

FORED Projects

(summary of 2020 and ongoing 2021)

FORED's community sustainability activity is made possible with the immeasurable contribution of our members, volunteers, directors & staff. Our hands-on, diversified volunteer Board of Directors from law, business, education, accounting, public relations, & academe, governs our policy & programs with outstanding leadership. Program highlights and stakeholder feedback follow:

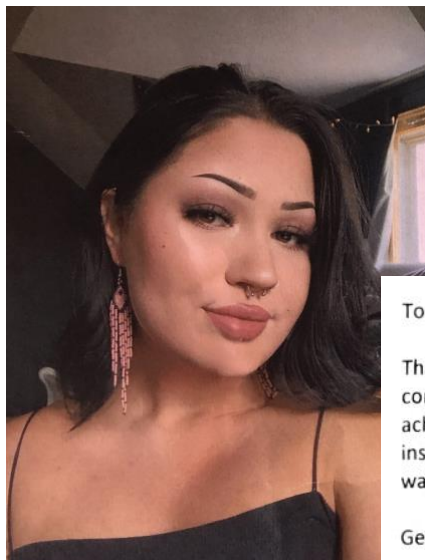
Sustainable Communities & Neighbourhoods (SCAN):

- Landscapes magazine continues to be a popular online resource.
- Community best practices in sustainability resources from our magazine Landscapes and other sources are downloaded by **56,000 individuals monthly** from our website foredbc.org
- We receive commending emails/comments from teachers, students and others who download our materials.
- FORED is an advisory member of the **Institute for Environmental Learning**, led by SFU's Dr. David Zandvliet, FORED director & volunteer. This **UN-designated organization** develops and supports research on environmental learning & sustainable development across BC.
- With the help of teachers and volunteer contributions, we also uploaded **new** lesson plans to the [website](#), freely promoted by the [Environmental Educators Provincial Specialist Association \(EEPSA\)](#). Thanks to David Z. for the teacher recommendation to help with this project. (See a Facebook ad with metrics at right).

Aboriginal Heritage, Education & Dialogue (AHEAD):

The global pandemic had an impact, but most FORED programs continued as usual. We will continue to offer online, complimentary activities and social media promotion to our targeted audiences.

To celebrate cultural & heritage traditions of BC's aboriginal people, FORED offered its annual **Traditional Knowledge (TK) & Medicine** artwork contest for aboriginal youth. Their posters are **displayed each year in the Ministry of Education office (Victoria) for National Aboriginal Day (June 21st) at gov't request**. Prizes are awarded to winners and featured on our [website](#). We also did Facebook/Instagram ads and YouTube videos to target teachers, parents, and Indigenous youth, obtaining hundreds of thousands of views according to combined analytics.



FORED provides annual **Traditional Knowledge scholarships** to First Nations students selected by Nicola Valley Institute of Technology (NVIT). Candidates offer a short essay on how Traditional Ecological Knowledge is applied to natural resource management in their community. Georgia Horseman received a \$500 FORED **Traditional Knowledge scholarship**. Due to COVID-19, an in-person ceremony was unable to take place; however, Georgia kindly sent us a photo of herself with a note (pictured at left).

To FORED:

Thank you kindly for the generous award. The award is greatly appreciated, and helps me so I can continue on in my post secondary journey. My goal is to continue being dedicated to my studies, and to achieve high grades as I continue further with my post secondary education. Your generous award inspires me and motivates me to keep pushing myself in my work, and for that I am sending the warmest thank you!

Georgia Horseman

FORED BC's Post

New lesson plans for ages 5-12 created by teachers and volunteers for free public use in schools, outdoor education, youth groups, home school & more.

Get them at <http://www.foredbc.org/common/main.cfm?ind=2&sin=6&ssi=0>



615

17 Comments 104 Shares

Results

Learn about metrics

Cost per Post Engagement	CA\$0.10
Amount Spent	CA\$70.32 \$100.00 CAD Edit
Reach	13,099
Impressions	17,954

In 2020, FORED BC launched some new [social media videos](#) promoting lifelong learning and offering youth leadership advice, with the help of our First Nations volunteer mentors who offered traditional knowledge natural resource management tools.

The Ministry of Advanced Education (AVED) continues to promote FORED's [YouTube](#) channel, featuring **Indigenous mentors sharing** natural resources career advice to youth, on the Ministry of Advanced Education social media channels. The videos collectively have more than 100,000 views.

Youth Engaging Sustainability (YES):

FORED BC's annual youth poster contest for National Forest Week was expanded to include photography submissions. The event drew hundreds of entries from BC youths K-12. The contest theme was **Healthy Forests - Healthy Future**, marking the 100th anniversary of this event.

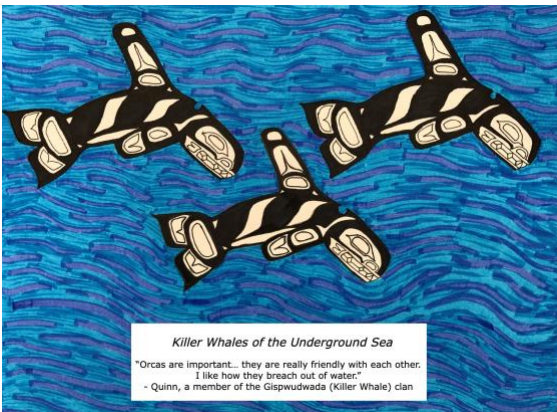
Prizes were awarded to the following students with some posters featured in this report.

- **Sophie, Ecole Central Elem., Fort St. John**
- **Cate, Quamichan school, Cobble Hill**
- **Tyson, Forest Grove Elem., Burnaby**
- **Sylvie, Ecole Cobble Hill, Mill Bay**

All winners on our [website](#).



Traditional Knowledge & Medicine Poster Winners:



- **Luke, Opaskwayak Cree Nation, Canyon Falls Middle School, Kelowna**
- **Quinn, Lax Kw'alaams, Gispwudwada, Charles Hays Sec., Prince Rupert**
- **Orin, Gitanmaax Band, New Hazelton Elem., New Hazelton**
- **Madison, Mohawk, Chute Lake Elem., Kelowna**

Partnerships:

Thanks to our many volunteers for their continued support, and our social media friends for sharing our programs widely. This broadens FORED outreach to thousands of BC citizens, particularly youth. **We**

acknowledge the financial support of the Province of British Columbia through gaming funds, as well as our members and the Vancouver Foundation. This year, we acquired some new anonymous members and modest donations through [CanadaHelps](#).