



Cliffs of Fundy Geopark

# Strategic Plan

2021–2025



# Strategic Plan

2021–2025



© Cliffs of Fundy Geopark 2021

[fundygeopark.ca](http://fundygeopark.ca)

# Board of Directors 2021

**Christine Blair**, Chair, Mayor Colchester County

**Murray Scott**, Vice Chair, Mayor Cumberland County

**Anita MacLellan**, Secretary, Retired (Manager of the Welcome Centre)

**Norman Rafuse**, Treasurer, Business Owner

**Marie Benoit**, Councillor, Colchester County

**John Calder**, Retired, Professional Geologist

**Sandra Currie**, Facilities Manager, FORCE

**Calum Ewing**, Communities, Culture and Heritage (NS)

**Gerald Gloade**, Confederacy of Mainland Mi'kmaq

**Carrie Goodwin**, Councillor, Cumberland County

**Chris MacIntyre**, NS Lands & Forestry

**Georgia Pe Piper**, Professor, St. Mary's University

**David Piper**, Retired, Professional Geologist





# Contents

Mission .....	1
Vision .....	2
Values .....	3
Strategic Priorities .....	9



Artwork: Gerald Gloade





# Mission

To celebrate and connect our  
geoheritage, tides, landscapes, and  
cultures through collaboration with our  
diverse communities and the promotion  
of sustainability and economic growth.



*Isle Haute is comprised entirely of Jurassic-era basalt, a feature unique to only a handful of sites in the upper Bay of Fundy. This small island is best viewed from the water.*

*(Photo: Tourism Nova Scotia)*



# Vision

A flourishing UNESCO Global Geopark  
that welcomes residents and visitors to  
Learn, and to Explore, Discover  
and Enjoy!



*Kayak among the sea stacks at Three Sisters.  
(Photo: NovaShores Adventures)*



# Values



*The Iron Tide drummers, singers and dancers helped us celebrate at our official designation as a UNESCO Global Geopark.*

*(Photo: Tommy Strutz)*



## Honouring Indigenous Traditions and Values



### GOALS

- Develop a cooperative and collaborative relationship with our Mi'kmaw communities.
- Generate a further understanding of the concept of Two-Eyed Seeing and learn from the elders.
- Create opportunities available to fly the Mi'kmaw flag throughout the Geopark, whether at various geosites or on municipal properties.
- Respect diverse points of view and incorporate them in our everyday activities.

## Quality Education



### GOALS

- Develop inclusive and equitable quality education programs and activities including, but not limited to guided and self-guided tours, web-mounted resources, teacher resources, classroom workbooks and videos.
- Promote lifelong learning opportunities for people at all ages and stages.



*Our geoscientist leads a variety of tours each year in the Geopark. (Photo: Lauren Muzak-Ruff)*

## Conservation and Respect for Nature



### GOALS

- Promote sustainable geological research and education.
- Protect our cultural and human heritage, including our Mi'kmaq, Acadian, Black and United Empire Loyalist forebearers.
- Conserve our natural heritage and biodiversity both below water and above land.

## Stewardship and Pride of Place



### GOALS

- Utilize geoheritage, culture, education, and the arts to educate residents and visitors and assist our communities to flourish.
- Provide opportunities for increased levels of employment and sustainable economic development.
- Empower residents, businesses, and tourism operators through the development of a strong Ambassador Program.



*Residents and visitors of all ages can enjoy our trails and lookoffs.  
(Photo: Devin Trefry)*



## Reduce Inequalities



### GOALS

- Ensure all our actions have a positive impact on our communities.
- Recognize individual roles and abilities and appreciate all contributions.
- Recruit diverse members of our communities for various roles within the Geopark organization.
- Develop an Inclusivity, Diversity, Equity and Accessibility policy and implement actions that demonstrate our commitment.

## Climate Action



### GOALS

- Work with our founding municipalities in efforts to reduce the levels of greenhouse gas emissions.
- Promote the installation of electric vehicle charging stations throughout the Geopark area.
- Collaborate with the Blue Route in Nova Scotia ([blueroute.ca](http://blueroute.ca)) to encourage cycling transportation wherever possible.
- Host virtual and/or in-person workshops and community meetings on issues of climate change, including its impact on sea level rise.



*Cycling is a fabulous way to travel through the Geopark and enjoy the amazing views, while taking action on climate change.  
(Photo: Geoff Ingram)*

## Healthy Lifestyle



### GOALS

- Enhance potential for community and personal health and wellness.
- Increase opportunities for residents and visitors to benefit from outdoor activity.
- Engage the public in field trips, citizen science, arts retreats, birding, photography, and other programs aimed at community health.
- Develop options for accessibility by people of all ages and stages and levels of ability.

## Expertise and Excellence



### GOALS

- Work diligently to use all our resources to achieve excellence.
- Strive to be a leader among UNESCO Global Geoparks.
- Share our achievements and successes with other UNESCO Global Geoparks and aspiring Geoparks.



*Healthy outdoor activities can be enjoyed year-round in the Geopark. (Photo: Tourism Nova Scotia)*



# SUSTAINABLE DEVELOPMENT GOALS



# Strategic Priorities

*(utilizing our re-validation directives as a guideline)*



*Harvesting potatoes at the homestead farm in Fox River.  
(Photo: Betty Ann Dewitt)*



## Science and Education

We will seek to develop our Scientific Capacity by engaging in research and discovery, partnering with like-minded organizations, and investigating any potential for external support.

- Act on climate change initiatives wherever and whenever possible and utilize opportunities to provide information to our residents and our visitors.
- Support the work of our Geoconservation Committee and areas of emerging geo-conservation concerns.
- Focus on the effect of our tides and develop tidal viewing platforms with interpretive panels to share the story.
- Give special attention to the issue of rising sea levels; collect information and promote ways to alter or adapt lifestyles accordingly.
- Consider ways we can utilize or promote Renewable Energy Opportunities such as (but not limited to) the use of solar panels, the installation of electric vehicle charging stations, and alternate forms of transportation.
- Communicate our unique geoheritage to residents and visitors.
- Develop educational and interpretation materials and deliver these through various centres such as the Fundy Discovery Site, the Geopark Welcome Centre in Economy, and the Eatonville Interpretive Centre.

*Looking for fossils to learn about our past at Wasson Bluff  
(Photo: Tourism Nova Scotia).*

## Partnerships

We will value and respect all Community Partnerships and remember to embrace the UNESCO “bottom-up” approach in all our activities.

- Strengthen our Indigenous engagement.
- Develop partnership strategies with tourism operators and other businesses.
- Discover and learn about our Acadian heritage and culture.
- Build partnerships with Canadian and International UGGPs.
- Coordinate educational opportunities with community partners and engage like-minded stakeholders.
- Grow the GEOfood program and collaborate with participants.
- Explore partnering opportunities with NSCC and our Nova Scotia universities.
- Collaborate with existing and future community and regional events.



## Sustainable Development

We will consider the effect on Sustainability in all that we do and make appropriate decisions to support the interests of the Geopark and our environment.

- Investigate new commercial tourism and business opportunities.
- Consider activities that contribute to sustainable tourism and recreation.
- Utilize best practices and make efficient use of human and financial resources.
- Collaborate with our communities and our businesses for sustainable economic development.
- Honour our natural assets.
- Develop a strategy for Succession Planning for Board and committee members.

*One of the main goals of UNESCO Global Geoparks is to provide an integrated sustainable development for the direct benefit of its local population. Promotion and transmission of traditional knowledge, valorization of local products, development of respectful outdoor activities through Geotourism, empowering local people and ethnic groups are one of the keys to what must be a sustainable development in UNESCO Geoparks.*

*Reference : Global Geopark Network / UNESCO Geoparks GGN / ([visitgeoparks.org](http://visitgeoparks.org))*



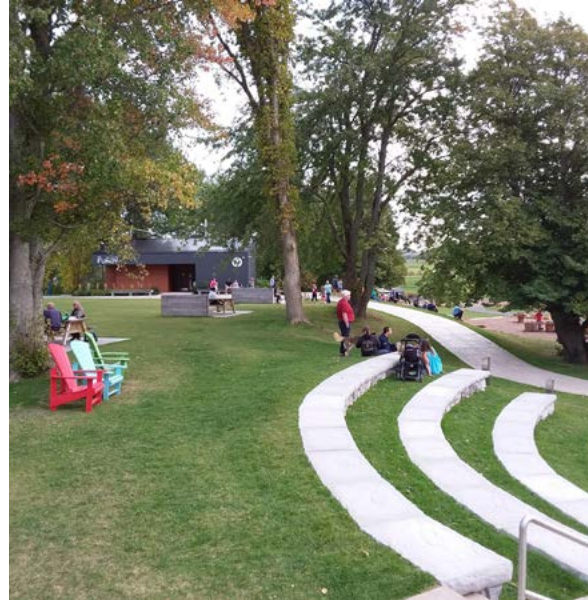
*Enjoying GEOfood outdoors with friends. (Photo credit Tourism Nova Scotia.)*



## Marketing and Communication

We will promote the Geopark to Nova Scotia, to Canada and to the world through an integrated system of media and community resources, relying on the strength of our pillars as identified in the Interpretive Strategy.

- Develop an Ambassador Program involving front-line workers, tourism operators and community members.
- Highlight sites of geological significance.
- Create a series of Geopark maps, brochures, guides, and other printed materials.
- Utilize and further develop the Locatify App, website, and social media.
- Generate regular press releases and feature articles for distribution to mainstream and other media.
- Market the Highest Tides on the Earth.
- Feature our Indigenous heritage and culture.
- Showcase the history of the continent Pangea.
- Develop Geopark specific logo wear and other branded merchandise items.



*Visitors can enjoy a rest stop or an educational program at the Fundy Discovery Site in Lower Truro. (Photo: County of Colchester.)*

*Approved by the Board of Directors of the Cliffs of Fundy Geopark / May 21, 2021.*







# unesco

Global Geopark

Debert (main office) 902-641-2225  
Parrsboro (sub office) 902-728-2141

Mailing Address:  
P.O. 868, Parrsboro, NS, B0M 1S0

© Cliffs of Fundy Geopark 2021

[fundygeopark.ca](http://fundygeopark.ca)