

An aerial photograph of a forest with a stream, overlaid with a semi-transparent green box containing text. The text is in yellow and white. The background shows a dense forest with a stream winding through it. The stream is highlighted in yellow. The text is centered in the upper half of the image.

The story of the waterbucket.ca website

- **Launched in 2005**
- **The website is distinctive**
- **Key to our communication strategy**
- **Designed to provide the story**



The Vision

Provide a resource rich, highly interactive destination location for information and communication related to water sustainability in British Columbia

Networking and Outreach



- Why a community of interest?
- Platform design
- Communities of Practice

Capacity Building

- Website provides a forum
- Content contributors
- Website enhancement benefits everyone



Educating and Training



- Online tools
- Promote long-term thinking
- Promote design by nature
- Case studies

Our success to date

- Showcasing and tracking results
- What we have learned
- Number of visits
- The power of the website

And in closing.....

*“The Water Bucket is providing reasons to have the conversation about ‘why change’. The resulting awareness of **need** will help us obtain the mandate to implement watershed-based land use planning.”*

Marvin Kamenz, Municipal Planner
Town of Comox
September 2009