

GRASSLAND CONSERVATION



Saskatchewan
Prairie Conservation
Action Plan

Saskatchewan Prairie Conservation Action Plan

- Orin Balas, Chair
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- *PCAP consists of 30 partners representing producers, industry, provincial and federal governments, ENGO's and research institutions. PCAP works together to reduce redundancy, fill gaps in research/activities and develop and implement actions to address conservation and sustainable management of native prairie.*

Transboundary Grasslands Workshop, Elkwater, AB January 19-20, 2016



WHAT ARE WE DOING – AN OVERVIEW 2014-2018 FRAMEWORK

- Native Prairie Education and Awareness
 - Adopt a Rancher, Taking Action for Prairie, Agri-Ed
 - Native Prairie Appreciation Week
 - Workshops and conferences (NPRRW, PCESC)

- Responsible Land Use of Native Prairie
 - Native Prairie Speaker Series
 - Circulation of research and information

- Native Prairie Ecosystem Management
 - Partner meetings
 - Influence policy makers



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WHAT HAS WORKED WELL AND WHY?

■ Communications

- Social media – engagement!
- Monthly newsletter, active website
- Webinar technology for speaker series
- Strength of partners

■ Youth Stewardship Education

- Full programming with minimal targeted advertising

■ Producer Involvement

- Boots on the ground!



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WHAT HASN'T WORKED SO WELL AND WHY?

- Keeping *all* partner organizations involved and engaged
 - Understanding the benefits to both parties
- Grants – changing priorities for grants and competing with partners for funding
- Not discussing issues among partners before important issues are made public



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LESSONS: “MUST HAVES” & “MUST AVOID”

MUST HAVES:

- Effective communications strategies
- Messages must be broad enough to encourage partners and uptake from diverse audiences
- Involve all groups and interests one way or another

MUST AVOID:

- Letting granting agencies unwillingly change your goals
- Forgetting to keep people motivated and engaged!
- Losing focus on the common goal
- Avoid focusing agency-specific programming rather than what is best for native prairie and SAR



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