

2025-2026 UPDATES



A STRATEGY FOR SOCIAL SCIENCE

Since its inception in 2018, the Human Dimensions Committee has worked to integrate social science into conservation planning and delivery through the structured examination of people's values, motivations, behaviours and preferences. The HD committee, with key conservation partners, recently supported a study that explores Canadians' willingness to donate to conservation activities through the North American Waterfowl Management Plan (NAWMP).

Financial Support for Wetland Conservation

A survey of 2324 Canadians examined relationships between willingness to donate towards habitat conservation and participation in outdoor recreation. The survey also explored preferences for how to donate and how the funds could be used.



Outdoor recreation is a factor in Canadians' willingness to donate to habitat conservation.

When asked if they would be willing to make a one-time donation, about 1/3 of those surveyed were willing to do so, averaging \$33 each. This demonstrated a widespread endorsement for the NAWMP approach to habitat conservation across Canada and an opportunity for conservation organizations to solicit donations from the general

public. Income was a significant reason why some respondents declined to donate.

A surprising finding was the role that birdwatching played in willingness to donate. People who birdwatched were more willing to donate; people who birdwatched and also hunted waterfowl and foraged for wild mushrooms and plants were even more willing to donate. Encouraging engagement in these activities would be a strategic step to broaden support for habitat conservation.

This study showed the importance of considering human dimensions research when planning conservation fundraising campaigns. More information can be found in the [full publication](#).

ASSESSING THE IMPACT OF THE PHJV

The HD Committee has concentrated on establishing baseline data and strengthening monitoring to support NAWMP partners' conservation delivery, the relevance of the PHJV's conservation approaches, and public perspectives about wetland and waterfowl conservation. Understanding different perspectives will refine program delivery, policy and engagement.

FLYING FORWARD

Ongoing HD initiatives will strengthen conservation efforts and decision-making across the PHJV and beyond, creating a lasting impact for both people and wildlife.

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