

Ecotrust Canada

Ten years ago, at the height of the Clayoquot Sound controversy over the logging of old growth, a CBC reporter noticed that while current logging forest practices were clearly not sustainable, no one was articulating what economic alternative existed. In response, this former reporter created an organization called Ecotrust Canada. Ecotrust's purpose is to build a conservation economy.



Ecotrust collects, analyzes and maps scientific data and traditional knowledge using geographic information systems for more than 22 coastal communities in BC, many of them First Nations. Ecotrust Canada also provides land- and marine-use planning services, conducts feasibility studies, writes business plans and provides non-bank, higher-risk loans to triple bottom-line ventures.

Ecotrust Canada has made 45 loans to entrepreneurs totaling \$6 million. These companies have supported more than 550 jobs. In addition, they have helped communities gain access to a variety of economic opportunities such as a coalition of twelve First Nations who are planning the launch of a shellfish industry on the North Coast, worth \$25 million annually.

[Click here](#) to read *A Social Economy Showcase – BC Stories* in its entirety.