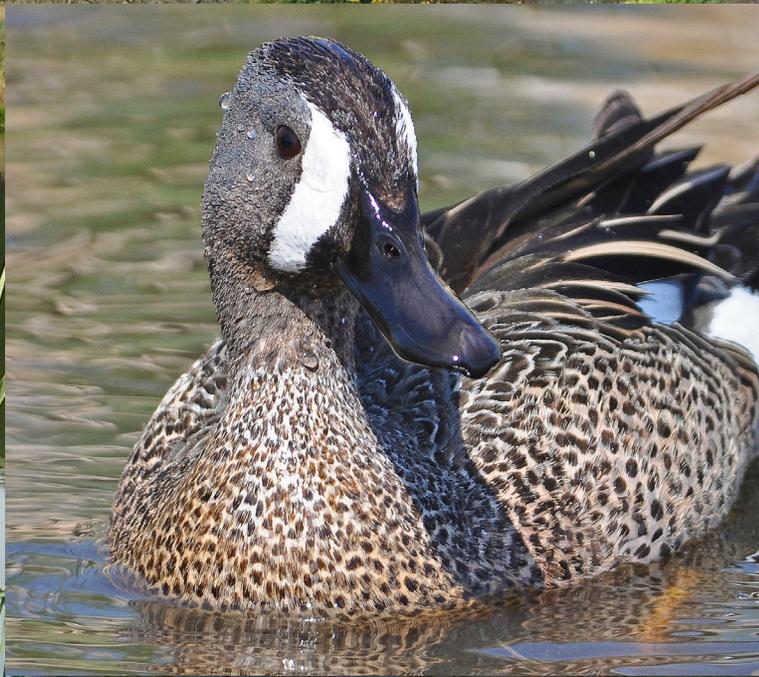


NAWWOC

(CANADA)



STRATEGIC PLAN

2020-2030

TABLE OF CONTENTS

What is NAWCC (Canada)?	1
1. NAWCC (Canada) and NAWMP	2-5
2. NAWCC (Canada) Vision	6
3. NAWCC (Canada) Mission, Values and Guiding Principles	7
4. NAWCC (Canada) Goals	8
5. Strategies	9-12
Key Contacts	13
Appendix A: A Brief History of NAWCC (Canada)	14
Appendix B: Guidance on Human Dimensions for Canadian NAWMP Habitat Joint Ventures	15
Appendix C: Canadian NAWCA Proposal Development and Review: Science and Priority Landscapes	16-17
Appendix D: NAWCC (Canada) Strategy Map	18

WHAT IS NAWCC (CANADA)?



The North American Wetlands Conservation Council (Canada), or NAWCC (Canada), is a national organization committed to advancing wetland conservation in Canada. The Council is the senior administrative authority responsible for delivering the North American Waterfowl Management Plan (NAWMP) in Canada, which is a partnership between Canada, the U.S. and Mexico.

Our Vision

Canada has abundant and resilient wetlands that are sustained and valued, and whose health and maintenance contribute to waterfowl and wetland-dependent species conservation, as well as broader biodiversity and environmental objectives.

Our Mission

To advance the conservation of Canada's wetlands and wetland-dependent species, through sound science, appropriate governance, partnerships, communications and other conservation mechanisms in general, and through achievement of the North American Waterfowl Management Plan (NAWMP) in particular.

The Strategic Plan

This Strategic Plan communicates NAWCC (Canada's) purpose and proposed actions to partners, stakeholders and the public. It also provides a tool to guide planning, coordination, decision-making, and allocation of resources over the period from 2020 to 2030. Additional information complementing this Strategic Plan can be found in the Annexes to this document.

1. NAWCC (CANADA) AND NAWMP



The North American Wetlands Conservation Council (Canada)

NAWCC (Canada) is Canada's mechanism to implement the North American Waterfowl Management Plan (NAWMP), a partnership between stakeholders in Canada, the U.S. and Mexico that work collaboratively to conserve and protect wetland and upland habitats, and associated waterfowl populations, by connecting people with nature. Established in 1990 by the Federal Minister of the Environment, NAWCC (Canada) also oversees implementation of NAWMP's U.S. funding mechanism, the *North American Wetlands Conservation Act* (NAWCA), in Canada.

Specifically, NAWCC (Canada) takes a leadership role in the conservation of wetland and associated upland habitats in Canada by working strategically with numerous partners across North America to plan and achieve wetland and waterfowl conservation. NAWCC (Canada) also provides leadership to a series of Habitat and Species Joint Ventures, through which NAWMP and other bird conservation plan goals are achieved. The Council also serves as a national coordinating committee for developing and implementing national level wetland conservation programs in Canada. These efforts collectively result in a coordinated national approach led by NAWCC (Canada), which maximizes efficiency, consistency in messaging and delivery, and facilitates information sharing and adaptation among North American wetlands and waterfowl conservation partners.

WHY CANADIANS CARE ABOUT WETLANDS

Wetlands sustain as much life as many tropical rainforests. Occupying an intermediate niche between dry land and permanent water, wetlands provide habitat for a diversity of waterfowl and many unique and threatened species.

Wetlands serve a series of vital ecological and broader environmental functions, such as providing natural purification and storage of freshwater and carbon. As well, wetlands provide countless economic and social benefits, such as flood protection, and provide a rich resource for hunters, nature enthusiasts and the public. In this way, wetlands are central to Canada's achievement of both its environmental goals and economic interests.

Canada is home to 25% of the world's wetlands – more than 1.2 million square km covering about 14% of the country's land area. Wetlands are the only ecosystem type designated for conservation by an international convention (Ramsar).

The North American Waterfowl Management Plan (NAWMP or Plan)

The NAWMP is an international partnership to conserve abundant and resilient waterfowl populations and sustainable landscapes through conservation actions based on strong biological foundations. Established by Canada and the U.S. in 1986 and expanded to include Mexico in 1994, it engages users and supporters at national and regional levels who are committed to conservation and valuing waterfowl. It does so by bringing partners to work at the national and local level to shape land use, agricultural and public policies, integrate science and monitoring systems into planning, and deliver habitat programs. [The NAWMP website](#) provides further information on the Plan and the Canadian approach to its implementation.

Since its inception, NAWMP has had governments, conservation organizations, landowners, and citizens engaged throughout Canada, Mexico, and the United States using a widely acclaimed partnership model of waterfowl management. [The 2012 Plan Revision](#) presented a new strategic direction that challenged the waterfowl community to expand support from hunters and other citizens to achieve interrelated goals for people, waterfowl populations, and wetland conservation. [The 2018 Plan Update](#) — *Connecting People, Waterfowl, and Wetlands* — presents examples of the three countries' combined progress toward achieving the goals of the 2012 Revision. It also establishes important groundwork for incorporating an understanding of people's relationship with nature into the North American waterfowl conservation enterprise.

In the years ahead, the waterfowl management community must build on past accomplishments and be responsive to the important short and long-term challenges it faces. The 2018 Plan Update notes that looming threats to habitat function and capacity underscore needs for relevant research, enhanced policy endeavors, better communications, and increased efforts for habitat securement and restoration. According to the NAWMP, the professional community must reimagine this work in the context of directly delivering the benefits of waterfowl populations and their habitats to the citizens of Canada.

CANADA'S WETLANDS NEED CONSERVATION

Since European settlement, wetland conversion to agriculture is estimated at over 20 million hectares, which includes:

- 65% of the coastal salt marches of Atlantic Canada
- 68% of southern Ontario wetlands
- 40-71% of the Prairies (variable with area, time, survey technique)
- 70% of the Pacific estuary marshes, including 8% in the Fraser River Delta

NAWCC (Canada) Membership

NAWCC (Canada) was established in 1990 and, between 1990 and 2010, operated as a Standing Committee of the North American Bird Conservation Initiative (NABCI), a forum of government agencies, private organizations and bird initiatives dedicated to helping partners across North America meet common bird conservation objectives. In 2010, it was determined that NAWCC (Canada) goals would be best achieved through a committee of parallel importance to NABCI that was focused on wetlands, waterfowl and other wetland-dependent species, with strong links to NABCI's 'all bird' mandate and key membership overlap with NABCI; a brief history of NAWCC (Canada) can be found in Appendix A.

Today, NAWCC (Canada) members originate from federal, provincial and/or territorial governments and non-government organizations. Membership includes:

Role	Details
Council Co-Chairs (2)	Federal Representative (Canadian Wildlife Service) and Provincial or Non-Governmental Organization Representative
Vice Chair	Director, Conservation Partnerships, Protected Areas Directorate, Canadian Wildlife Service
Plan Committee Member	NAWMP Plan Committee Co-chair
Habitat Joint Venture Representatives	Eastern Habitat Joint Venture Chair Prairie Habitat Joint Venture Chair Canadian Intermountain Joint Venture Chair Pacific Birds Habitat Joint Venture Chair
Species Joint Venture Representatives	Sea Duck Joint Venture Canadian Co-Chair Black Duck Joint Venture Canadian Co-Chair Arctic Goose Joint Venture Canadian Co-Chair
Non-governmental Organizations ¹	Ducks Unlimited Canada Nature Conservancy of Canada Birds Canada Nature Canada Wildlife Habitat Canada Manitoba Habitat Heritage Corporation The Nature Trust of British Columbia
Provincial / Territorial Representatives	Two representing eastern provinces Two representing western provinces and the territories
Ex-officio members	Co-Chairs, NAWCC (Canada) Staff Committee; Director, Wildlife Research, Wildlife and Landscape Science Directorate, Environment and Climate Change Canada; NABCI Coordinator, Canadian Wildlife Service, Environment and Climate Change Canada; NAWMP Director/ Canadian Wildlife Liaison, Association of Fish and Wildlife Agencies

¹ Other Non-governmental Organizations may be added, as required.

To act on its mandate, the Council established a Secretariat that coordinates the Council's various activities. The Secretariat, housed at the Canadian Wildlife Service, sits as an observer on NAWCC (Canada) to support and facilitate Council business. Additionally, since 2003, a NAWCC (Canada) Staff Committee informs and implement the objectives, strategic directives and decisions of Council.

Joint Ventures

The Joint Ventures are partnerships that focus their action on habitats across Canada or species identified in the North American Waterfowl Management Plan. Each Joint Venture includes a range of partners from federal, provincial and local governments, to conservation organizations. Implementation and Strategic Plans form the basis for planning of programs and individual projects. Habitat Joint Ventures provide a forum where parties work collaboratively to coordinate and deliver effective migratory bird-habitat conservation.

There are currently four Canadian Habitat Joint Ventures – Eastern, Prairie, Canadian Intermountain and Pacific Birds Habitat (see map below). The Prairie Habitat Joint Venture contains a major Western Boreal Forest key area.

There are three international Species Joint Ventures – Black Duck, Sea Duck and Arctic Goose. Activities within each Joint Venture are funded by a wide range of Canadian and American partners, including funds from the North America Wetlands Conservation Act (NAWCA) of the United States.



WETLANDS ARE IMPORTANT CARBON SINKS

Wetlands occupy 6 percent of the world's land surface but contain 14 percent of the terrestrial carbon.

2. NAWCC (CANADA) VISION



NAWCC (Canada) members share the following vision for the future state of Canada's wetlands, waterfowl and other wetland-dependent species:

NAWCC (CANADA) VISION

Canada has abundant and resilient wetlands that are sustained and valued, and whose health and maintenance contribute to waterfowl and wetland-dependent species conservation, as well as broader biodiversity and environmental objectives.



WETLANDS ARE CRITICAL HABITAT FOR BIODIVERSITY, INCLUDING FOR MANY SPECIES AT RISK

In Canada, more than 200 bird species (including 45 species of waterfowl) and over 50 species of mammals depend on wetlands for food and habitat. In addition, one-third of wildlife species at risk assessed by the Committee on the Status of Endangered Wildlife in Canada (COSEWIC) live in or near wetlands.

3. NAWCC (CANADA) MISSION, VALUES AND GUIDING PRINCIPLES



Mission

NAWCC (Canada) members agree that the Council's reason for being is captured in the following mission statement:

NAWCC (CANADA) MISSION

To advance the conservation of Canada's wetlands and wetland-dependent species through sound science, appropriate governance, partnerships, communications and other conservation mechanisms in general, and through achievement of the North American Waterfowl Management Plan (NAWMP) in particular.

Values and Guiding Principles

NAWCC (Canada) undertakes its responsibilities, decisions and actions guided by shared beliefs, values and principles. These are:

NAWCC (CANADA) VALUES AND GUIDING PRINCIPLES

- NAWCC (Canada) values its partners and will undertake its mission through partnerships that involve public, private, Indigenous, and non-governmental organizations.
- NAWCC (Canada) will make decisions and take action informed by the best available social, economic and bio-physical science, as well as traditional knowledge.
- NAWCC (Canada) accepts that an ecosystem approach is essential to effectively manage and conserve wetlands, waterfowl and other wetland-dependent species.
- NAWCC (Canada) believes in the principle of sustainable and wise use of wetlands, waterfowl and other wetland-dependent species.

4. NAWCC (CANADA) GOALS



NAWCC (Canada)'s goals are long-term expected outcomes of its actions, and are linked closely to the achievement of NAWMP goals.

2012 NAWMP GOALS

Goal 1: Abundant and resilient waterfowl populations to support hunting and other uses without imperiling habitat.

Goal 2: Wetlands and related habitats sufficient to sustain waterfowl populations at desired levels, while providing places to recreate and ecological services that benefit society.

Goal 3: Growing numbers of waterfowl hunters, other conservationists and citizens who enjoy and actively support waterfowl and wetlands conservation.

Note: Detailed objectives for each of the above NAWMP goals are discussed in more detail in the [2018 NAWMP update](#).

NAWCC (Canada) goals cover four key areas of the Council's business related to public awareness and recognition, meaningful action, appropriate engagement, and efficient and effective governance. For the purposes of these goals, Canadian partners are considered to include governments, non-government organizations, industry, landowners, citizens and Indigenous groups.

NAWCC (CANADA) GOALS

- Canadian partners recognize and acknowledge the values of wetlands to the conservation of biodiversity and their provision of ecosystem services.
- Canadian partners take meaningful actions to conserve wetlands and wetland-dependent species and ensure that wetland ecosystem services are maintained and improved.
- Conservation plans are successful in conserving wetland-dependent species and wetlands and associated upland habitats, through the application of sound science, other sources of knowledge, and meaningful engagement with local communities.
- Joint venture partnerships are maintained and appropriate governance and resources are employed to achieve the NAWMP and other conservation goals.

5. STRATEGIES



NAWCC (Canada)'s strategies provide long-term guidance for the actions that connect its mission to its vision and goals. These are the key areas of work that the Council will undertake to achieve its goals for wetlands, waterfowl and other wetland-dependent species. It is noted that a single strategy can apply to multiple goals, and that a single goal can be supported by multiple strategies.

Each NAWCC (Canada) strategy has a number of 'ongoing actions' that explain in more detail the range of activities the Council will undertake to achieve its vision. Ongoing actions also capture the routine business of NAWCC (Canada). A work plan, to be revised annually, will complement the Ongoing Actions with an updated list of short and medium-term priority actions. In addition, the Council acknowledges that it may from time to time pursue activities in support of its vision, mandate and goals that fall outside of these strategies, and will endeavor to revisit and update these strategies regularly as needed and append updates to this document accordingly.

Human Dimensions

The 2018 NAWMP Update encouraged Joint Ventures to strengthen their understanding of and ability to use social sciences to achieve the continental goals of NAWMP. It also provided further guidance through recommendations for incorporating social science into planning and delivery. NAWCC (Canada) has subsequently developed a national guidance document (see summary in Appendix B) for how Canadian Joint Ventures can adopt a management approach for human dimensions that is consistent with their Joint Venture's existing waterfowl and wetland conservation strategies. In addition, the Council recognizes that the integration of human dimension in the implementation of the NAWMP is a key strategic change, and acknowledges that human dimension considerations are found across each of the four NAWCC (Canada) strategies.

NAWCC (CANADA) STRATEGIES

- A. Develop communications and outreach initiatives and materials related to the conservation of wetlands, waterfowl, and other wetland-dependent species as guided by the Council's national communication plan.
- B. Support informed decision-making by providing information on wetlands, waterfowl, and other wetland-dependent species to key partners.
- C. Influence and provide advice for science and technology priorities in order to support conservation of wetlands, waterfowl, and other wetland-dependent species conservation in Canada.
- D. Oversee the administration and guide the implementation of the NAWMP in Canada, to ensure the efficient use of NAWCA funds and provide advice on the Plan to the Plan Committee.

Strategy A

Develop communications and outreach initiatives and materials related to the conservation of wetlands, waterfowl, and other wetland-dependent species as guided by the Council's national communication plan.

As part of NAWCC (Canada) strategic planning, the development of a National Communications Plan serves as an important tool to guide communications for the NAWMP and funds allocated to Canada through the North American Wetlands Conservation Act (NAWCA).

The intent of the communications plan is to provide guidance at international, national and regional scales to:

- Identify target audiences for NAWCC (Canada)'s strategic communications efforts (e.g. land managers, outdoor recreationalists and hunters, members of the broader public);
- Identify communication needs required to ensure continued success of the NAWCC (Canada) Vision and Ongoing Priorities identified in the 2020-2030 Strategic Plan;
- Ensure a coordinated approach to communications at international, national and regional scales;
- Ensure a collaborated approach with respect to shared communication efforts with our colleagues in the United States and Mexico;
- Facilitate an understanding of the communication resources required; and,
- Enable effective use of resources by ensuring communications that efforts are targeted and are not duplicated.

Ongoing Actions

- Undertake annual reporting of NAWMP program activities and achievements in Canada (Habitat Matters Annual Publication).
- Maintain up to date information on the NAWCC (Canada) website.
- Lead on communication with audiences in the United States for NAWMP-related issues and accomplishments.
- Preserve a longstanding partnership through public recognition of partner contributions and achievements (NAWMP Awards, Canada Night at AFWA annual meeting, etc.).
- Attend and present proposals at NAWCC (US) Staff and Council meetings related to NAWCA funding.

Strategy B

Support informed decision-making by providing information on wetlands, waterfowl, and other wetland-dependent species to key partners.

NAWCC (Canada) will collaborate with partners to develop expertise, recommendations, and data relevant to its mandate. Further to this, it will support partners and other stakeholders who are in a position to influence the development or enactment of legislation, regulations, policies, strategic plans, and programs that underpin the conservation of wetlands, waterfowl, and other wetland-dependent species in Canada.

Ongoing Actions

- Maintain national data on achievements under the NAWMP in a way that it is accurate, reliable, and updated on a regular basis.
- Support and promote ecologically-based management and conservation programs that incorporate the needs and interests of local communities, including Indigenous groups and municipalities.
- Support implementation of Canada's international commitment to wetland conservation (e.g. through the Ramsar Convention).

Strategy C

Influence and provide advice for science and technology priorities in order to support the conservation of wetlands, waterfowl and other wetland-dependent species in Canada

NAWCC (Canada) will provide advice to key partners, in order to ensure that wetlands, waterfowl, and other wetland-dependent species are given appropriate prioritization and attention as part of Canada's broader conservation efforts.

Ongoing Actions

- Collaborate with the Canadian Wetland Roundtable for the completion, maintenance and ongoing support to the Canadian Wetland Inventory, including monitoring the status and trends of wetlands.
- Support the creation and maintenance of research working groups on wetland and wetland-dependent species in Habitat Joint Ventures (HJVs) and at the national level, as required. The working groups will work on a variety of topics, including linking threats to wetlands, waterfowl and other wetland-dependent species (e.g. climate change).
- Identify resource needs and facilitate securement of sufficient resources to support science goals and needs for NAWCC, HJVs, and Species Joint Ventures.

Strategy D

Oversee the administration and guide the implementation of the NAWMP in Canada

On the ground delivery of NAWMP is done through the Habitat Joint Ventures, each of which develops a science-based implementation plan. These plans delineate landscapes that have the highest waterfowl and other wetland-dependent bird species density and most pressing needs for conservation of wetlands and their associated upland habitat within the Joint Venture. Joint Venture programs are continually evaluated, and implementation plans and goals are reviewed every five years.

A key role of NAWCC (Canada) is to ensure that NAWCA funds are used efficiently and that a science-based approach is employed to implement NAWMP in Canada. This approach will acknowledge the Indigenous, traditional and other forms of knowledge held by Joint Ventures partners, in particular by ensuring that the most meaningful, cost efficient, and highly targeted NAWCA investments are made in Canada in support of the NAWMP goals. To this end, NAWCC (Canada) has established notional funding allocations for the Habitat Joint Ventures based on waterfowl and wetland-dependent bird population density. Seventy percent (70%) of available NAWCA funding is allocated to the PHJV with an additional 3% going to the Boreal, 17% is apportioned to the EHJV and 10% to the PHBJV/CIJV combined. Appendix C provides further details on the NAWCA allocation process.

Ongoing Actions

- Ensure effective cooperation between NAWCC (Canada), the NAWMP Plan Committee and Joint Ventures in Canada.
- Discuss Plan topics, as needed.
- Lead the management of NAWMP partnership internationally on behalf of Canadian Partners.
- Provide strategic direction for Joint Ventures planning and implementation,
- Review and guide the allocation of funding from NAWCA funds, among Habitat Joint Ventures based on current science, waterfowl needs and wetland threats.
- Review and endorse Canadian NAWCA proposals for submission to NAWCC (U.S.).
- Foster, facilitate and actively maintain partnerships in support of NAWMP goals.

KEY CONTACTS



NAWCC (Canada) Secretariat
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Environment and Climate Change Canada
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For more information on NAWCC and NAWMP:

Canadian NAWCC website:
nawcc.wetlandnetwork.ca/

Canadian NAWMP website:
nawmp.wetlandnetwork.ca/

North American Wetland Management Plan:
www.nawmp.org

Information on NAWCA Granting Process:
www.fws.gov/birds/grants/north-american-wetland-conservation-act.php

Canadian Habitat Joint Ventures:

Prairie Habitat Joint Venture
www.phjv.ca/

Eastern Habitat Joint Venture
www.ehfv.ca/

Pacific Bird Habitat Joint Venture
www.pacificbirds.org/

Canadian Intermountain Joint Venture
www.cijv.ca/

Canadian Species Joint Ventures:

Arctic Goose Joint Venture
www.agjv.ca

Sea Duck Joint Venture
www.seaduckjv.org

Black Duck Joint Venture
www.blackduck.cmi.vt.edu

APPENDIX A: A BRIEF HISTORY OF NAWCC (CANADA)

May 1986: Canada's Minister of the Environment and the United States Secretary of the Interior sign the North American Waterfowl Management Plan (Plan), agreeing on continental objectives for waterfowl, and associated habitat conservation objectives. Mexico joins the Plan in 1994.

December 1989: U.S. Congress approves the North American Wetlands Conservation Act (NAWCA), providing a legislative framework for the United States to fund securement and conservation work for wetlands in support of the objectives of the Plan in Canada and Mexico, for the benefit of shared populations of waterfowl.

February 1990: U.S. Secretary of the Interior appoints the North American Wetlands Conservation Council (NAWCC) in the United States to evaluate wetland conservation projects against NAWCA requirements, and to guide the administration of Plan funds in the United States.

April 1990: Canada's Minister of the Environment establishes the North American Wetlands Conservation Council (Canada), to oversee the coordination and implementation of Canadian Joint Ventures, to administer Canadian NAWCA funding proposals and to be the principal point of contact in Canada for NAWCC (U.S.). However, the Minister conveyed a wetland conservation mandate to NAWCC (Canada) that reaches beyond the Plan, to include the facilitation of national and international wetland policy and programs.

June 1999: A North American Bird Conservation Initiative (NABCI) strategy and action plan is approved at the Commission for Environmental Cooperation (CEC) annual meeting.

December 2000: At a meeting of the Interim NABCI Steering Committee and NAWCC (Canada), the decision is made that an expanded NAWCC (Canada) will form the basis of a new council, to be known as the NABCI/NAWCC Canada Council. NAWCC (Canada) continues to exist as a standing committee.

July 2003: The NAWCC (Canada) Staff Committee is formalized and endorsed by Council.

October 2004: NAWCC (Canada) endorse a NAWCA funding formula, as follows: PHJV: 70%; EHJV 17%; PCJV 7%; CIJV 3%; Western Boreal Forest: 3%.

July 2006: Revised responsibilities for NAWCC (Canada) and the NABCI Canada Council are approved.

June 2009: NAWCC (Canada) reaffirms the scope of its interests goes beyond waterfowl/NAWMP, and that it is necessary to ensure that there is a broad public understanding of wetlands in order to deliver on the NAWMP goals. Council published its 2010-2020 Strategic Plan.

October 2015: NAWCC (Canada) updated its 2010-2020 Strategic Plan and Terms of Reference to reduce overlap with the recently formed Canadian Wetland Roundtable.

January 2020: NAWCC (Canada) releases its 2020-2030 Strategic Plan that includes a broader vision and expanded mission.

APPENDIX B: GUIDANCE ON HUMAN DIMENSIONS FOR CANADIAN NAWMP HABITAT JOINT VENTURES

The Plan Committee, through the 2018 the North American Waterfowl Management Plan (NAWMP) Update, is strongly encouraging Joint Ventures (JVs) to strengthen their understanding of and ability to use social sciences to achieve the continental goals of NAWMP. The North American Wetlands Conservation Council (Canada) endorsed in May 2019 a guidance document on human dimension with the intent of providing guidance for including Human Dimension (HD) into Canadian Habitat Joint Ventures Implementation Plans (IPs). A copy of the full guidance document is available from the NAWCC (Canada) Secretariat.

Human Dimension about understanding the integral human component of natural resource management and conservation. There is a need to better understand how people view the societal benefits of waterfowl habitats, what prevents participation in conservation and how we can use this knowledge to increase support for conservation through JV programs.

Each JV is distinct in terms of its structure, capacity, and its approach to management and habitat conservation. JV activities are guided by fundamental goals established under the North American Waterfowl Management Plan. The addition of the third or “people” goal to NAWMP has created another unique element for the JVs to plan for and to act upon. Thus the JVs need to examine, plan, and implement HD initiatives that respect direction received continentally and nationally, but also recognize their respective social and environmental context.

As such, the following guidance provides a common reference for the type of information that could be included in JV Implementation Plans. “How” or “Where” the JVs incorporate this information into their IPs is not a significant issue. It is more important that the JVs adopt an approach that recognizes NAWMP habitat/population or people goals, hews to regional objectives and, most importantly, permits key information to be gathered from the IPs to be able to consistently report on HD objectives, outputs, and/or outcomes (measures) at the regional and national level.

The Canadian Habitat JVs are all presently working to incorporate HD into their respective Implementation Plans. As part of this effort:

- Joint Ventures will collaborate to develop a consistent, adaptive management approach for setting HD related objectives, to create an opportunity to roll up results, while recognizing that each Joint Venture will have different priorities and challenges.
- A common language should be adopted that is applicable at a variety of scales and adaptable to the best information available.
- Joint Ventures should consider continental NAWMP objectives established for HD as well as other available foundational HD work as a starting foundation for HD work.
- Each JV will identify their top threats (barriers) that can have HD actions associated with them.
- JVs will require social science expertise to assist them in understanding HD.
- National collaboration on and support for HD is needed.

APPENDIX C: CANADIAN NAWCA PROPOSAL DEVELOPMENT AND REVIEW: SCIENCE AND PRIORITY LANDSCAPES

Canadian NAWCA proposals, like some US proposals, are developed under a programmatic approach to support wetlands conservation in priority areas for breeding, wintering, and migrating waterfowl. NAWCC (Canada) uses an approach based on science and other sources of knowledge (including traditional and Indigenous knowledge) to ensure that the most meaningful, cost efficient, and highly targeted NAWCA investments are made in Canada in support of the NAWMP goals.

There are four habitat joint ventures in Canada, The Eastern Habitat Joint Venture (EHJV), The Prairie Habitat Joint Venture (PHJV, which includes the Western Boreal Forest), the Canadian Intermountain Joint Venture (CIJV) and the Pacific Birds Habitat Joint Venture (PBHJV). The North American Wetlands Conservation Council (Canada), or NAWCC (Canada) established funding guidelines for these Joint Ventures based on waterfowl and wetland dependent bird population density in each jurisdiction such that NAWCA funds are invested in a way that maximizes the impact on bird populations. Criteria included:

1. Biological importance by area for each wetland-associated bird group
2. Historic habitat loss
3. Future threats to habitats
4. Availability of solutions (degree of certainty of what problems are and how to fix them)
5. Cost effectiveness of conservation actions
6. Eligibility of conservation actions for funding within NAWCA guidelines

Seventy percent (70%) of available NAWCA funding is allocated to the PHJV with an additional 3% going to the Boreal, 17% is apportioned to the EHJV and 10% to the PHBJV/CIJV combined. The science behind these allocations is presented in "Final report on NAWCA Funding Allocations" prepared by a task force under NAWCC Canada in 2004. Following an analysis by a staff task group in 2011, NAWCC decided to continue with the 2004 allocation recommendations.

Each Joint Venture develops a science-based implementation plans that are presented to and discussed with the NAWMP Plan Committee. These plans delineate landscapes that have the highest waterfowl density and most pressing needs for conservation of wetlands and their associated upland habitat within the Joint Venture. The plans set habitat goals (acres/hectares) for each landscape—goals are developed based on the most cost-effective programming and highest potential impact on waterfowl and wetlands. Joint Venture programs and other initiatives are continually evaluated, and implementation plans and goals are reviewed every five years.

Habitat Joint Venture partners develop annual NAWCA proposals to contribute toward achieving the Joint Venture implementation plan goals. All proposals are reviewed by Joint Venture technical teams and provincial steering committees, and are approved by Joint Venture Management Boards. The review process evaluates the proposed activities for alignment with the Joint Venture Implementation Plan's strategies, target landscapes and overall contribution to Joint Venture goals. Proposals that meet these criteria are then submitted for review and approval by NAWCC Canada. NAWCC Canada ranks proposals based on their overall impact to NAWMP goals within Canada and submits their recommendations for approval to the USFWS and NAWCC (US). The Canadian NAWCA proposals are presented to and reviewed by the USFWS, NAWCC (US) staff and the US Council, which in turn recommends approval of the ranked Canadian proposals to the Migratory Bird Conservation Commission. Canadian proposals are developed as a complimentary suite of science based conservation actions to have maximum impact on NAWMP goals within Canada. The suite is developed annually based on estimates of funding available from USFWS and is scalable to the actual amount allocated.

APPENDIX D: NAWCC (CANADA) STRATEGY MAP

NAWCC (CANADA) Strategic Plan: 2020-2030

NAWCC (CANADA)

