

JOIN THE NORTH ISLAND MOVEMENT

The Wild Pledge Stakeholder Toolkit.



Vancouver Island North

EMPOWER TOURISTS TO PRACTISE SUSTAINABLE TRAVEL.

Welcome to the North Island Wild Pledge Toolkit. We appreciate your interest and participation in promoting sustainable and responsible travel. To minimise and reverse the negative effects of travel on our community and ecosystems, we believe educating and encouraging visitors to care is the first step towards change. This toolkit will help guide and support you throughout the campaign as we work towards a healthier future.



WHY A PLEDGE?

We want visitors to recognize the North Island as an attractive and sustainably focused destination. To do so, it's important we increase awareness surrounding the North Island's cultural and natural assets while educating visitors on why we need to protect them.

The pledge is made up of six tenets:

- 01** Leave no trace when exploring beaches, forests, and land.
- 02** Encourage the celebration of local cultures, traditions, and heritages.
- 03** Observe and not disturb our wildlife and natural habitats.
- 04** Support local lives by eating, staying, and shopping locally.
- 05** Prepare for any experience in our trails, mountains, and waters.
- 06** Share the trails, roads, routes, and parking areas.



FOR THE GOOD OF OUR WILD

To identify the campaign, look for our ‘slogo’ (logo + slogan)—For The Good of Our Wild. Short and to the point, this slogan educates visitors on the campaign cause to evoke positive feelings and incentives. It aims to inspire by affirming the relationship between locals and the natural landscape.



HOW TO PARTICIPATE:

01

TAKE THE PLEDGE

- 01** Visit the link here:
vancouverislandnorth.ca/takethepledge
- 02** Read through the six pledges.
- 03** Sign the pledge.
- 04** Download the social media graphic.
- 05** Upload it to your social channels with a caption that tells your followers why you took the pledge.

02

GET SOCIAL

We've included additional social media graphics and a My Story video for you to download. You can find the steps on how to use them outlined on the next slides.

03

BECOME A CHAMPION

Tell your customers, team, friends, and family how to take the pledge. Be sure to tag @vancouverislandnorth and use the hashtag #ForTheGoodOfOurWild. Share the website on check-in documents, on the back of a business card, in your email signature, or even on a receipt. Tell people why practising sustainable travel is important to you and your industry.

DOWNLOADABLE ASSETS: SOCIAL MEDIA GRAPHICS.

To further support our campaign efforts, we've created additional social media graphics for you to download and use. Each graphic is a pledge. You can download them **here**, or scan the QR code.

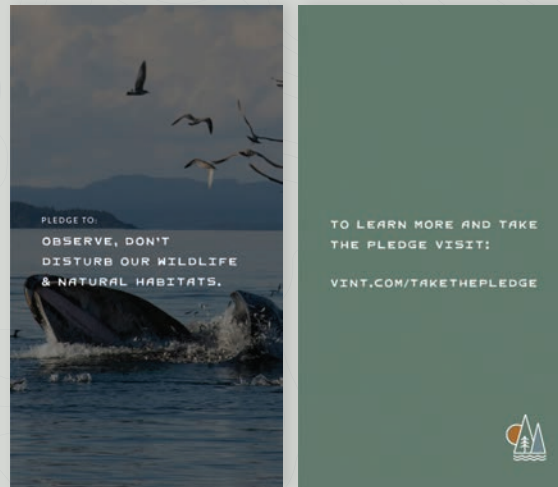


Here's how to use them:

- 01 Download the graphic that aligns closest to your industry and the 'Learn more' post.
- 02 Upload it to your social media channels.
- 03 Write a caption as to why this pledge is important to you.

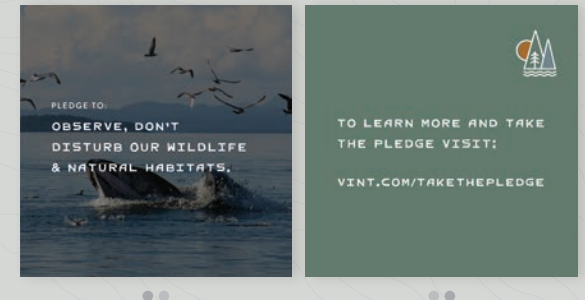
For example: A whale watching company might download, "Observe and not disturb our wildlife and natural habitats." A caption could outline how whale watching companies established and adhere to responsible whale watching practices and outline what those practices are.

Story post



As always, encourage your team, friends, and family to engage. Be sure to tag @vancouverislandnorth and use the hashtag #ForTheGoodOfOurWild. And if you see this posted on your fellow local business, be sure to engage too. If you choose to upload all six posts, that's even better!

Wall post



DOWNLOADABLE ASSETS: MY STORY VIDEO.

Throughout the course of the campaign, you may come across our campaign ad video. We've also included this for download **here**, or scan the QR code.



Here's how to use it:

- 01 Download the video.
- 02 Share it to your Instagram + Facebook My Story.
- 03 Add it to a highlight.



THANK YOU FOR YOUR PARTICIPATION.

We couldn't do this without you. If you have any questions, need additional support, or have other ideas you'd like to share, feel free to reach out!

Email: info@vancouverislandnorth.ca

Phone: 250 209-2454

Website: vancouverislandnorth.ca/contact-us

