



2024 ANNUAL REPORT



Conservation Council of New Brunswick
Conseil de conservation *du* Nouveau-Brunswick



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Staff and BOARD OF DIRECTORS

Thank you to our staff from 2023–2024

Executive Director:

Beverly Gingras

Administration

Stephanie Phillips

Communications:

Corey Robichaud

Zoey McNamara

Kyle Reid

Climate Solutions:

Moe Qureshi

Danielle Smith

Dariia Androshchuk

Autumn Downey

Faith Mambo

Learning Outside:

Nadine Ives

Marine Conservation:

Matt Abbott

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Conservation Council of New Brunswick
Conseil de conservation *du* Nouveau-Brunswick



A message from our EXECUTIVE DIRECTOR



As the new Executive Director of the Conservation Council of New Brunswick, I would like to take this opportunity to introduce myself. Originally from Alberta, I developed a deep connection with nature growing up on a small farm on the edge of the boreal forest. This connection, along

with my desire to understand and protect nature, led me to pursue a Master's degree in Environmental Biology and Ecology from the University of Alberta. My commitment to serving nature and people has guided my career choices, from working at Environment and Climate Change Canada for 10 years to another decade at Ducks Unlimited Canada to my new role as the Executive Director of the Conservation Council.

The Conservation Council has been at the forefront of environmental protection in New Brunswick since 1969, and after learning of all the previous accomplishments of its staff, I accepted the position of Executive Director with the Conservation Council with a great sense of responsibility. I am honoured to be entrusted to uphold the organization's legacy and to be responsible for leading the organization into a new era of collaboration, advocacy and positive change.

Since starting this position, I have dedicated my time to getting to know the people that make up the Conservation Council's community of staff, partners, members, donors and other supporters.

50+

Meetings with other
non-governmental
organizations, governments,
academics

I have participated in over **50 meetings** with other non-governmental organizations, governments and academics. In April, I met with over **100 members and supporters** at five in-person open houses and two online events. We also received more than **170 responses** to an online survey in August, where our community shared their thoughts on the environmental issues that matter most to them and what they think the Conservation Council's role should be in addressing those issues.

We are so grateful that people took the time to engage with us. The information we have gathered is providing the direction we need to develop our priorities over the next three years. We learned that our supporters often view the Conservation Council as their voice on environmental issues through advocacy and activism. They also feel that the Conservation Council should hold governments and industry accountable. We consistently heard that New Brunswickers are deeply concerned about the impacts of climate change and are supportive of reducing emissions in our province and beyond. People are also very

concerned about herbicide spraying, forest management and biodiversity loss.

Reflecting on our achievements over the past year, I'm proud of the steps we've taken to inform and empower New Brunswickers. From debunking myths about clean energy to advocating for electric school buses, our campaigns have mobilized thousands of people to take action. Our climate art program has creatively engaged the community in conversations about climate change, using the power of art to inspire hope and action. We've worked tirelessly to protect New Brunswick's coastal waters, safeguard our beautiful forests and inspire students and teachers to love learning outdoors.

Looking ahead, we are poised to build on this momentum. As we move forward, I encourage you to stay engaged and proactive. Your voice is powerful, and together, we can drive meaningful change in our province. Let's continue to support one another, share knowledge and stand united in our efforts to protect New Brunswick's natural beauty for future generations. We can create a brighter, more sustainable future for all with hope in our hearts and determination in our actions. Thank you for being part of this incredible journey.

On a personal note, thank you all for welcoming me into the New Brunswick environmental community. My door is always open. Please contact me.

Beverly (Bev) Gingras

EXECUTIVE DIRECTOR





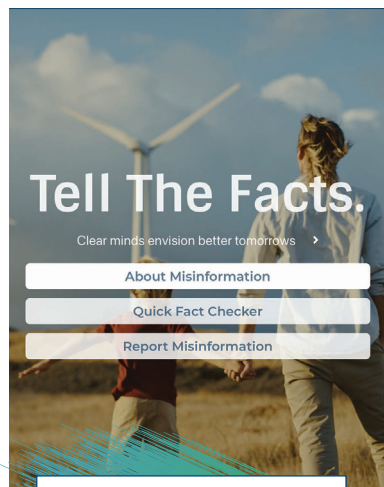
Communications

Over the past year, our communications team has focused on connecting with people, sharing information about environmental policies and solutions and fighting misinformation. Whether through social media, our website or targeted ad campaigns, we have worked hard to keep New Brunswickers informed about the environmental issues that matter.

Telling the Facts

One of our biggest fights against misinformation came in October 2023 when the Alberta government launched misleading ads in New Brunswick against the federal clean electricity regulations. So, we decided to hit back with the facts.

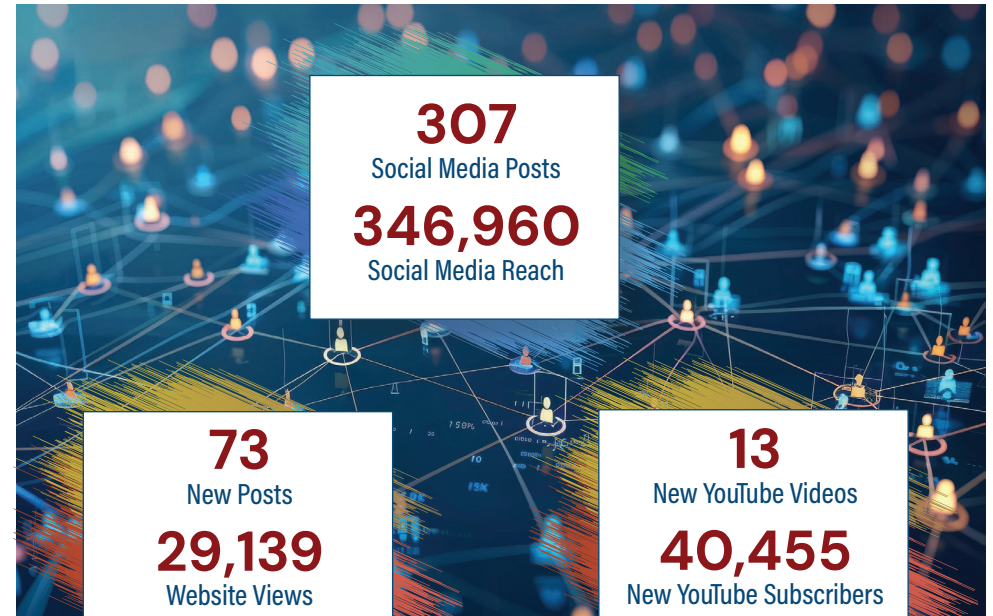
With only a fraction of the Alberta government's advertising budget, we created our own ad campaign. After we launched that campaign, thousands of people visited our counter website, [Tellthefacts.ca](https://www.tellthefacts.ca), to send letters to Ottawa demanding stronger clean electricity regulations to support a carbon-neutral future.



153
Letters Sent
5,300
TelltheFacts.ca Visitors

Our Reach

■ **Social media posts:** We shared **307** posts across various platforms, highlighting key environmental issues, success stories, and ways to get involved.



■ **Social media reach:** Our posts reached **346,960** users throughout the year.

■ **Newsletter registrations:** We welcomed **169** new subscribers to our *EcoNews* newsletter.

Website Content

■ **Website posts:** We kept our online presence fresh by updating sections of our website and adding **73** new posts on topics ranging from environmental news to practical conservation tips.

■ **Website views:** Our website had **29,139** views over the year.

YouTube Engagement

■ **New subscribers:** We gained **40,455** new subscribers on our YouTube channel, bringing the total to **143,231**.

■ **New videos:** We created **13** new videos to continue providing engaging and educational content.

■ **YouTube views:** Our new videos were viewed **5,760** times over the year.



Climate Solutions

Educating the public and fighting for better environmental policies is crucial in the battle against climate change-causing pollution. This year, we've assessed **provincial** and **federal** budgets to find where governments can do more to battle climate change and have **spoken out** against industry players that have harmed New Brunswick's environment. Through activities involving citizens, campaigns to influence policymakers and careful research, we help people understand the challenges we face, the solutions we need and the best ways to get everyone to act against climate change.

12

Submissions to the provincial and federal governments on climate policy, regulations and other topics



Conservation Council director of climate research and policy, Dr. Moe Qureshi, presents to the standing committee on climate change and environmental stewardship in September 2023.

Clean Electricity Vision

An electricity grid powered by low-polluting renewable energy will play a vital role in tackling climate change. Our climate team pushes for strong public policies that support the shift to a more sustainable electricity grid. We've been having our say in energy plans and policies, making complex information easy to understand and **combatting misinformation** so that people can make smart, informed choices about energy.

9

Media releases issued on climate policy and energy development



Our team works tirelessly to ensure we stand up for low-polluting energy policies in New Brunswick and across Canada. Over the past year, we've **delivered webinars** and submitted **our recommendations** for Canada's clean electricity regulations. We've given recommendations for the national **emissions cap for the oil and gas industry, criticized the provincial hydrogen strategy** and worked with stakeholders — including N.B. Power and other environmental groups — to shape

discussions around energy efficiency and reducing emissions in this province.

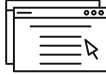
Last fall, we also **presented** to the standing committee on climate change and environmental stewardship to give our input for New Brunswick's clean electricity strategy. When that strategy came out at the end of 2023, we evaluated it, **airing our concerns** about open doors for fracked gas and small modular reactors while welcoming plans we recommended to expand wind and solar capacity in New Brunswick.



Powering a Clean, Affordable Future

A low-polluting electricity grid needs to be affordable for everyone. The Conservation Council of New Brunswick is committed to advocating for solutions that lead to a more affordable and sustainable future for residents.

Our dedication to promoting energy affordability is clear in our outreach efforts. This year, we kicked off our **Switch on Hope** campaign with a powerful event in Saint John, shining a light on energy poverty in our province. As part of that campaign, we also developed a **new webpage** that serves as a one-stop shop for energy affordability resources for New Brunwickers to take action.



627
Switch on Hope
Webpage Visitors

But we didn't stop there. After the success of our New Brunswick citizens' assembly on energy affordability in 2023, we wanted to expand the assembly Atlantic-wide. So, this spring, we organized an **Atlantic assembly on energy affordability**. More than a dozen passionate individuals from across

16
Atlantic Citizens' Assembly
Participants from across
Atlantic Canada

the Atlantic region came together to find effective solutions for lowering energy costs, boosting household efficiency and addressing energy poverty. The resulting declaration, developed by participants, offers clear recommendations to guide our governments and utilities toward a fair and sustainable energy future.



119
People at
Switch on Hope
Campaign Launch

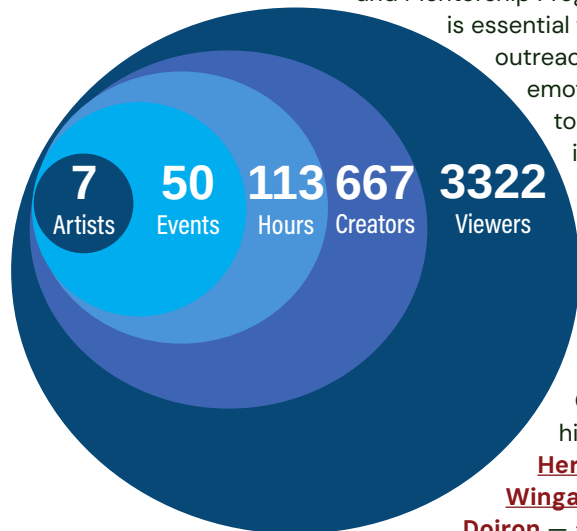
Our energy affordability work also means standing up for New Brunwickers when it matters most. When a provincial loophole allowed petroleum producers to unfairly pass extra costs from federal clean fuel regulations onto residents, **we took action**. We challenged these unjust charges at the Energy and Utilities Board hearings, fighting to ensure fair and accurate energy pricing.

We're also advocating for smart energy choices that won't burden our communities. **We've raised concerns** about the hefty price tags attached to projects like small modular reactors and are championing more affordable, low-polluting alternatives like wind and solar power.

Community Climate Art

People are constantly bombarded with facts and information about the climate crisis, so how do we get the public to connect with the problem? At the Conservation Council, we take an innovative approach through our *From Harm to Harmony* Community Engaged Artist in Residence and Mentorship Program. This program is essential to our community outreach efforts, creating emotional connections to environmental issues through art and inspiring hope and action for a sustainable future.

We saw incredible work from our artists over this past year. Our spring cohort — hip-hop artist **Stephen Hero**, poet **Shoshanna Wingate** and painter **Mario Doiron** — all led workshops that informed and emotionally moved people. Meanwhile, last fall, we welcomed a new cohort of five talented artists to our program from various artistic disciplines, including multimedia, weaving, music, poetry and painting: **Karen LeBlanc**, **Ji Hyang Ryu**, **Anne and Kim Stilwell**, **Nadia Francavilla** and **Teresa Devor Hall**.



Playwright Len Falkenstein, left, interviewed with Conservation Council director of climate engagement and campaigns, Danielle Smith, at an October 2023 event at Conserver House in Fredericton.



500+
Views of
"Yeet Scream"
on YouTube

*The animated music video for the song **Yeet Scream** was one of our most successful videos on YouTube last year.*

To share these workshops with a broader audience, we teamed up with Strike Pictures to capture the magic of these events on video, springboarding connected campaigns against plastic pollution and the connection between climate change and wildfires, with more campaigns to come.

This year, we also worked with former Disney animator Brian Finley to develop an animated video with music created by local

youth with help from artist-in-residence Stephen Hero. The video, **Yeet Scream**, proved to be one of our most successful this year, with hundreds of views. This video, along with another **song and video** titled **Already Here** about energy poverty created by youth at the Interaction School of Performing Arts, took center stage at our Switch on Hope event in February, launching that campaign.

Electric School Buses

Our team has continued to push the government to adopt electric school buses as part of a low-polluting, healthy transportation system for children in New Brunswick.

Last fall, we launched an advertising campaign promoting electric school buses across digital radio, podcast and music streaming platforms. We've been **vocal in the media** about the benefits of electric school buses and have urged the provincial government to move forward with a long-awaited feasibility study on electrifying the school bus fleet.

This year, we also worked with stakeholders and groups, like the Canadian Electric School Bus Alliance, the Canadian Association of Physicians for the Environment and the N.B. Lung Association, to discuss the benefits and logistics of electrifying New Brunswick's school bus fleet. We've also created new educational resources for teachers and parents to help students learn about the **benefits of clean transportation**.

Our efforts continue to push this work forward, and we won't stop until we make a fully electrified school bus fleet a reality in New Brunswick.



43

New petition signatures
demanding a fully electric
school bus fleet in
New Brunswick

167,000

People reached online
during the Electric School
Bus Advertising Campaign



Forestry and Freshwater

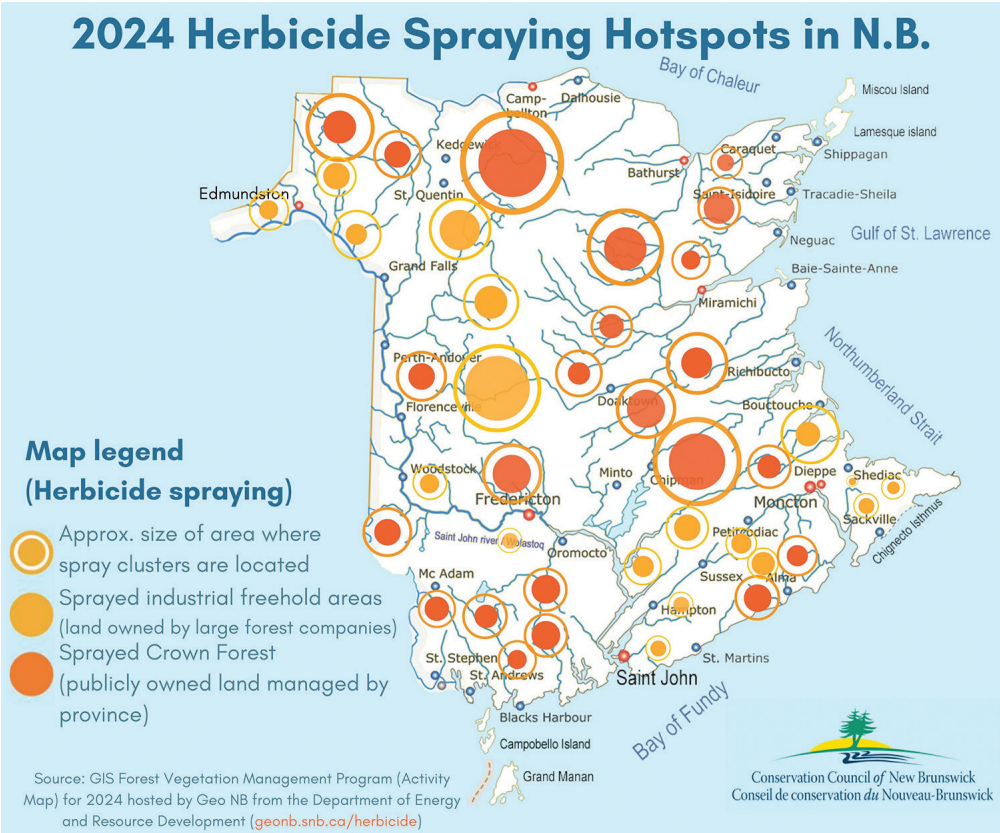
New Brunswickers care about our beautiful natural areas and resources, and the Conservation Council continues pushing for critical changes to protect forests and freshwater in this province. We have placed and will continue to put significant pressure on the government about issues such as herbicide spraying, protecting forest biodiversity and safeguarding our rivers, lakes and streams.

518
Letters sent to
New Brunswick MLAs
calling for a ban on
glyphosate-like herbicides

Forest Protection

While our forestry program lacked funding for a dedicated program director, our team still worked to protect New Brunswick's beautiful forests over the past year. By considering forest biodiversity in much of the work we do, we are able to make a real difference in ensuring that our forests are protected for generations to come.

That includes publishing and submitting a **72-page report** to the federal government on the shortcomings of biomass use to generate electricity. This year, we've also continued to promote the benefits of community forestry, updating our **community forestry webpage**, **publishing blogs** and **creating resources** that show how community forestry can pave the way for a more sustainable and inclusive future for our forests and communities.



Our map warning citizens of herbicide spraying hotspots during the 2023-24 spraying season.

Stop Herbicide Spraying

Every year, large areas of New Brunswick's forests are sprayed with herbicides containing glyphosate. This practice puts corporate profits ahead of the health of our environment and communities.

The continuous use of glyphosate-based herbicides in Crown forest management likely harms New Brunswick's diverse ecosystems, including bird and mammal populations, beneficial insects, soil organisms and aquatic species.

8,467

People reached during our
Glyphosate social media
campaign

That's why we **wrote to** the provincial government this summer, urging a complete ban on glyphosate spraying and the use of harmful herbicides in our forests.

We followed up with a social media campaign that called for an end to this outdated forest management approach, reaching thousands of people.

In addition to our **annual herbicide hotspot spraying maps**, our efforts have encouraged hundreds of New Brunswickers to write letters to the provincial government expressing their support for a ban on glyphosate-like herbicides. The number of people who sent letters and the number of letters nearly doubled over the past year compared to the previous year.

We hope decision-makers will finally listen to the staggering opposition and take action.



Healthy Freshwater

Freshwater is a cornerstone of ecological health and community well-being in New Brunswick. That's why we take an active role in shaping our province's management of this precious resource.

In January 2024, **we wrote to the government**, raising our concerns about its review and progress report on the provincial water strategy. While

we welcomed the review's release, we were disappointed to see the government shift its own targets and that key partners—such as Indigenous communities and environmental organizations—were left out.

Then, in February 2024, **we also commented on** the environmental impact assessment to replace the Mactaquac Provincial Park Wastewater Treatment Lagoon, highlighting the need to protect the park's ecosystems through the project. Additionally, in the summer, we reviewed and submitted our comments to the provincial government on the Crown Peat Resource Management Plan to ensure this resource is used responsibly.

We've also participated with the New Brunswick Environmental Network's Watershed Caucus, working alongside other provincial environmental groups to strengthen our advocacy and ensure healthy, clean freshwater in New Brunswick.



Marine Conservation

Our marine conservation program has been leading discussions and action to shape policies that protect the oceans we all depend on. From pushing for stronger protections under the *Fisheries Act* to advocating for new marine protected areas, our efforts are driving significant change. Whether sparking excitement in classrooms, leading important workshops or working collaboratively to solve local issues on our coasts, we inspire people of all ages to stand up for our oceans and create a future where our coastal waters thrive.

20

Meetings related to marine policy and advocacy

*Conservation Council marine conservation director Matt Abbott, left, at a panel presentation titled **Peace in Water Through Boundaries** with artist Deanna Musgrave, middle, and ECW aquatic science program manager Kalen Mawer on June 20, 2024.*



Protecting our Oceans

Our marine policy and advocacy work continues to make a tremendous impact at the local and national levels. Over the past year, we participated in discussions around the *Fisheries Act* review process, contributing to a more sustainable future for marine life. We also engaged in the North Atlantic right whale stakeholder workshop, a

vital forum for addressing the health of this endangered species. In collaboration with other environmental groups, we advocated for responsible fisheries management on the Skutik as restoration work moves ahead. We also continue to advocate for better regulation of salmon aquaculture, a steady source of pollution in our coastal waters.

We've also raised concerns about deep

seabed mining and advocated reopening the Avon River causeway, using the Skutik and Petitcodiac restorations as successful case studies. Additionally, our involvement in the [Marine Conservation Network Plan for the Scotian Shelf-Bay of Fundy Bioregion](#) has been pivotal, with decades of groundwork helping to ensure a positive reception for this crucial plan.



9
School Class Visits
250
Students Engaged

Building Strong Partnerships

Engaging the community is also central to our marine work. Our marine program director, Matt Abbott, has sparked a passion for marine conservation across all ages. In 2023–2024, we spoke to students of all ages from elementary school right up to university, including a multi-aged group of homeschoolers. Topics ranged from the Milltown Dam removal and river restoration's benefit to local communities and ecosystems to threats to the Bay of Fundy to training on effective environmental organizing.



10
Media appearances
related to marine
conservation

© Nick Hawkins

Meanwhile, our collaboration with the Peskotomuhkati Nation at Skutik has also been essential to our work. Among other events, Matt also continues to help organize and co-host the Alewife Run with the Passamaquoddy Schoodic Riverkeepers, a celebration that welcomed fish back to their ancestral waters and strengthened community bonds.

We've also worked closely with media outlets to cover critical issues, such as **farmed salmon escapes** and the aftermath of the **American Iron and Metal (AIM) fire in Saint John**. Additionally, we've supported an upcoming documentary highlighting the Milltown Dam removal and Skutik restoration, ensuring that these success stories continue to inspire future generations.

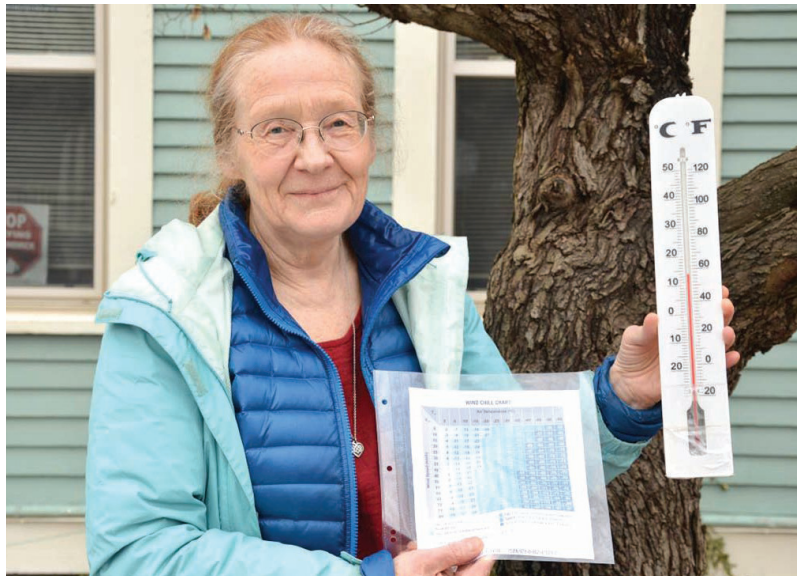


Learning Outside

Our **Learning Outside** program brings the outdoors to life for teachers and students, helping kids build a stronger connection to the natural world around them. With lessons designed for New Brunswick's unique seasons, plants, animals and schoolyard spaces, we give teachers the tools they need to take learning outside.

Making Learning Outdoors Fun

During the 2024 school year, our Learning Outside director, Dr. Nadine Ives, connected with nearly 900 students, inspiring a lifelong passion for the natural world. Dr. Ives travels to schools throughout New Brunswick, sharing her expertise and teaching students about the diverse flora and fauna that make our province so special. We continued developing and refining our activities to ensure they were engaging and informative across various grade levels.



Learning Outside director, Dr. Nadine Ives.

This school year, we were excited to work with four new schools: two in the Fredericton area, one in Rothesay and one in Saint John. At Hanwell Park Academy, just outside Fredericton, Dr. Ives took 17 classes outside to learn about animal adaptations, winter weather and the importance of water being either liquid or solid.

Winter weather often affects our school visits, and wind chill was a big challenge this year. But we turned it into a learning opportunity, teaching students to read a thermometer, understand the significance of OC and be aware of the weather conditions around them.

Giving Teachers the Tools to Teach Outdoors

We're also proud of our continued work with the Great Minds Think Outside program, which helps teachers feel confident taking their students to learn outside. This initiative, run with the New Brunswick Environmental Network, gives teachers hands-on training and ideas for outdoor activities. Whether it's science, math or art, we show teachers how any subject can be taught in nature. These sessions are offered in English and French, ensuring all New Brunswick teachers can get the support they need to inspire their students to explore the outdoors.

46
Elementary School Classes
808
Students

Topics Explored:
Animal and human adaptations to winter
Winter nature exploration
How to read a thermometer
Making suet mug bird feeders
World Water Day, Atlantic salmon life cycle
And so much more!

3
Middle School Classes
60
Students

Activities Included:
Insects - diversity, habitats, ecological roles and impacts on populations.
Insect Art - rubbing sheets and fact sheets.

Donors and Funders

We extend our deepest gratitude to the hundreds of individual donors who make our work at the Conservation Council of New Brunswick possible. This support allows us to remain fully independent as New Brunswick's leading environmental advocate. Thanks to you, we have been able to educate, inspire and mobilize thousands of New Brunswickers, ensuring a more sustainable future for all.

For a full list of our donors during the 2023–24 fiscal year, scan the QR code below:



A wide range of funders help power our important work.

Thank you to our generous funders:

Passamaquoddy Recognition Group Inc.

Pembina Institute

Province of New Brunswick – Environmental Trust Fund

Trottier Foundation

PEW Foundation

European Climate Foundation

Echo Foundation

Province of New Brunswick – Wildlife Trust Fund

McConnell Foundation

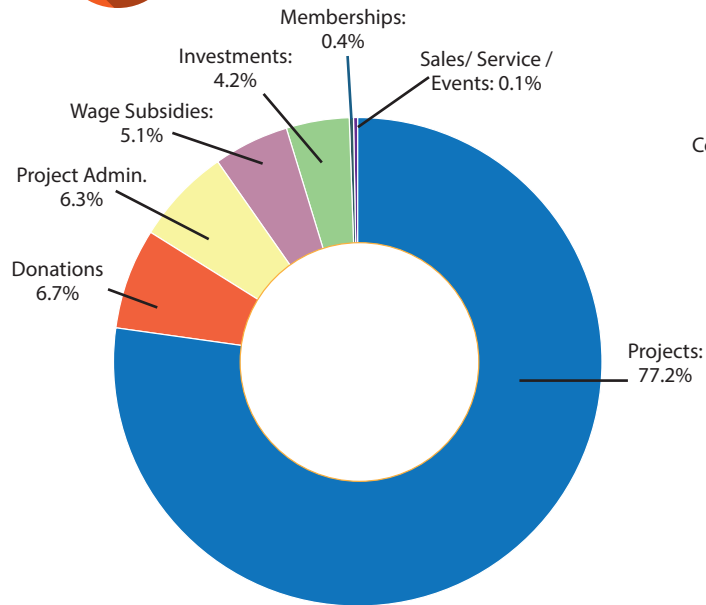
Environment Funders Canada

Government of Canada – Department of Fisheries and Oceans



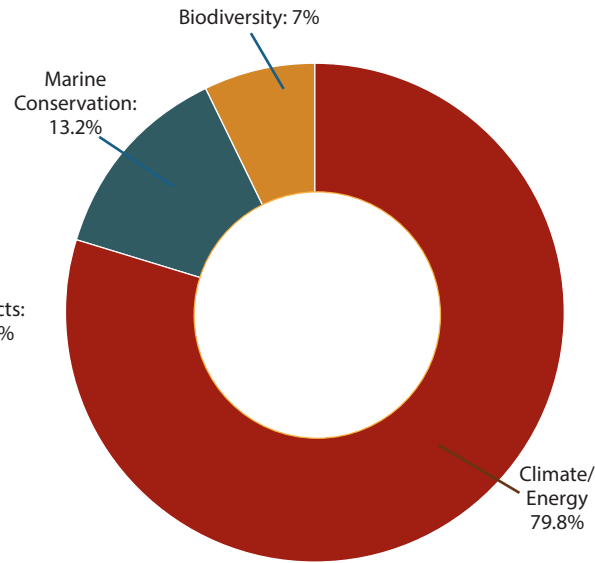


Fiscal Year 2024



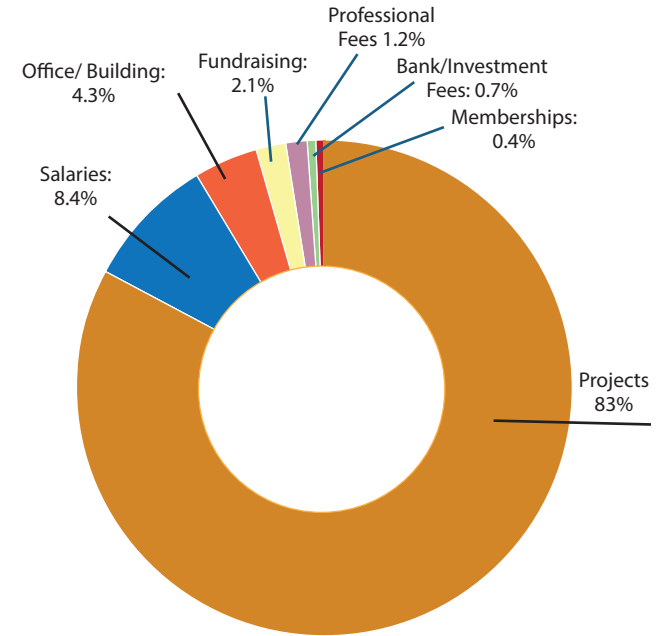
Revenue

Projects	\$1,004,319
Donations	\$87,522
Project Admin	\$82,125
Wage Subsidies	\$65,701
Investments	\$54,070
Memberships	\$4,914
Sales/Service	\$1,548
Total	\$1,300,209



Income by Programs

Climate/Energy	\$801,402
Marine Conservation	\$132,393
Biodiversity	\$70,524
Total	\$1,004,319

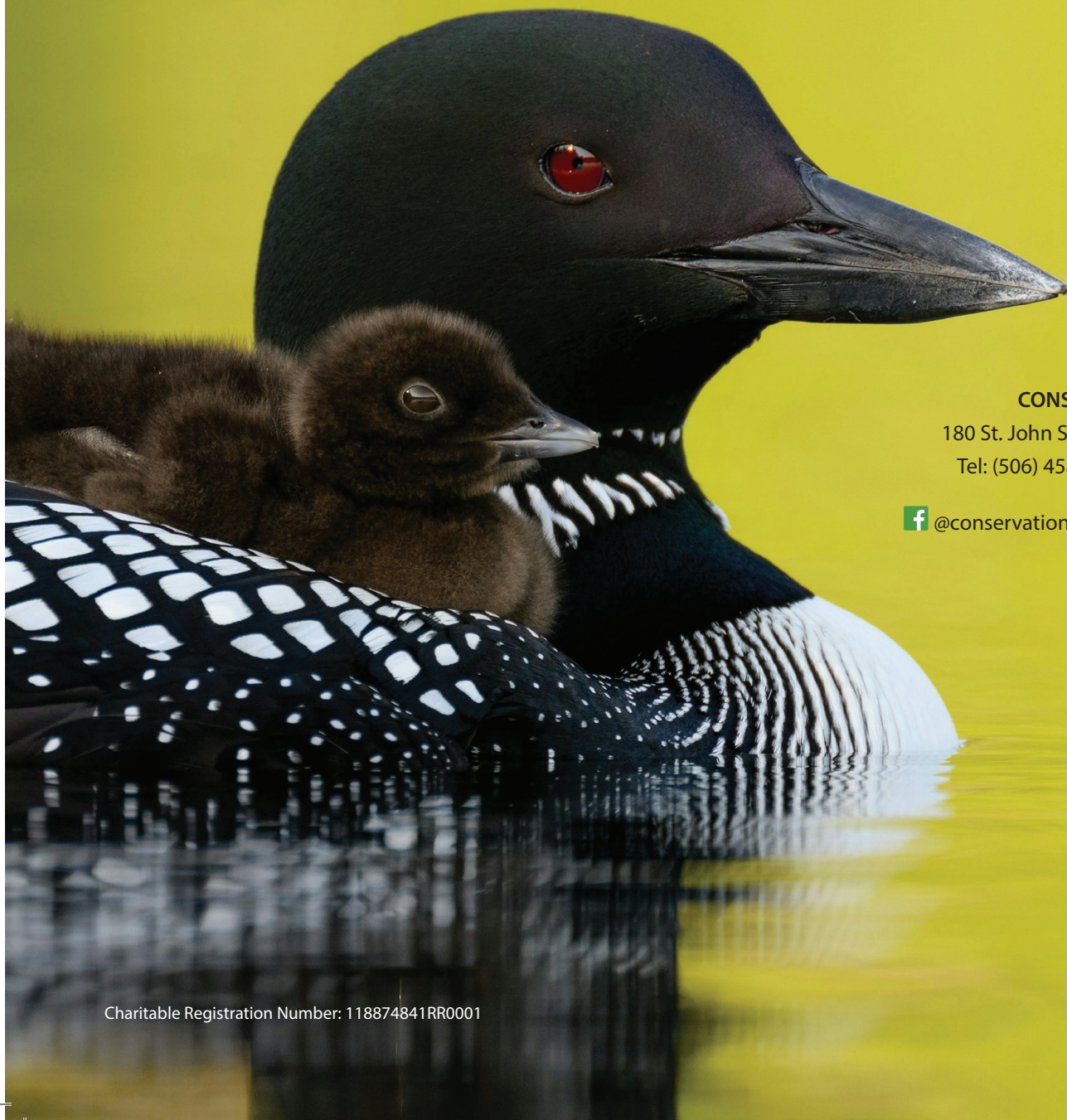


Expenses

Projects	\$996,564
Operational Salaries	\$101,047
Building/office/general	\$51,710
Fundraising	\$24,734
Professional Fees	\$14,115
Bank/Investments	\$7,988
Membership Services	\$4,804
Total	\$1,200,962

**This statement should be read in conjunction with our audited financial statements for the year ending June 30, 2024.*








CONSERVATION COUNCIL OF NEW BRUNSWICK

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