

The Magic Canoe
A final report prepared for
Nell Newman Foundation

Submitted by Ecotrust
August 16, 2013

The Nell Newman Foundation awarded Ecotrust a grant of \$25,000 in February 2012, in support of our project *The Magic Canoe*, a multimedia storytelling initiative launched in 2012 by Ecotrust founder Spencer Beebe. The goal of the project is to identify and capture stories of inspiring leaders in the U.S. and around the world working to build a more natural model of development.

This project builds on a 2011 convening of international leaders hosted at Ecotrust's headquarters in Portland, Oregon. During this three-day event that gathered more than 50 leaders and resource experts from around the world – including delegates representing regional initiatives on all continents except Antarctica— we worked to identify and test principles and practices that better cultivate resilience to the increasingly urgent social, economic, and environmental challenges of the 21st century. Our rapidly changing world requires a more natural model of development that is built on the principles and practices of resilience and is rooted in a regional approach –bottom up, place-based strategies that recognize the constraints and opportunities of the natural environment.

At the close of the convening, Ecotrust founder Spencer Beebe committed to work closely with the emerging network of regional leaders around the world who are working to create innovative, enduring solutions in the places they call home. In exploring and documenting these solutions, Beebe and his coauthors aim to illustrate successful alternatives that exemplify a more natural model of development. In the process, they are creating the core substance of a multi-media project that is a clear, readable articulation of the idea of a natural model of development.

During the period from February 2012 through May 2013, this grant has supported work by Beebe and Ecotrust's communications team to develop connections with leaders in South Africa, Mexico, Chile, Zimbabwe, Detroit, Rwanda, Pennsylvania, and other regions; leaders who are working on emerging market development, legal rights of nature, holistic management, ecotourism, urban farming, and urban youth education, among others. Stories by and about these practitioners took the form of multimedia blogs, featuring written accounts, video interviews, audio stories, and photographs.

The connections and relationships cultivated by this project have supported the development of a core group of charter members that are working collaboratively to build a new knowledge community and platform designed to accelerate and amplify the sharing of resilience solutions under the working title "The Resilience Project". This group is leveraging additional funding from the Rockefeller Foundation to continue to grow this network of resilience practitioners around the world.

"We don't actually respond nowadays so much to the feeling of a country, we respond more to the feeling of a region. ...I personally believe that the development of a sense of belonging—a sense of place— within a bioregion is one of the most important challenges we have nowadays if we actually want to make progress in sustainable use of the environment."

— Dr. Exequiel Ezcurra, Ecologist and Researcher



As part of the Magic Canoe project, Ecotrust Founder Spencer Beebe interviewed Dr. Exequiel Ezcurra, a conservation scientist who has focused his research on the Sonoran Desert. Ezcurra is currently Director of the University of California Institute For Mexico and the United States (UC MEXUS) where he oversees cross-border research.

Some examples of web-published material generated for the Magic Canoe project during 2012 include:

- “The Land of the Blue Crane”—by Spencer Beebe (February 10, 2012, <http://blog.ecotrust.org/the-land-of-the-blue-crane/>).
- “Rio: Let’s unleash the power of people back home”— by Spencer Beebe (June 15, 2012, *Grist*. <http://grist.org/cities/rio-lets-unleash-the-power-of-people-back-home/>)
- “A sense of place in Sonora”— a conversation with Exequiel Ezcurra (July 19, 2012, <http://blog.ecotrust.org/a-sense-of-place-in-sonora/>).
- “Living resilience in Rwanda”— by Spencer Beebe (November 8, 2012, <http://blog.ecotrust.org/living-resilience-in-rwanda/>).
- “A rich sense of honor: Learning from tribal leaders”— by Spencer Beebe (December 6, 2012, <http://blog.ecotrust.org/a-rich-sense-of-honor-learning-from-tribal-leaders/>).

In addition, the storytelling approach cultivated in the Magic Canoe project has evolved into a new digital magazine, *Commonplace*, which will launch in late Summer 2013, with Spencer Beebe serving as publisher. The goal of *Commonplace* is to continue to inspire people through well-grounded narrative portraits of particular settlements, towns, or regions wrestling with the issues of our age and emerging with a vision and the real scaffolding of a new way of living and doing business.

Recognizing the complexity of the systemic change we seek, Ecotrust aims to deliver our ideas clearly and compellingly through a lens that everyone can understand – people at home, at work, at

play in the very particular places they live, demonstrating a more natural model of development in practice. These stories will be serialized several times a year in *Commonplace*. Each issue of *Commonplace* focuses on a single place. The first issue will center on the Skeena River watershed in British Columbia, and subsequent issues are planned that focus on Oregon and the Bering Sea.

Commonplace integrates the latest multimedia storytelling tools and platforms and will be optimized for delivery on a variety of mobile devices, including both web-based and a “Newstand” app for tablet readers. It features a map-based homepage that allows users to navigate to various stories in the issue, including short and long form essays, audio vignettes featuring voices of people from the issue’s focus region, and photographic essays.

Commonplace Magazine home page: <http://www.commonplacemagazine.org/>



commonplace

Issue 01 is coming soon!

SKEENA VOICES

Sign up for Commonplace emails here

Until the first issue of the magazine is launched, visitors to the home page are invited to sign up for the Commonplace email list. This will provide a channel for releasing information about upcoming issues and Ecotrust’s related communications efforts.

While the stories featured in *Commonplace* are locally placed, they have global appeal and significance, both because of the problems and issues that communities are tackling on the ground and because of the innovation and ingenuity they employ in the face of those hurdles. Building on the approach cultivated in the Magic Canoe project, these are places and people with which Ecotrust is working now and building stronger ties with, to establish a larger network of like-minded practitioners. We are starting with stories in our region, from Alaska to California, but we will also be looking more broadly around the world for places and stories that inspire change.

Community-Based Fisheries Management

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The Nell Newman Foundation awarded Ecotrust a grant of \$25,000 in February 2012, in support of our work to establish a community-based, self-supporting model for achieving healthy fisheries and fishing economies. This grant has supported several Ecotrust Fisheries program accomplishments during the grant period. Our work is organized in three areas/scales; Alaska, the US west coast, and nationally (via the Community Fisheries Network).

Alaska: A new program to control bycatch in the fisheries of the Gulf of Alaska presents the best opportunities to establish policies that formally recognize the establishment of Community Fishing Associations (CFAs) and greater community-based outcomes.

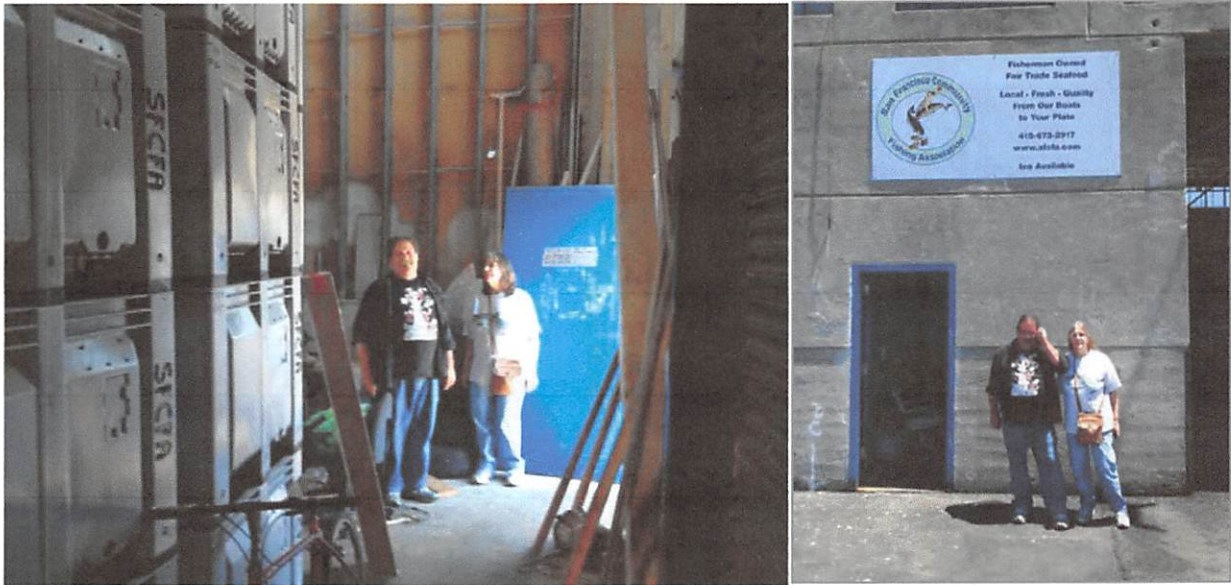
- Ecotrust organized and facilitated a workshop in Anchorage in February 2012 with regional fishermen and fisheries policy experts, including representatives of Gulf of Alaska Coastal Communities Coalition (GOAC3), the City of Kodiak, Alaska Marine Conservation Council, and the North Pacific Fishery Management Council (NPFMC) to discuss baseline requirements for CFAs in Alaska and on appropriate opportunities for establishing CFAs.
- Drafted a strategy document for establishing CFAs in Alaska and shared with partners from the workshop.
- 2013 will likely provide the key opportunity for establishing a significant precedent for CFAs— not only for the North Pacific region but also for the rest of the nation.
- Ecotrust Fisheries Vice President Ed Backus delivered key oral testimony that contributed to a policy breakthrough at North Pacific Fishery Management Council, which accepted the development of Community Fisheries Associations in Alaska (February 2013 meeting).



Alaska partners in Ecotrust's community-based fisheries work include [Alaska Jig Association](#) (AJA), [Alaska Longline Fishermen's Association](#) (ALFA), and the [Alaska Marine Conservation Council](#) (AMCC). Kelly Harrell, pictured above left with Alaska-caught Pacific Cod, is AMCC's Executive Director. At right, the crew of ALFA member Captain Norm Pillen's fishing vessel, the *Sherrie Marie*.

US West Coast (CA, OR, WA): We continue to work collaboratively with the Ocean Protection Council of the State of California.

- We concluded an exceptional project with the San Francisco Community Fishing Association (SFCFA):
 - Started with 10 members, grew by 8 new members to 18
 - Developed wholesale markets for SFCFA member fisheries harvests
 - Gross sales doubled from \$700k+ in 2011 to \$1.74M in 2012
 - Providing community benefits: open dock/hoist access (offloading), open access to ice
 - Paying highest boat prices for Dungeness crab coastwide in 2013
 - Paid total patronage distributions to SFCFA members in 2011 (\$40k) and 2012 (\$97K)



Larry Collins and Barbara Emley of the [San Francisco Community Fishing Association](#) (SFCFA) toured Ecotrust staff through their facilities on Pier 39 of the San Francisco Wharf, a new beginning for fishers operating small, family-owned vessels with sustainable fishing practices. At left, Larry and Barbara show off totes for storing and unloading fish. At right, Larry speaks with an SFCFA member beneath the organization's wharf sign. Images below show hoist, forklifts, and industrial polar freezer at SFCFA.



National: Ecotrust continues its role as the key organizer of the Community Fisheries Network (CFN).

- Ecotrust staff developed the first draft of triple bottom-line metrics for the CFN Standards of Sustainable Fisheries, based on actual practices of network member organizations and fleets. The review and adoption of metrics will be a major focus of work for the CFN in 2014-2015.
- We hired a new staff position, Business Development Manager for the CFN, Stephanie Webb. Stephanie has a business and finance background and worked 2 years with the Port Orford Ocean Resources Team in southern Oregon on their community supported fisheries program. Stephanie provides direct business planning support to CFN members.
- We co-organized the Third annual meeting of the CFN in Portland, Maine (March 8-10, 2013). Members of the CFN and Ecotrust staff also attended the Boston Seafood Show, an opportunity to research marketing and sales strategies relevant to CFN business development.
- Prepared and presented a business plan for a CFN National Cooperative Brokerage.
- Conducted outreach with Oxfam America for the expansion of the CFN membership in the Gulf of Mexico region.



Above left, Alaska CFN fisher members who attended the annual meeting in March 2013 included Theresa Peterson (AJA), Dave Kubiak (AJA), Kelly Harrell (AMCC), and Darius Kasprzak (AJA). At right, Kasprzak looks over the Boston Seafood Show during the CFN annual meeting.