

## Day of IMPACT

Sunday, January 26, 2025

Registration open at VCC - 7:00am

Return VCC - 5:00pm

The goal of Day of IMPACT is to showcase the many diverse ways a community encourages sustainable and regenerative business practices, supporting and supported by both residents and visitors to the region.

The ideas we share are chosen to spark change and be emulated in other communities around the world. Hear from folks in the tourism industry who have been successful in implementing sustainable and regenerative business practices, sharing their challenges, and their mitigation strategies. Return home inspired and armed with resources and connections to make a difference where you live. In fact, all participants are encouraged to share their own best practices, so that the learning is as broad as it is enriching.

We are once again engaging the assistance of long-term IMPACT supporters Eagle Wing Tours and Prince of Whales Whale Watching.

You will experience an unforgettable Day of IMPACT on the Salish Sea as a guest with Eagle Wing Tours, Whale & Wildlife Watching and Prince of Whales, Whale & Marine Wildlife Adventures. A light breakfast, coffee, tea and hot chocolate will be served once we have cleared the dock.

The focus onboard this year, demonstrating where research, habitat restoration and the environment intersect. **Regeneration.**

Learn about the positive impacts Prince of Whales has had in the Gorge Waterway Cleanup, assisting in turning a sadly polluted inland waterway into a celebrated outdoor recreational destination, and most importantly into a healthy habitat for returning fish species.

Hear from Eagle Wing Tours about their research contributions to the Salish Sea via partnerships such as with World Fisheries Trust whose habitat restoration projects, with a focus on herring history, have so positively impacted this important body of water.

Once we depart the Gorge Watershed we will motor towards Pedder Bay and Race Pocks via Esquimalt Harbour. Keep your eyes peeled for the Fisgard Lighthouse, where a small but significant, herring spawn was recently witnessed.

As we journey along the coast towards Pedder Bay and Race Rocks hear about the wildlife, the reserve and the history of this rugged piece of our coastline and environs.

Back to the Inner Harbour, sending up a prayer for the opportunity to witness more of our sacred marine life along the way.

Once on terra firma we will travel by coach with Pacific Northwest Transportation Services, whose commitment to environmental excellence is demonstrated through their B Corp Certification, commitment to being carbon neutral through offsetting while working diligently to build more sustainable transportation modes. They just don't talk climate - they live their environmental values every day. We are very appreciative of their longstanding support of IMPACT.

Arriving by land, to a point on the Gorge Waterway that we have just traversed by vessel, the Esquimalt Gorge Pavilion. We are very grateful to the Township of Esquimalt for their support in our being able to utilize this lovely venue for lunch and few presentations.

Lunch? Big Wheel Burger where the motto from the outset has been, "Sustainable food comes from more than just compostable containers and recycling." Big Wheel Burger was founded on the idea that FAST food didn't have to mean JUNK food.

Each delegate will have an opportunity to pre-order from a delicious menu (gluten free & vegan options of course) to enjoy during an afternoon of passionate presentations. More to come on 'who' and 'what', but we can promise the talks will be compelling and inspiring, and very low tech.

Last but most certainly not least...

It's exciting times at FED Farm...as there is now a farm to visit! The My FED Farm project was initially designed to increase food security for underserved populations by providing garden kits containing everything needed to grow food. With the recent launch of FED Farm, located in the heart of downtown Victoria, they are transforming Victoria's urban food ecosystem. It's a model that is emulated globally, inspiring a network of climate action-oriented, sustainable urban food communities worldwide.

You'll be getting your hands dirty, assisting in the future 'growth' of the farm, while enjoying the outdoors on our last stop of the day. We promise some tasty treats and libations to keep you warm.

We look forward to seeing you!

**IMPACT Co-Founders & Team**