SIERRA REPORT FALL 2026

# Building a brighter future, together.







## Bringing the forest to FIFA

This summer, British Columbia took the international stage for the World Cup. With millions of eyes on Vancouver for the soccer tournament, we used that attention to highlight the plight of old-growth forests. We launched a massive ad campaign with an alarming message: "100 soccer fields of old-growth forests are still clear-cut every day in B.C."

The campaign was a huge success! It was seen 1.6 million times, including 360,000 people who watched our ad on their TVs before streaming a game. Forest ads shown across Vancouver, on billboards, an LED truck, and the Skytrain added another 500,000 exposures. We also made headlines, with coverage from Global News and the Vancouver Sun.

This was an important moment to spread this message. As the B.C. government avoids sharing information on the state of forests in the province, British Columbians are left in the dark on how close we are to losing old-growth forests forever. Throughout this campaign, we were flooded with messages expressing people's shock and anger that the last of these iconic ecosystems continue to be clearcut.

We transformed this outrage into action. We mobilized thousands of people to write to the B.C. government to protect what's left of old-growth forests and transition to value-added, sustainable forestry. The campaign was so popular that the Ministry of Forests was asked to comment publicly by the media.

None of this would be possible without our supporters, so thank you to everyone who donated, shared, and showed up to make this campaign possible. We look forward to building on this momentum in 2027.

SIERRA CLUB BC



## Good news: the North Coast Tanker Ban is safe!

This summer brought a major environmental victory: the Canadian government agreed to uphold the Oil Tanker Moratorium Act. This law keeps the North Coast free of oil tanker ports and safeguards the region from oil spills. It supports orcas, salmon, and coastal communities, including the thriving tourism and fishery industries in this area.

This win belongs to the thousands of people, Indigenous Nations, coastal communities, and organizations who spoke up and refused to give up fighting for the place they love. With your support, Sierra Club BC contributed to this victory by running ads, meeting with politicians, joining forces with local groups along the North Coast, and more!

Let's build on the momentum of the North Coast victory and turn our eyes to the South Coast as the Pacific Link pipeline moves ahead. We're advocating to protect the Salish Sea from more oil tankers and oil spills by investing in clean energy instead of another polluting pipeline.

## Mobilizing hundreds for forests

People in B.C. love forests and the spectacular wildlife that call them home. Whether you're hiking, camping, wildlife watching, or hanging out in your local park, these forests are woven into our lives. We don't want to see them destroyed.

That's why we've developed a suite of accessible resources and events to help people go deeper. Here are some ways you've helped empower local leaders:

- Developed how-to guides for writing to, calling and meeting with your MLA.
- Closely trained 20 well-connected faith leaders through a series of 10 free workshops to better understand the state of B.C. forestry, build up their advocacy skills, and bring their large networks into this work.
- Ran letter-writing booths at concerts, markets and other events. Through this effort, over 150 personal letters were sent to the B.C. government.
- Ran a forest webinar with ecologist Dr. Suzanne Simard that had over 2,000 registrants.
- Supported forest rallies in Victoria and Nelson, attended by hundreds.
- Built relationships with the Sikh community in Surrey, which is a swing riding in elections. Our team helped organize forest film screenings, guided walks, and community events attended by hundreds.



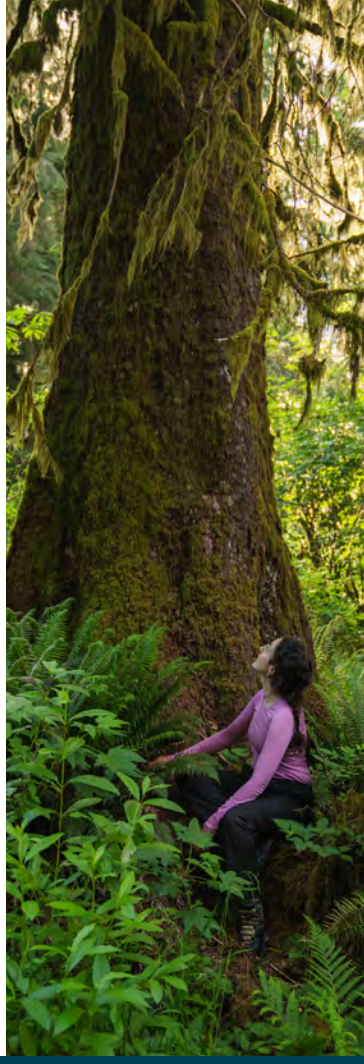
## Improving local forest management

This year, the B.C. government engaged stakeholders and communities to develop Forest Landscape Plans (FLPs). These plans will shape the future of forests in your area, including which forests will be logged and how these ecosystems will be stewarded.

The downside: the process is dominated by industry interests, and opportunities to engage with FLPs are limited and technical. So, we wanted to remove bureaucratic barriers so residents can have their voices heard on forests and biodiversity in their communities.

In July, 63 people joined our interactive workshop where they learned how to participate in their local FLP projects. Together, participants filled out FLP surveys indicating that old growth and biodiversity are important values. To further empower concerned residents, we created a guide that gives supporters simplified information on how to participate in a local FLP project and the most important questions to ask.

We continue to offer mentorship opportunities for folks who want to get more deeply involved. If you would like to join in, please contact Forest Campaigner Joelle Burnie at joelle@sierraclub.bc.ca.





## Setting the record straight on old growth in B.C.

Sierra Club BC is known for releasing impactful scientific reports that help educate and fuel action. For example, our recent 'Closer to the Brink' report about the state of the forest in B.C. is still widely cited by media and our supporters, as it addresses major gaps in the province's own forestry reporting.

In the last few months, we've had a flurry of media activity reacting to government announcements and countering industry spin. Major news outlets like CBC, Global News, and the Associated Press covered our analyses. We've made sure to keep our supporters informed by breaking down technical policies, sharing our latest media hits, and creating informative videos about the issues you care about.

**460+**

**media hits mentioning Sierra Club BC**

**2M+**

**views of our environmental videos**

**7K**

**people registered for our nature-based webinars**



## Pledge to speak up about climate change.

Extreme wildfires, droughts, and floods are a loud sign of a changing climate caused by fossil fuel pollution. Yet right now, Canada is trying to build another crude oil pipeline to B.C.'s South Coast, funded mainly by our taxpayer money. The massive pollution from the proposed Pacific Link pipeline will condemn our families to more dangerous climate disasters.

Why don't we hear that connection more often? Part of the answer is surprisingly simple: many people who care about climate change aren't talking about it. You can break the silence! Speaking about climate change with your friends and family is one of the best ways to take action for a brighter future. By joining our pledge list, you will receive talking points and updates on the push to prevent this pipeline from being built. Take the pledge at sierraclub.bc.ca/pledge.

## Empowering communities to speak up for the climate

To face climate change head on, we need as many people as possible taking action. That's why we expanded our organizing efforts, working across diverse sectors to get more communities speaking up. Here's what you made possible:

- Worked with faith communities and the Tsleil-Waututh Nation to organize events to protect Burrard Inlet from oil tankers and dredging. Over 1,000 people attended.
- Created resources helping folks join the public feedback period on the Pacific Link pipeline proposal.
- Supported local leaders across B.C. to publish in their local papers about the personal impacts of climate change and clean energy solutions.
- Hundreds of folks joined our webinar about the impacts of oil tankers on orcas.
- Supported two coastal municipalities to publicly oppose removing the North Coast Tanker Ban.
- Through our Mother Tree Local Leaders program, we ran two 10-session environmental advocacy cohorts — one for multi-faith leaders and one for Muslim community leaders. This year's 20 new alumni are part of a pool of over 85 people who have been through this program, which trains local leaders to mobilize their community networks around the environment with funded, actionable plans.



Members of Sierra Club BC's Mother Tree Local Leaders Program.

# B.C.’s new ‘Working Forest Model’ raises concerns for the last old-growth forests

Over the summer, the provincial government proposed a new forest management system. The model would zone forests into three categories: for commercial forestry, multiple-use and conservation.

The proposal, called the ‘Working Forest Model’, is tied to an unsustainable timber-harvesting target, lacks clear guardrails, and doesn’t specify how much forest will be zoned for conservation. This could give industry a free pass to clear-cut old growth to the brink. It could also reduce habitats to fragments that are too small, too isolated, or too degraded to support biodiversity. Another issue is that First Nations weren’t consulted before the announcement.

We, along with partner organizations, are concerned that this proposed forestry model will create a new barrier to protecting the last old-growth forests. We need widespread public consultations with First Nations and residents to ensure forestry works for our communities, the environment, and the economy.

To raise the alarm about the holes in this forestry proposal, we got media coverage, supported hundreds of concerned residents with tools to advocate for forests, and met with key government officials to inform the project. In 2027, B.C. is launching a pilot project near Campbell River to test out the Working Forest Model. We’ll be keeping a close eye on this work to ensure forestry respects nature’s limits and supports a diverse economy with long-term jobs.





## Want to go deeper?

Do you want to do more than sign a petition? We’ve built out a great library of resources for impactful ways you can speak up for forests, biodiversity and the climate. Whether you want to write a personal letter to your local representative, meet with your MLA or get published in your local paper, we’ve got you covered. Check out our ‘how-to’ guides at sierraclub.bc.ca/act.





## We need clean energy, not another polluting pipeline.

British Columbia didn't used to be like this. We shouldn't have to worry every year about our homes burning down or breathing in toxic wildfire smoke.

It doesn't have to be this way. We're pouring billions into putting out fires but not addressing the root cause of these disasters: fossil fuel pollution overheating the planet.

Yet right now, the federal government wants to invest $40 billion (mainly taxpayer money) to build another pipeline to the West Coast. To make matters worse, foreign-owned oil companies will reap most of the profits, while Canadians pay for the disasters this pipeline's pollution causes. This project will also increase tanker traffic in the Salish Sea, putting endangered Southern Resident orcas at risk of extinction from boat collisions and noise pollution.

It's not too late to turn things around. By investing in clean energy instead, we can make Canada energy independent and grow our economy without risking our communities' safety or the environment.

Now that the Pacific Link pipeline has a year of review before it's greenlit, we're kicking our campaign into high gear. We'll be mobilizing communities, running public awareness ads, and meeting with politicians to make sure that our tax dollars go to support healthy, thriving communities – not hurt the people and places we love.

## What do B.C.'s election results mean for the environment?

This election raises questions about the future of nature and a liveable climate in B.C.

While the BC Conservatives promised to protect some of the last old-growth forests, their conflicting commitments to double down on unsustainable clearcutting, expand polluting oil and gas projects, and their silence on protecting at-risk species and ecosystems are incredibly concerning. Their promise to repeal DRIPA also threatens Indigenous sovereignty and progress on Indigenous-led conservation efforts.

We know many of you are very worried about what this means for the people and places you love. But you are not alone. Regardless of the election results, polling shows that most Canadians are deeply concerned about climate change, love nature, and want to see endangered species protected. You are in the majority.

We know it's possible to strengthen the economy without sacrificing the environment or safety of our communities. We can build a stronger B.C. through sustainable development that respects nature's limits, like investing in clean energy and protecting the ecosystems that sustain us.

We will be following up with actions you can take to ensure forests, biodiversity and a stable climate are not pushed to the side by this provincial government.

Top photo by Los Muertos Crew.

# Reconnecting thousands of youth with nature.

Nature education for children and teenagers is vital to ensure upcoming generations feel connected to the environment and become tomorrow's advocates. That's why this year our team organized 200 outdoor education workshops, reaching 5,000 students across B.C.! We expanded our program with more high school offerings and partnered with our friends at Ocean Wise to deliver marine-based workshops.

Our work didn't stop with K-12 students. We also hosted 8 Professional Development workshops that connected over 600 facilitators and educators with fresh tools and ideas for bringing nature into the classroom. To this end, we released more free, downloadable resources for youth. This included our popular Learn to Draw series, which taught over 200 classes about local species and how we can better care for the web of life.

## HEAR FROM TEACHERS

"I have been fortunate twice this year to engage with two of your programs. We are a school where families struggle with everyday purchases, therefore a free program like this allows their children to engage with a program they would never have otherwise been able to do. Thank you for the opportunity."

ELEMENTARY SCHOOL TEACHER

"Keeping our young people engaged with their environment is so important when screens are constantly vying for their attention. Having a program that takes students into nature to learn is invaluable."

HIGH SCHOOL TEACHER



# Invest in a brighter future.

Leaving a gift to Sierra Club BC in your will is a meaningful way to create a lasting legacy of healthy forests, rivers and oceans for generations to come.

Your legacy gift, no matter its size, can make a big difference. For more than 55 years, Sierra Club BC has worked to safeguard biodiversity, protect old-growth forests, and advocate for meaningful climate action.

By supporting Sierra Club BC, you can make a better place for our grandchildren and their grandchildren. So they can meet towering ancient cedars, watch orcas break through the waves, and rest beside life-sustaining rivers. We want to ensure they grow up knowing clean water, clean air and healthy communities.

Visit sierraclub.bc.ca/legacy to learn more or contact Gabrielle Vacheresse at 250-386-5255 ext. 102 or gabrielle@sierraclub.bc.ca.



## Double your impact for nature

Every donation given before December 31 will be matched, dollar for dollar. Donate today at sierraclub.bc.ca/give2026 or with the QR code.

**All photos by Mya Van Woudenberg, Mary Paquet, Jen Muranetz and Sierra Club BC unless otherwise stated.**

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