



CASE FOR SUPPORT

CHANGING ATTITUDES
TO REVIVE SUSTAINABLE
RELATIONSHIPS WITH NATURE

Sense The Spirit

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Mission Statement

To change attitudes, inspire hope, and encourage activism in the world's youth; by interweaving traditional indigenous wisdom and science we will reverse the climate change crisis.

Vision Statement

Sense the spirit—changing attitudes to revive sustainable relationships with nature.



More Than Numbers

Without a bow, the arrow cannot hit its target. Scientific evidence continues to prove that climate change is a devastating threat; and yet, data alone has not inspired us to make the very necessary changes.

We understand the information, but science alone is not equipped to deal with spirit. To hit the target, we need to reconnect with nature.

Sensing The Spirit

Indigenous wisdom tells us that the power we need is in a spiritual connection to our environment. Numbers alone will not change humanity's approach to climate change—we need hope, respect, and a shift in attitudes toward Mother Nature.

Blue Ecology Institute Foundation (BEIF) is a non-profit working at a grassroots level with a mission to provide a fresh lens on climate change, rekindle hope for the future, and with your support, reverse this environmental crisis.

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In the urgent fight against climate change, we believe it costs nothing to change our attitudes, and yet, we stand to gain the world.

Michael Blackstock

How does BEIF promote change?



Blue Ecology Theory

Blue Ecology™ theory was developed by Michael Blackstock (BEIF's co-founder), who has spent more than two decades researching and building out his ideas on integrated environmentalism. The theory explores environmental solutions by adopting a traditional respect for nature.

Indigenous peoples understand life is interconnected; a single variable cannot be manipulated without unintentional consequences to the whole. However, modern science has tended towards a 'dissected' approach, overlooking the intertwined nature of our world.

By interweaving Indigenous wisdom with peer-reviewed science we present a whole-system understanding that has the power to inspire far-reaching changes in attitudes. We revive respect for our planet's resources by imparting Aboriginal perspectives: mindful consumption, taking less, and sensing nature's spirit. adopting a traditional respect for nature.

The Five Principles of Blue Ecology

Indigenous elders teach Five Principles for taking care of Mother Earth; these fundamentals are the foundation for Blue Ecology™ theory:

Spirit –

All of Mother Earth's resources have a spirit, flowing across borders like water, uniting us all. When we treat these resources as mere commodities for consumption, we risk the health of our ecosystems and all living things.

Respect –

We show respect through reverence in our attitudes and behaviours. A lack of respect for nature has dire consequences. We can see the evidence of this in the climate change crisis we are facing today. Reviving ancient ceremonies to show respect for Nature, sensing the spirit, and letting Nature heal itself, can help stop the destruction of Mother Earth. We should take no more than Nature can provide and be mindful of our impact on the overall balance of Nature.

Harmony –

Peace between humanity and nature is at the core of traditional Indigenous beliefs. Honoring this principle with tangible actions—such as implementing healing zones—will recreate a balanced relationship between humanity and nature.

Unity –

All humanity is connected through the spirit that permeates nature. To restore balance to the earth and fight climate change we need to acknowledge our shared reliance on our planet and work together.

Balance –

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Necessity of Young People



We want to imbue the spirit of good intent and respect for creation to people around the world through the influential power of our young people. Within them thrives the passion, power, and vision for the world that they and their children will inherit.

The Blue Ecology Youth Ambassador Network helps young people learn to Sense The Spirit in all of nature—reconnecting them with Mother Earth. Our Youth Ambassadors are certified in the Blue Ecology™ method which equips them with the wisdom and knowledge they need to spark a global change in attitude towards the consumption of natural resources.

Through the efforts of our Youth Ambassadors, and inspirational speakers (like Michael Blackstock), we are sharing the ideas and the hope that is at the heart of Blue Ecology™ theory.

Collaboration

Environmental problems are much bigger than any of us, but not bigger than all of us. Humanity must work together to create meaningful change. BEIF fosters unity among like-minded organizations and groups so that we might accomplish our collective goals.

Unique Contribution



Michael D. Blackstock is the co-founder of Blue Ecology Institute Foundation (BEIF) and the creator of Blue Ecology™ theory.

A deep interest in his Gitx̱san heritage inspired Michael to obtain a Master's degree in First Nations studies from UNBC. He is a First Nations senior negotiator, chartered mediator, professional forester, and a Northwest coast artist.

As an independent Indigenous scholar and author, Michael has published several books and over 25 journal articles (having been peer-reviewed by UBC Press, UNESCO, Springer Press, McGill-Queen's University Press, and International Association of Hydrological Sciences).

For more than four years Michael has served as a member of UNESCO-IHP expert advisory group on water and cultural diversity.

Since 2001, Michael has conducted independent research at the cross section of First Nations' knowledge and modern science. Guided by seven elders from seven nations, Michael has worked to weave together traditional Indigenous wisdom with peer-reviewed science in order to provide a much needed new perspective on climate change.

Michael continues his work, passionately delivering his message through public speaking engagements and education with BEIF.

Michael is also a member of the Gitanmaax band and a member of the traditional House of Geel, Fireweed Clan and Gitx̱san Nation.



Michael
Blackstock

Our Programs

We offer several programs to address climate change, based on the five principles to care for Mother Earth

Youth Ambassadors –

Indigenous Elders emphasize the importance of teaching our youth to respect nature’s central role in our lives—today’s youth are eager to shape the world.

Blue Ecology™ Youth Ambassadors embrace the Indigenous Wisdom and easily sense the spirit in all of creation. They are ready to take action to reverse the destructive course of consumerism and predatory resource extraction from Mother Earth. They are eager to share what they’ve learned and can carry the Blue Ecology movement forward.

With a 3 day in-person retreat into nature, among the trees and water and stillness of the land, and under the guidance of Michael Blackstock and Indigenous Elder guest speakers, cohorts of the Youth Ambassador certification program will explore “sensing the spirit” as they strengthen their connection with the natural world and embrace the Five Principles of Blue Ecology™.

Each group will also create a personal action plan on how to share the Blue Ecology™ message and start their own Blue Ecology™ groups. In doing so, they will influence others through social media and other platforms to join and share the cause.

Corporate Collaboration –

We believe that a change in consumer buying habits will change how corporations operate. In addition to causing a consumer attitude shift, BEIF works with corporations and organizations to inspire an internal perspective change.



Inspirational Speaking –

Passion is contagious. Through speaking engagements and workshops, Michael Blackstock shares his knowledge in a way that inspires action, reconciliation, unity, and hope. Other speakers will be added as the movement grows.

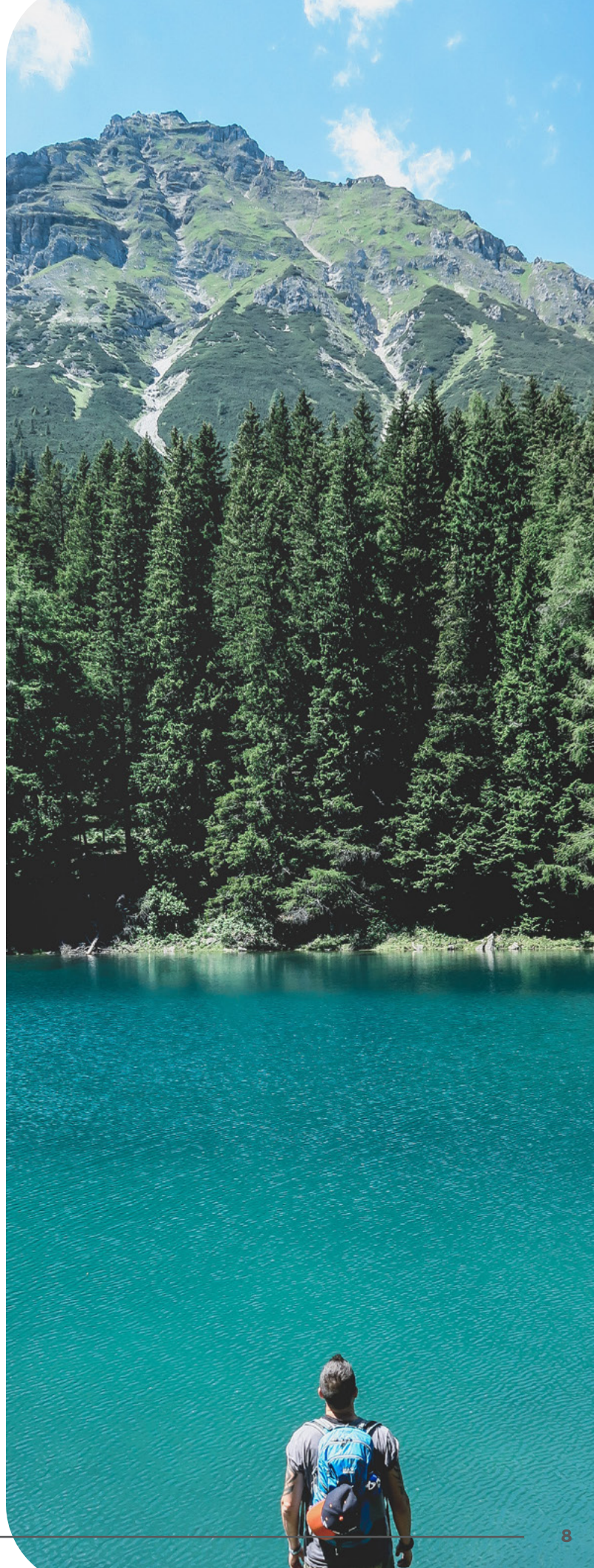
Consultation –

BEIF provides highly personalized programs that provide ongoing support. We offer hands-on help: drafting plans, policy white papers, seminars, speeches, and other initiatives. As a supplement to promoting the changing of buying habits of consumers we design courses around an industry's or organization's specific goals, helping to reignite respect for our natural resources.

Corporate Leadership Certification –

Responsible corporations pay attention to their customer and shareholder's feedback. Many companies have Environmental, Social and Governance (ESG) targets, but struggle to implement them. BEIF offers operational principles to guide and monitor ESG implementation.

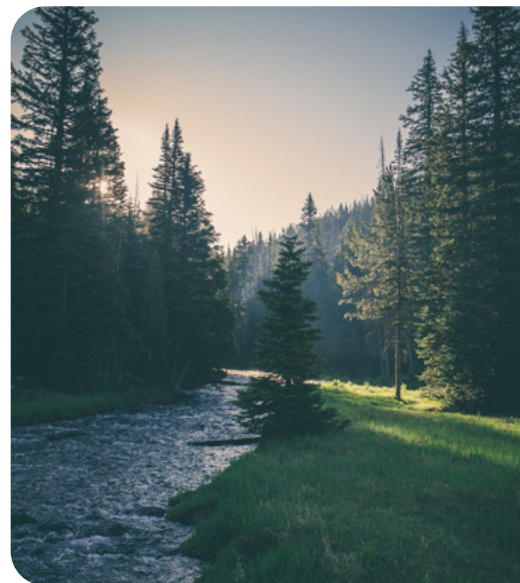
Corporations can also obtain the Blue Ecology™ Corporate Leadership Certification. The certification serves as a guidepost for consumers seeking to support companies with responsible and sustainable practices.



Big Plans & Goals

We considered every expense carefully; every dollar contributes to our mission. As we spend, we endeavor to maintain a stable financial base.

Our goal is a minimum stable base endowment of **\$2,000,000** to ensure continuous funding.



It Begins Here

Immediate action is needed now, more than ever. Nations are struggling to cut their emissions enough to meet the targets laid out in the Paris Climate Accord—global temperatures continue to trend warmer and warmer. Our planet is groaning, but many people and corporations are still ambivalent, seeing Mother Earth as a commodity for consumption.

Blue Ecology Theory is peer-reviewed, UNESCO reviewed, and grounded in Indigenous wisdom. BEIF is nimble, focused, and passionate in a way that governments around the world lack. The unique perspectives we teach have the power to awaken hope, urgency, and promote change.

Our roots are in British Columbia, where our initial focus will be, but BEIF aims to become a worldwide organization offering Youth Ambassador certification globally and working alongside Indigenous peoples across our planet. With an established and accepted active presence in BC the focus will expand to include all of Canada. The actions taken in Canada will quickly receive publicity well beyond Canada's borders, signaling the start of BEIF transforming from a hub to a like-minded node of an international organization. Other countries will adopt the Blue Ecology™ Theory and build organizations within their own cultures. Through the Blue Ecology™ Theory, the Five Principles, and a thriving network of passionate Youth Ambassadors, we can begin to reverse climate change.

How Do We Use Your Money?

As an independent, not-for-profit, charitable organization, funding is used for:



Youth Ambassadors

- » Youth Ambassador Programs, Projects and Conventions
- » Blue Ecology Certification Sponsorship (through Nicola Valley Institute of Technology, NVIT)



Advancement

- » Fundraising Events
- » Donations to BEIF's future Charitable Partners



Education & Development

- » NVIT Research to further Blue Ecology Theory
- » Curriculum Development
- » Corporate Blue Ecology Certification Program Development
- » Inspirational Public Speakers



Administrative Costs

- » Staff: Organization Manager
- » Website Maintenance
- » Digital Marketing
- » Utilities and Service Providers
- » Travel Expenses
- » Speaker Expenses

Our Ethical Agreement



At Blue Ecology Institute Foundation (“BEIF”), we hold the integrity of our mission and values in the highest regard. Therefore, the following ethical agreement is to be acknowledged and agreed to by all donations and partnerships:

- » We hold a high esteem for Mother Earth and her natural resources. We will demonstrate this in word and action.
- » We respect the human rights and dignity of all people.
- » We respect Aboriginal cultures and languages, in all their diversity.
- » We recognize that BEIF reserves the right to refuse any donation. Gifts not accepted will be returned to the donor and no explanation will be provided.
- » We acknowledge that acceptance of a donation does not imply endorsement by BEIF of any product, service, or philosophy of the donor.
- » We accept that donating to BEIF does not grant any influence to the donor on how their (or any other) funds are spent by BEIF.
- » We will not seek special considerations or favors owing to our association with BEIF. Furthermore, we recognize that making a gift confers no special status or preferential treatment on the donor by BEIF.
- » We will not hinder the BEIF in accomplishing its mandate, nor undermine the public’s confidence in BEIF or its Board Members.
- » We will hold in confidence all privileged business related to the BEIF until it is designated public knowledge.
- » We acknowledge that BEIF is not connected or affiliated with any particular religious or political belief..
- » By making a donation to BEIF you automatically agree with and consent to the aforementioned conditions.





To Donate

Please visit our website
blueecology.org

To Partner With BEIF and Other Inquiries

Contact Michael Blackstock at
blueecology.mb@gmail.com.

Blue Ecology Institute Foundation is a
Registered Charity: 798113866RR0001

A Seat for You

“Don’t let the urgent overtake the important”— a pertinent idea to keep in mind when talking about our planet. We deal with urgent personal matters everyday, but the most important issues facing our world can get “overtaken”.

BEIF is fighting to shift the trajectory of climate change. We are passionate about sharing a fresh perspective and bringing about hope for the future. We are mobilizing the youth and building a network with like minded partners.

There is a seat for you at the table. Your donation will help to support us in the fight for what’s important—a healthy planet for us and future generations.

If you share our passion, please consider making a contribution to our foundation. Together we can do great things!