**Introduction:**
Clayoquot Sound was designated a United Nations Biosphere region in 2005, after over a decade of careful and collective vision to ensure the long-term growth and sustainability of the coastal communities on Vancouver Island’s West Coast. The Clayoquot Biosphere Trust was established to lead the local community in securing the future of the Biosphere region designation.

**Objectives of West Coast NEST:**
- Nature, Education, Sustainability, Transformation

**Results:**
- [www.WESTCoastNEST.org](http://www.WESTCoastNEST.org)

**The Conservation Challenge:**

**Shifting from Resource Extraction to Tourism livelihoods**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Costs</th>
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<tbody>
<tr>
<td>Improved environmental awareness and education</td>
<td>Increased tourism and economic costs</td>
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</table>

**Results:**
- website visibility of 20,000 viewers per month
- 3,000 visits per day
- 1,000 new users per month

**Conclusions:**
- Seven Principles for Education Tourism in Clayoquot Sound:
  1. Attract Co-learners: we welcome others to learn with us.
  2. Community Responsibility: we share benefits within the region.
  3. Local Knowledge Holders are Experts: we reimburse people for sharing their knowledge.
  4. Learning Networks of Practice: together, we are creating a culture of learning and collaborative problem solving.
  5. Stewardship-in-place: every community has an outdoor classroom and a place to learn from the land.

**References:**
- http://clayoquotbiosphere.org/vital

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