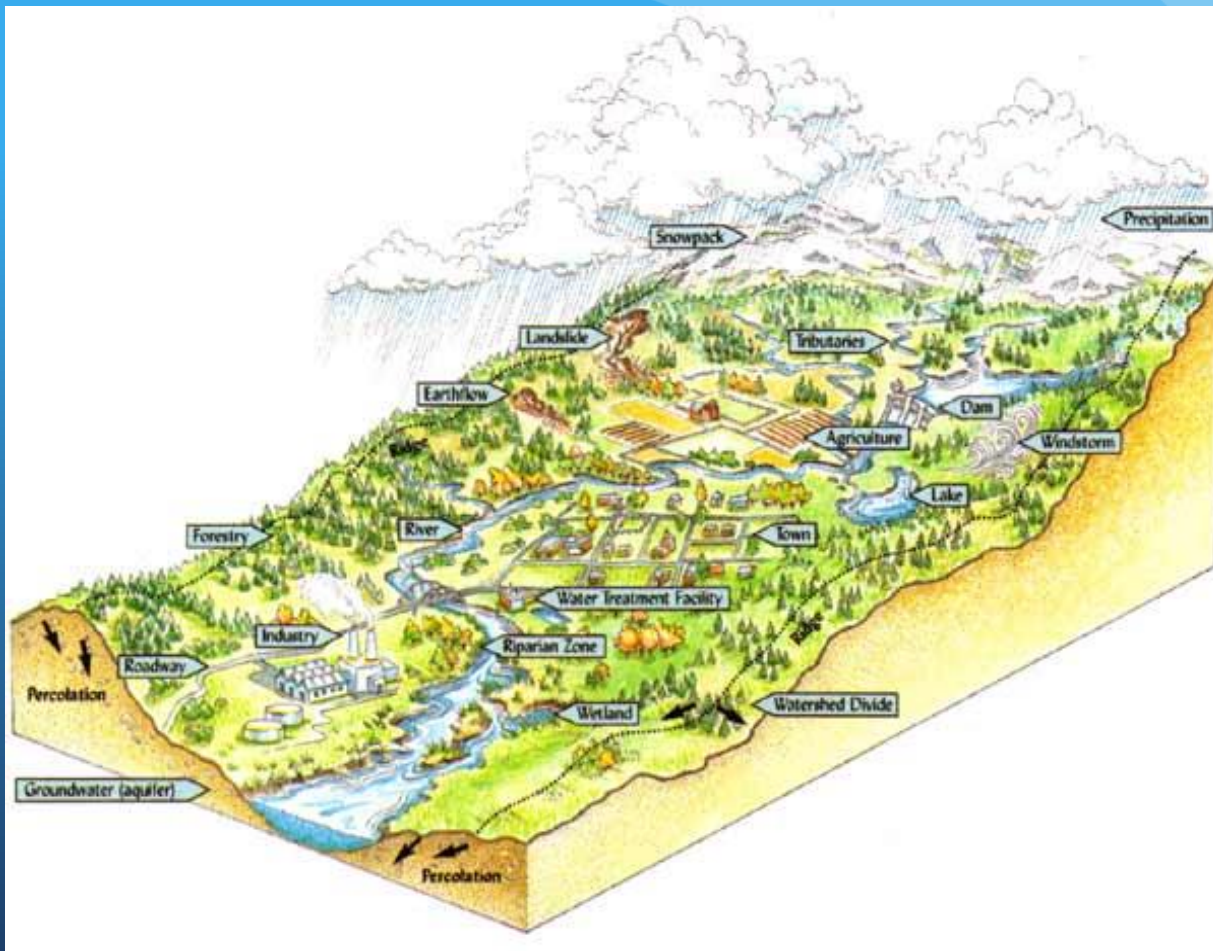
HOLISTIC APPROACH

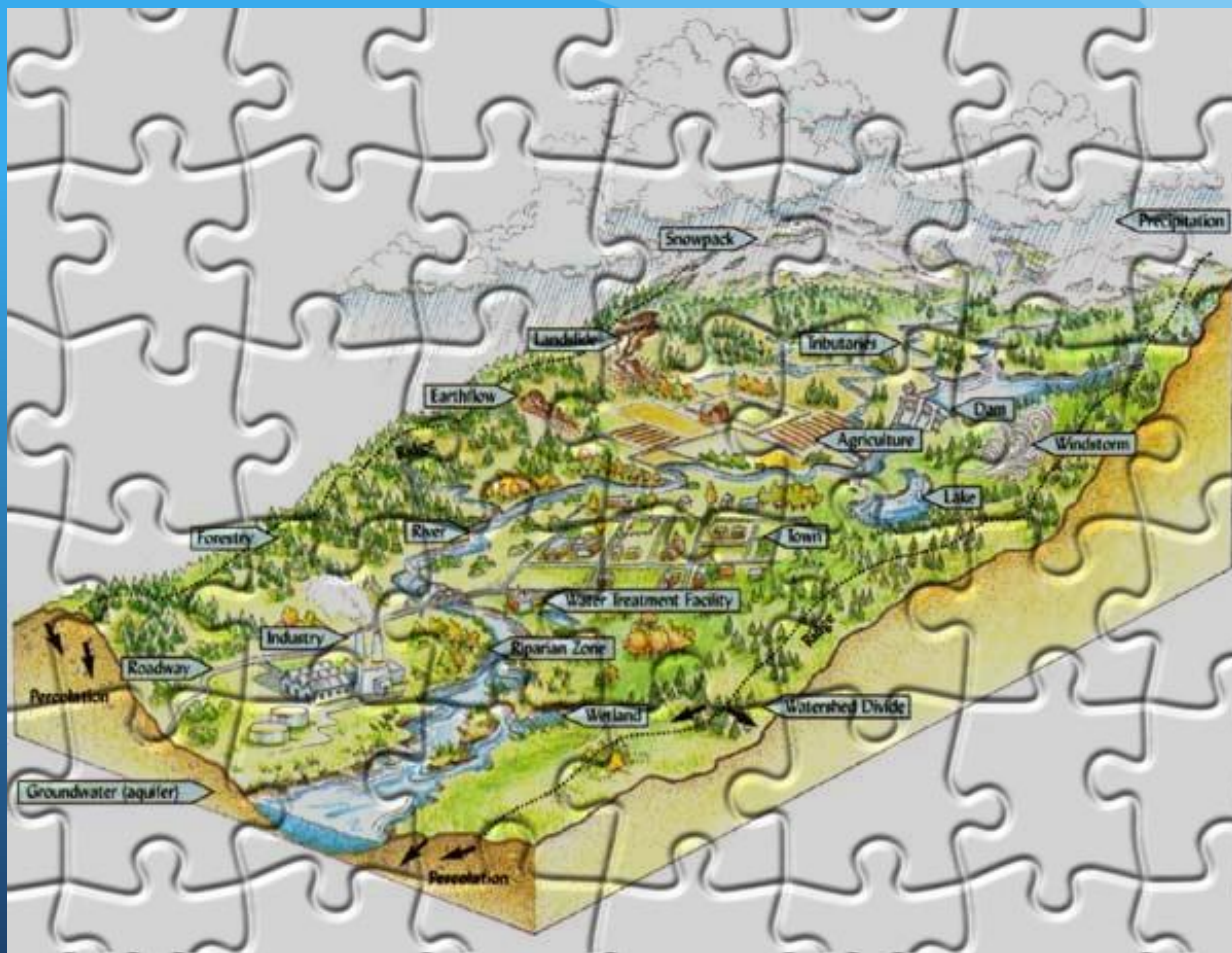


Holistic Approach

- The best chance to succeed with a salmon recovery project is to take an ecosystem wide approach that will be multi-species in scope.
- Identify and understand the root cause(s) of limiting factors and how they relate to the entire ecosystem.
- Many benefits to an ecosystem approach:
 - A) Actions will help entire ecosystem that supports salmon.
 - B) There is broader ecosystem recovery potential.
 - C) Larger resource pool to draw from, people and financial.







TEAM



An effective team has many important members



Team

- The foundation of a recovery plan requires a solid and committed team to create a local decision making body.
- Teams need a good leader, someone who has passion for the watershed, restoration tasks, and can leverage the strengths of each member to ensure the work identified as needed by the team is accomplished. Finding effective leaders is no simple task, but is essential to success



Ideally, you will have a 'champion' for the project. Someone passionate about what you are doing that can carry your message. Someone with a 'Dream'.



Team: cont.

- Strive for as diverse a team as you can. Gov't, First Nations, watershed users and more. All have an interest and can contribute.
- Meet regularly to discuss actions and future plans.
- Meet, share, discuss...What is best for the watershed.



Monitoring and Evaluation



Monitoring and evaluation

- Monitoring and evaluation must be fundamental components of any recovery program.
- Be clear on the purpose of the project so that you can design effective and accurate measurement programs.
- Ideally, when suitable, you will have before and after assessments to determine the impact and effectiveness of your work.
- Thorough monitoring may take many years. Relates to the long-term commitment principle.



Survey changes, before and after





Be prepared for challenges/problems and the need to modify the plans.
The OOPS FACTOR!!

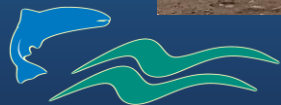


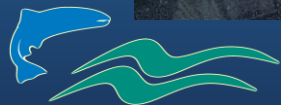
Outreach and communication

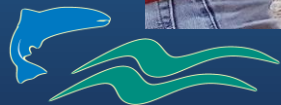


- Science based restoration and management plans must be effectively communicated to policy makers, politicians and the public.
- Get your message out to the wider public and politicians. (A politician getting their picture taken doing restoration work or some other hands on feel good project is worth a lot)











Never assume people know!



Long-term commitment (funding and leadership)



Not quite as long-term as this!



Long-term commitment (funding and leadership)

- Clear goals and timelines. Everyone knows what it is that is being done and how long a commitment they are making. Much better to know how long your are involved. May revise at a later date.
- Having clear goals and timelines makes it easier for funders to commit.
- Have measures of how you are doing, meeting funding goals, meeting project goals.
- Sometimes goals can take a long time. (Dam removal example.)



Setting clear timelines for commitment is important to draw people in. Not a lifetime commitment.



One final thought:
Don't give up!



Questions / Discussion

- ASK GEOFF!!

