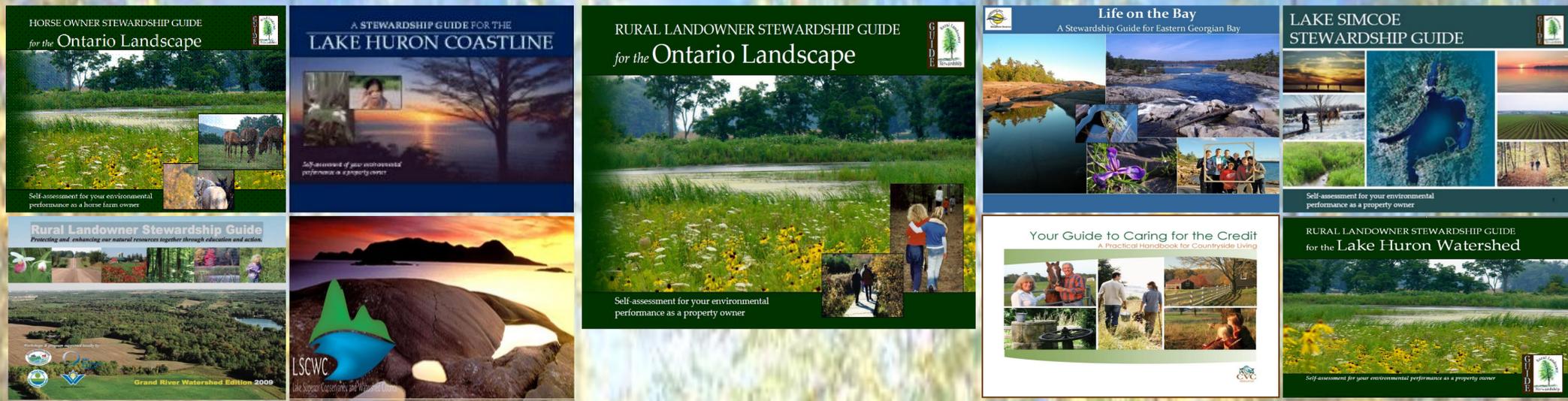


Review, Enhance and Expand the Application of the 'Ontario Rural Landowners Stewardship Guide'



Introduction

The 'Rural Landowners Stewardship Guide' (designed after the successful Environmental Farm Plan) has been used by various environmental agencies in Ontario – mostly Stewardship Councils and Conservation Authorities to further collaborative efforts in rural land ecosystem health.

Specialized templates of the Guide have been used and made available for geographic areas as diverse as north of Superior, through to the Ottawa area, and in south western and south central Ontario. In addition, topic specific templates have been created for subjects such as: Horse farm management; and Carolinian 'species of risk' landscapes

KTT Project Objectives

The 'Knowledge Translation and Transfer' research project is intended to further the establishment of the Guide as a 'best practice' in land stewardship for Rural Ontario. The project will provide:

- An inventory of the up-take of the use of the Stewardship Guide across Ontario (Users and Non-Users)
- Following the up-take inventory, outreach mechanisms will be devised to profile the Guide to potential new users
- Ascertain marketability of Guide to groups currently not using it
- Add new material respecting new initiatives of the Provincial Government (e.g. renewable energy, source water protection, solid waste management, etc).
- Promote the use of Guide to various user groups & outline creative mechanisms to profile the stewardship manual
- Create an updated website with additional base information

Methodology

- Survey 45 Stewardship Councils /36 Conservation Authorities & other special interest groups to determine who is using/not using the Guide
- Upon completion of an updated Guide, a process to mass-market the publication will be employed; identification of these groups will be derived principally from information compiled from Stewardship Councils & Conservation Authorities across Ontario
- Create mechanisms to promote use of the Guide; this will consist of a 'how to use' guide web video link, articles/advertisements in magazines oriented to the rural area (e.g. Municipal World) as well as live presentations at environmentally-oriented conferences
- Current website www.stewardshipmanual.ca requires updating

Expected Outcomes, Impacts and Benefits

- An updated Guide to maintain its relevancy to today's circumstances
- New legislation will be highlighted as well as updates concerning stewardship initiatives
- Best practice research in 'outreach' methodologies
- New and improved product of promoting environmental stewardship to rural non-farm landowners
- Address strategic priorities of OMAFRA in promoting the continued economic and social viability of rural areas, and also meet overall environmental sustainability objectives



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