



AMAZING ÁTL'KA7TSEM: HOWE SOUND BIOSPHERE REGION INITIATIVE SOCIETY CAMPAIGN

Analysis and Recommendations Report

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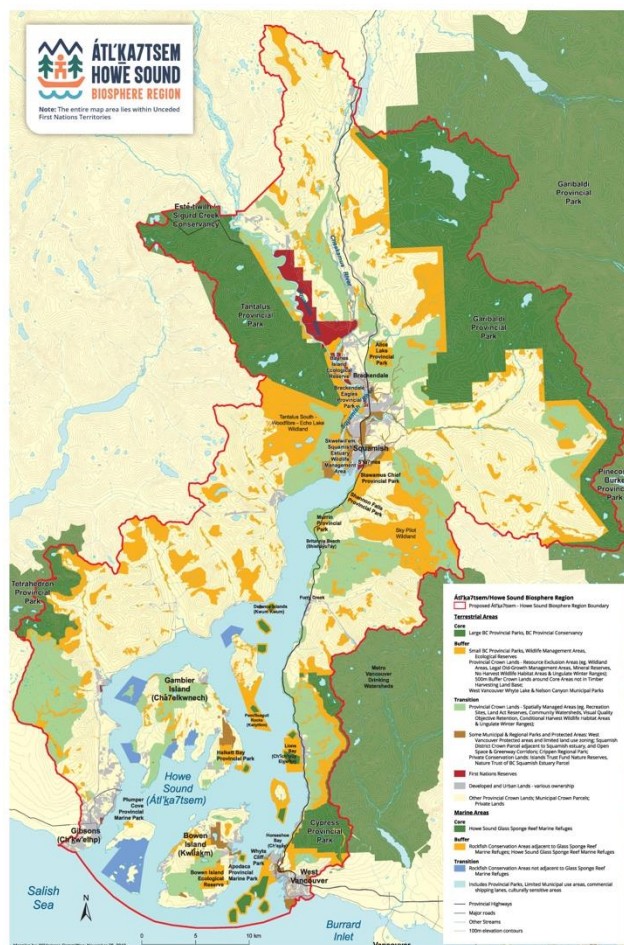
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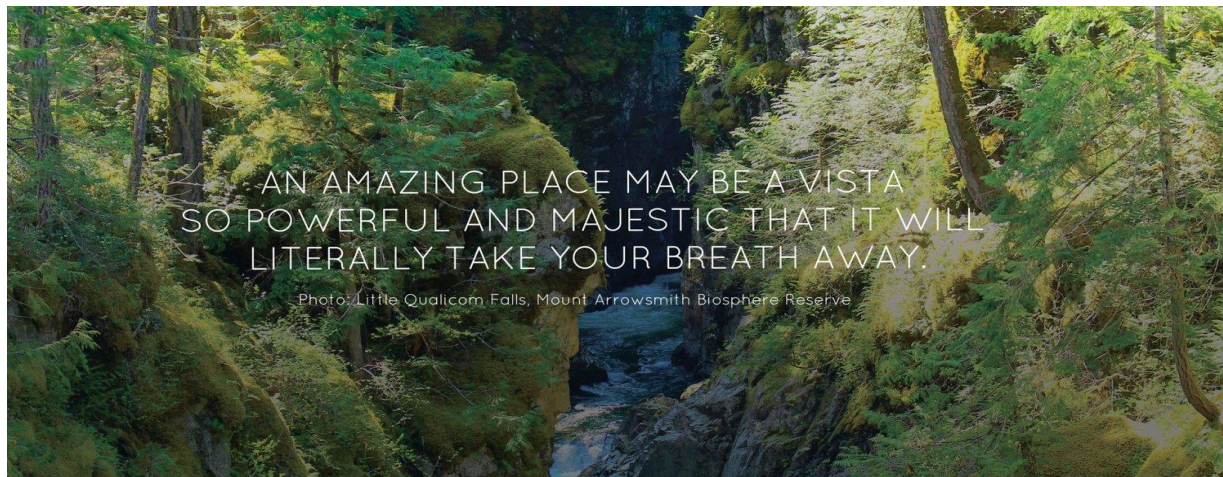
INTRODUCTION

Project Background and Description

The Howe Sound Biosphere Region Initiative Society (HSBRIS) was created to support sustainable development, biodiversity and embrace cultural heritage. HSBRIS has continued to push for allegiance of sustainable development, conservation, and equity within the *Átl'ka7tsem*/Howe Sound region. Unfortunately, parts of the region are suffering from habitat loss due to climate change and human disturbances. Although the HSBRIS hopes by working collaboratively with communities and businesses within the *Átl'ka7tsem*/Howe Sound region with the goal to conserve the natural environment sustainably through consultation and education. HSBRIS emphasizes values such as appreciation of the environment and its cultural history, mutual respect and collaboration with incoming visitors, residents, and Indigenous peoples, and the drive to be creative with how the environment can be managed. After registering as a non-profit in 2017, they have diligently worked to implement not only these values, but also to educate the public. Establishing as a UNESCO biosphere has allowed them to promote biodiversity while encouraging sustainability throughout the Howe Sound region. By partaking in the project, the HSBRIS is seeking to bring awareness of their brand while simultaneously educating the public.



Amazing *Átl'ka7tsem* aims to create options on how the Howe Sound Biosphere Region may be designated as an Amazing Place by the Canadian Biosphere Reserves Association (CBRA) by leveraging the undeniable beauty of *Átl'ka7tsem*/Howe Sound region and more specifically places within the region that hold significance as well as value for the creation of an Amazing Place.



By partnering with the Howe Sound Biosphere Region Initiative Society, our aim is to offer recommendations for the development of marketing strategies. At the forefront, we will execute the use of vital partnerships, like the Amazing Places program. This program is a cross-Canada venture focusing on promoting natural sites of Canada while inspiring conservation. We will conduct research, by comparing current Amazing Places members, and form beneficial relationships to decipher how to get the HSBRS into this program. We will also analyze commonly marketed locations throughout the Howe Sound region to gain insight into the area to understand which locations can be utilized for marketing efforts. In addition to this, we will ensure the marketing plan is comprehensive and interactive. To achieve this, we will determine the target market and can then produce interactive marketing ventures for the purpose of education, thus aligning with the values of the HSBRS.

Project Purpose



The purpose of this project is to present HSBRIS with digital-based options for greater education, recommendations for Howe Sound hotspots to be designated “Amazing Places” per CBRA, and with recommendations for partnerships with local businesses and organizations that might uplift HSBRIS initiatives. There are numerous ways to attract visitors via social media platforms, where

information can be presented for them without building infrastructure damaging ecosystems. We want to maintain these vistas as getting the CBRA to promote them as “Amazing Places” in Canada will increase awareness of the environmental needs and how to protect them. We would want to create a list of potential relationships in the region with local individuals, businesses, or governments that HSBRIS may contact to suit their future needs.

Project Objectives and Proposed Deliverables

Objective 1: Research UNESCO and the Canadian Biosphere Reserve network through investigation of the current Amazing Places program.

Proposed Deliverables:

- Do a comparative analysis of Canadian Amazing Places
 - o Shortlist of common qualities among already-designated “Amazing Places”

Objective 2: Analyze commonly marketed Howe Sound Biosphere locations

Deliverables:

- Create a list of current online "places to see and go in Howe Sound" and note the most common destinations they market.
- Provide unique qualities of popular locations within the Howe Sound Region and use this information to assist in marketing the region and aligning these qualities with the Amazing Places Program

Objective 3: Develop a marketing campaign using the Amazing Places brand

Deliverables:

- Determine target market
- Generate marketing projects/initiatives that HSBRIS might use for education
 - Geocache
 - Signage
 - Self-guided Tours
- Partnerships with local businesses/organizations
 - Destination management organizations
 - Accommodation providers
 - NGO's

FINDINGS AND ANALYSIS

The Capilano University Student Project Team is discovering the various strategies that HSBRIS can implement to boost interaction and recognition, in a sustainable manner. By conducting a thorough evaluation of Canada's current Amazing Places, we successfully compared the uniqueness, similarities, and differences of each of those biosphere regions. In addition to this, we explored copious marketing approaches that can be undertaken. These efforts include researching the marketing strategies of other Canadian biospheres, identifying the HSBRIS's target market, creating a S.W.O.T analysis, and examining the product, price, place, and promotion opportunities of the Howe Sound area.

UNESCO and the Amazing Places Campaign

As we aim to take steps for HSBRIS to be listed as an Amazing Place, we have researched each current Canadian Amazing Places Biospheres to assist us in taking any further steps. By researching and comparing current Amazing Places members, we can distinguish what qualities each of these biospheres have and what makes them special to dictate what steps HSBRIS will need to take to reach the goal of becoming an Amazing Place.



Based on our research of Amazing Places Biospheres in Canada, all biospheres aim to preserve the natural environment while spreading awareness on community, geology, fauna, history,

and the importance of connecting with the environment. Each biosphere has its own uniqueness predominantly focusing on one specific area. The team has separated our research into the uniqueness, similarities, and differences to better understand each biosphere. The team would like to focus on the uniqueness of each biosphere to assist in aligning Howe Sound Biosphere with the others. The team would like to pinpoint the uniqueness of Howe Sound Biosphere to assist in taking steps to be listed as an Amazing Place.

Amazing Places Biospheres in Canada	Uniqueness	Similarities	Differences
Mount Arrowsmith	Focus on community-led conservation and stewardship	Preserving natural environment	Emphasizes community engagement
Fundy	Focus on the physical landscape of the region and its geology	Preserving natural environment	Emphasizes the geology of the biosphere
Georgian Bay	Focus on the species at risk in each area of the biosphere	Preserving natural environment	Emphasizes species at risk
Long Point	Emphasizes the natural environment and the importance of connection of each area which includes gardens and parks	Preserving natural environment	Emphasizes the connection with nature
Frontenac Arch	Focus on the history of each area by describing the before and after of each location	Preserving natural environment	Emphasizes the importance of history

Marketing Plan

This marketing plan is being constructed so that people who will see the marketing can care about the Howe Sound Biosphere Region and its environment. This marketing plan will help develop brand awareness to protect the biosphere region. Presenting Howe Sound with digital-based options for education, recommendations for Howe Sound hotspots to be designated “Amazing Places” per CBRA, and recommendations for partnerships with local businesses and organizations could uplift Howe Sound initiatives.

1. Research Marketing Strategies of the Georgian Bay Biosphere Region

Georgian Bay Biosphere Region: Active accounts on social media where information is presented weekly is a plus. Their Instagram account has a strong community of followers where pictures about the plants, different flora and fauna, and labour work done by volunteers is being posted. Moreover, they promote their merchandise where you can view t-shirts, jackets, hoodies, stickers, and many other artifacts they sell in their online shop.



Georgian Bay Biosphere Region has a YouTube account where they upload videos with important information about the biosphere and future activities every month.

They promote locally grown food, indigenous land and food, species of animals unique to the area, and education for youth.

2. Identify Target Audience

Whether it would be tourists or locals, we want individuals from all generations to recognize Howe Sound and the importance of it being a biosphere region. General awareness among the local public is an attainable goal, which is appropriate given the cultural and environmental significance of the region.

3. S.W.O.T Analysis

The S.W.O.T Analysis will identify Howe Sound Biosphere Region's strengths, weaknesses, opportunities and threats. After analyzing these factors of the biosphere, this will assist the biosphere in being more strategic with any further steps. This analysis will help the biosphere use these opportunities to its' advantage to stand out from others and ensure that the identified threats are anticipated to take immediate action against them once spotted. The identified strengths will assist the team in effectively using these to achieve the objectives and weaknesses will allow the team and Howe Sound Biosphere to take steps to minimize these weaknesses or improve them as there is a possibility that they can become a problem in the future.



Strength	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> High quality imagery and video on social 	<ul style="list-style-type: none"> Little Promotional content on 	<ul style="list-style-type: none"> Creating merchandise and an online shop to 	<ul style="list-style-type: none"> Damage to the region itself (over tourism,

<p>media platforms</p> <ul style="list-style-type: none"> • Informative website • Well-established networks -- Strong connections to people, places, and organizations within the region • Active social media • Biosphere recognition • Excellent conservation efforts • Competent and dedicated team members 	<p>media platforms</p> <ul style="list-style-type: none"> • Few events • No Merchandising available to public • Few staff (now) 	<p>fundraise and increase public awareness</p> <ul style="list-style-type: none"> • Marketing efforts to capture attention from valuable markets such as Gen Z • Promotion of the Howe Sound name and brand • Further Improvement of awareness and conservation through exploring new connections 	<p>effects of climate change)</p> <ul style="list-style-type: none"> • Lack of public awareness for biodiversity conservation
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4. Four P's of Marketing

The four P's look at the product, place, pricing, and promotion of The Howe Sound Biosphere Region Initiative. The analysis of these four P's further enhances our

marketing plan as it helps define the marketing needs to fit the target audience. It is all information to help direct us towards our goals of delivering a product that meets the project objectives through our recommendation.



Product

Howe Sound Biosphere Region Initiative: Created to support sustainable development, biodiversity and embrace cultural heritage. Parts of the region are suffering from marine animal habitat loss due to climate change and human disturbances. Howe Sound Biosphere Region emphasizes values such as appreciation of the

environment, cultural history, mutual respect, and collaboration with incoming visitors, residents, and Indigenous peoples, and the drive to be creative with how the environment can be managed.

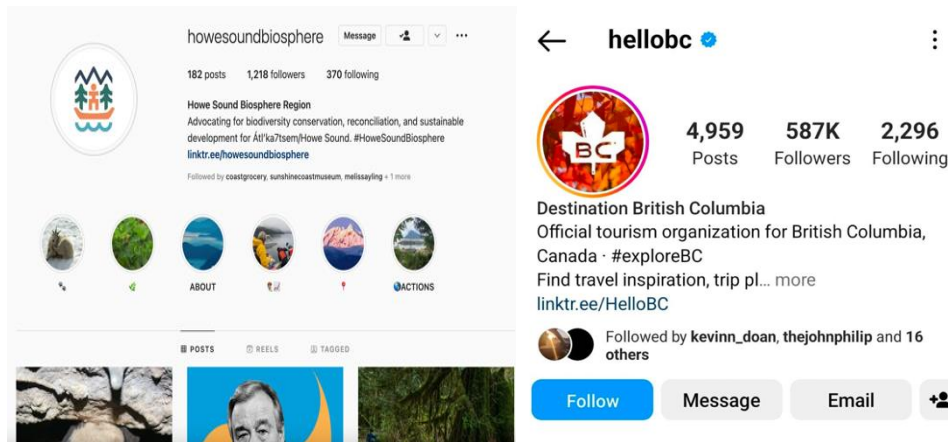
Pricing

There is no consumer cost related to the Howe Sound Biosphere Region Initiative, as it is a non-profit organization. They receive donations and have recently been awarded a government grant that is to be matched by the organization through fundraising.

Place

Instagram Accounts Collaborations: Howe Sound Biosphere already has an active account uploading stories and posts weekly. Collaborating with famous local accounts on Instagram will bring followers to this and will increase their admiration. Accounts like Daily Hive Vancouver and Hello BC have a strong base of followers. They can upload a story or even create a tag with

information about the Howe Sound initiative that will increase awareness.



TikTok: By becoming the 4th most used social media, a TikTok account must be created to upload weekly educational videos about the region, the fauna, the landscapes, and more.

Radio: Radio collaborations are very helpful as a marketing strategy. People will listen to the radio anywhere and at any time, which will be an opportunity to include information about the Howe Sound Initiative. 102.7- The Peak, CBC- Radio 2, The Beat 92.5, and Rouge FM are some of the most listened-to radio stations in Canada.

Newspaper: Newspapers can now be either online or physically available around Canada. The Vancouver Sun, for local Vancouverites and The Global and Mail, for the entire country to read, which are the best options for an article post.

This strategy consists of targeting a fair part of Generation X, Millennials, and Generation Z, which are fairly known for possessing accounts on these platforms. Through the collaborations on Instagram and the increasing number of followers on the account, the TikTok and Instagram accounts can be linked together so people will be able to see the posts on both platforms. Moreover, this strategy will also consist of targeting Generation X and above which are the

group of people who read newspapers and listen to radio stations on daily basis.



Promotion

The importance of promotion part of the 4P's will specifically identify who or what can help increase awareness. In this case partnering with other businesses and tourist attractions, to create an effective marketing campaign to reach the biosphere's target market.

Partnerships with local businesses/organizations:

- Destination management organizations
- Accommodations providers
- NGO's

Tourist attraction collaborations:

- Bowen Island
- Sea to Sky Gondola
- Gibsons
- Squamish
- Cypress Mountain



These are the most visited attractions or cities within the Howe Sound Biosphere Region. These places should promote the area by developing awareness and educational learning opportunities. Having collaborations on their social media platforms, local newspapers, and local radios will increase awareness and popularity to Howe Sound Biosphere Region Initiative.

ALTERNATIVES

1. Training workshop for organizations that operate within the Howe Sound Biosphere Region.

- i. This would increase awareness to the present threats on the region. What the region is doing to help make the biosphere region an amazing place and what everyone can do to help support the biosphere's initiatives.



2. Using Mount Arrowsmith Biosphere Reserve's online shop we would recommend that the Howe Sound Biosphere Reserve create their own online shop.

- i. This would give individuals wanting to support the Howe Sound Region a place where they could get something that symbolizes their support.
- ii. This would also raise awareness about the biosphere to people within the community.

- iii. Personal recommendations are still the most effective way to increase brand awareness.

Home / Shop for Biosphere Swag

Shop for Biosphere Swag

Showing all 11 results



Bamboo Utensil Set

\$18.00



Biosphere T-Shirt

\$20.00

- 3. Branded Educational Booklet with games, puzzles, stories, and learning resources that are free or by donation to download. These would include activities children could do to support the Howe Sound Biosphere.

- i. Growing a Douglas fir
- ii. Other educational materials would include lessons on the UNESCO Sustainable Development Goals specific to the Howe Sound Biosphere.

(More research to be added)

RECOMMENDATIONS

The teams' recommendations will further assist HSBRS in taking steps to propose a relationship with other organizations but most importantly with the Amazing Places campaign.

1. Strategic partnerships with organization with similar values.

The potential deliverable would be a draft letter or memorandum of understanding between the Howe Sound Biosphere and its strategic partner. The Howe Sound Biosphere is still establishing themselves in the region. By having more strategic partners it can increase the credibility of a new organization. This would meet project objective 3.

- a. Canadian Biosphere Reserve Association – administers the Amazing Places Campaign and would be a vital partner for the Howe Sound Biosphere to be recognised as an Amazing Place.
- b. Landowners/managers of purposed amazing place sites. This would include, BC Parks, District of West Vancouver, Metro Vancouver Parks, and District of Squamish.
- c. MEC would be an excellent partner with increase the HSBRS brand awareness with an organization that has similar values in conservation and community. MEC has also supported other Amazing Places in the past.
- d. The Port of Vancouver supports many different projects in the Metro Vancouver region to supporting community as well as the environment.

2. Potential sites for Amazing Places Campaign.

The team researched sites within the Howe Sound Biosphere and were rated on a five-point scale in different categories to gauge their significance to the region. Identifying key locations within the Howe Sound would help make the case for being an amazing place, which we can use in a formal proposal to do so.

- a. A potential deliverable would be a list of sites purposed but the team that the public could vote on and add to if there was a site that they would like to add. This will meet project objective 2.



3. Signage, this would include signage at key locations within the Howe Sound Biosphere.

By increasing a visual presence within the Howe Sound Biosphere, it will increase public awareness to visitors and residents of the region. By emulating what other biospheres have done the Howe Sound Biosphere can commission the creation of signage.

a. This will meet project objective 3



- 4. Create a pin on Google Maps through the online system to start the nomination process of Amazing Places.
 - a. This will assist in taking steps to encourage a relationship between Howe Sound Biosphere and the Amazing Places.
 - i. Amazing Places are approved through public nomination that can take 1-3 months and the first step is creating a pin of Howe Sound Biosphere Region, exactly how Mount Arrowsmith Biosphere Region has done.
 - ii. The Biosphere will then ask the public why the region is “amazing”, how it is publicly accessible, and what is the biological, cultural, or historical significance of the region, which is what the national Amazing Places committee will analyze.

Drop a pin for your businesses

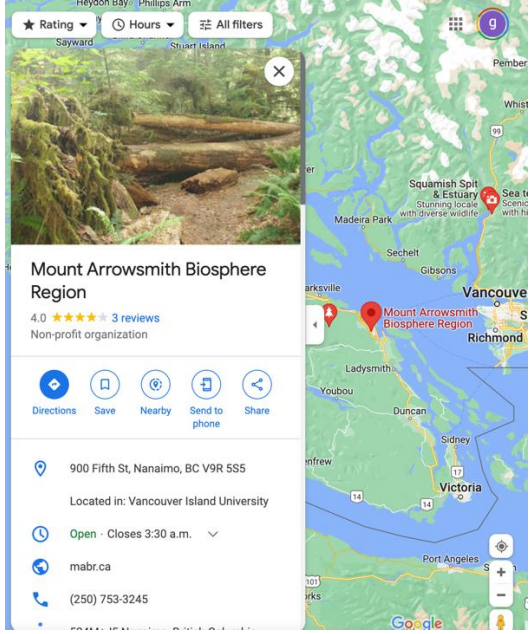
Manage your business

First, check that the address you entered is up to date and contains no extraneous information, as outlined in our [address entry guidelines](#).

If your address doesn't have a street number, or you're sure that you've entered the address correctly, but the system still can't find it, you can pin your business directly on the map.

Add or edit a pin on Google

- To adjust your pin location:
1. Go to your Business Profile. [Learn how to find your profile.](#)
 2. Select **Edit profile** > **Business information**.
 3. Near the top, select the **Location** tab.
 4. Next to “Business location,” click Edit
 5. To adjust your pin location, click **Adjust**.
 6. Move the map so the pin points to your business location.
 7. Select **Done** > **Save**.
- Tip:** Edits pending review usually take up to 10 minutes. [Learn more about pending review edits.](#)
- If you still have issues, [contact us](#).



Name	Potential	Historical significance	Cultural significance	Environment	Managed by	Overall score

The Stawmus Chief	4/5	5/5	5/5	4/5	BC Parks	18/20
Crippen Regional Park	4/5	4/5	3/5	4/5	Metro Van	14/20
Lighthouse Park	3/5	4/5	4/5	5/5	LPPS & WV	16/20
Alice Lake	4/5	3/5	2/5	3/5	BC Parks	12/20
Squamish River walk	4/5	3/5	3/5	4/5	City of Squamish	14/20
Garibaldi	4/5	4/5	4/5	4/5	BC Parks	16/20

CONCLUSION

Through research that the project team has done on other Amazing Places in Canada as well as potential Amazing Places sites within the Howe Sound Biosphere.

It is evident that the project team's potential deliverables could be a map of the next steps for HSBRS to become an Amazing Place.

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