



CLAYOQUOT BIOSPHERE TRUST

UNESCO BIOSPHERE REGION &
COMMUNITY FOUNDATION

CLAYOQUOTBIOSPHERE.ORG



unesco
Clayoquot Sound Biosphere
since 2000

WEBSITE CONTENT

SHORT VERSION

Clayoquot Sound was designated a UNESCO Biosphere Region in 2000 in recognition of the global significance of the region and our commitment to biodiversity conservation, sustainable development, and reconciliation. The Clayoquot Biosphere Trust stewards the designation and is the only organization in Canada that is both a Community Foundation and UNESCO Biosphere Region.

LONG VERSION

Clayoquot Sound is a place of unparalleled beauty and abundant biodiversity, rich with cultural heritage and traditional knowledge. This place is a conservation priority on a global scale and encompasses some of the last intact temperate rainforests on earth, vital for climate resiliency and biodiversity. It provides a pristine west coast habitat for hundreds of species, many of which are endangered, vulnerable, or threatened.

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UNESCO is the United Nations Educational, Scientific, and Cultural Organization and promotes knowledge sharing that contributes to achieving the Sustainable Development Goals defined in the 2030 Agenda.

For more information: clayoquotbiosphere.org/our-biosphere-region/overview

SOCIAL MEDIA CONTENT

Did you know that _____ is located within the UNESCO Clayoquot Sound Biosphere Region? This area was designated in 2000 to recognize the global significance and uniqueness of the region and our commitment to biodiversity conservation, sustainable development, and reconciliation. At this time, there are only 738 UNESCO-designated Biosphere Regions worldwide, and currently 19 in Canada.

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To learn more visit, <https://clayoquotbiosphere.org/our-biosphere-region/overview>

#clayoquotbiosphereregion #UNESCObiosphere

We are located within the UNESCO Clayoquot Sound Biosphere Region. Have you heard of UNESCO (the United Nations Educational, Scientific, and Cultural Organization)?

This region grew to become a UNESCO biosphere from a grassroots movement of a small but passionate group of community members—people who were seeking better ways of advancing the local region with a long-term commitment to sustainability. In a nutshell, the UNESCO biosphere designation is all about keeping this region a special place to live, work and visit.

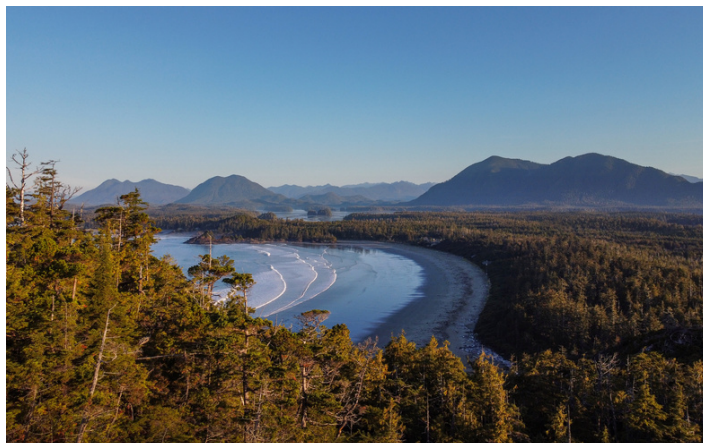
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#clayoquotbiosphereregion #UNESCObiosphere

SOCIAL MEDIA IMAGES

Feel free to use the images provided or use your own pictures of the region! They can be downloaded [HERE](#) along with our logos.

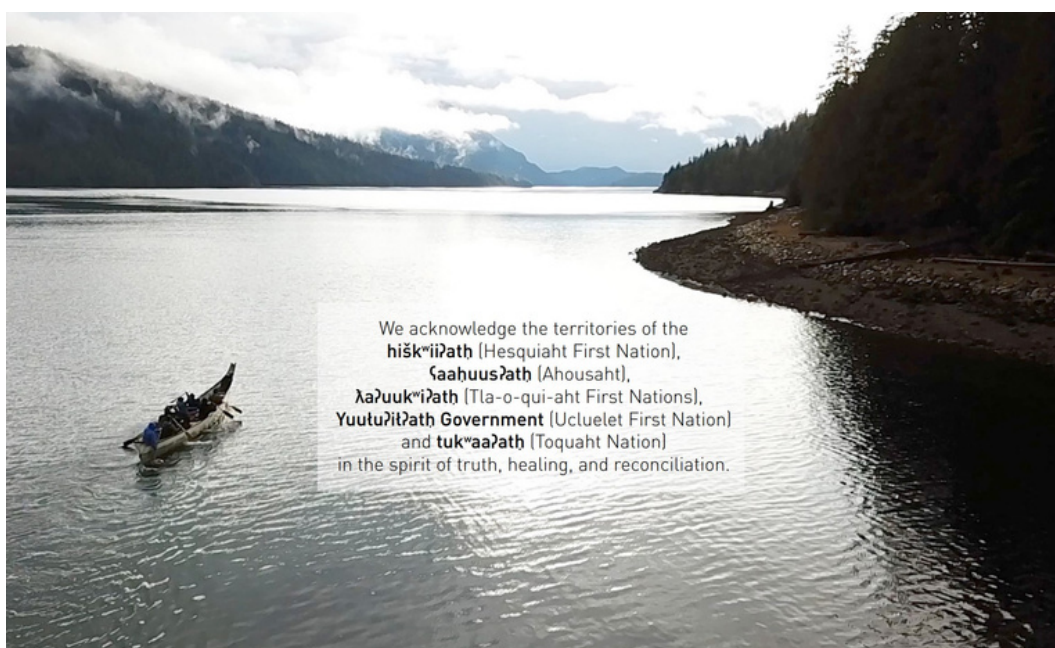
Please credit and tag Clayoquot Biosphere Trust on social media (links below).



ADDITIONAL INFORMATION

WHY USE REGION INSTEAD OF RESERVE?

Both at home and abroad, there's been a lot of talk about modernizing UNESCO terminology from Biosphere Reserve to Biosphere Region. In Canada, the word Reserve can have negative interpretations tied to the Indian Act and colonization. In other countries, some languages interpret it to mean an exclusive place where humans should not go. Neither of these meanings is a good fit with the mission of UNESCO Biospheres -- inspiring a positive future by connecting people and nature today.



How can you help?

If any written materials (website, brochures, etc.) mention the Biosphere designation, please change the word "Reserve" to "Region". Let's work together to increase the vitality of the communities and ecosystems in the Biosphere Region we call home.