

Abstract Submission for 5th Canadian River Heritage Conference

Title of Presentation:

The Seine River Greenway: “*A river lies waiting to be discovered...*”

Category: Community Engagement

Presenter:

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Abstract

For two centuries settlement has occurred along the Seine River in Winnipeg. Unfortunately the experience has been quite harmful for the sensitive habitat and natural environment. For over 30 years citizen stewards have responded by directly caring and maintaining their local environment. This assumption of public responsibility has been a struggle for the volunteer group, Save Our Seine River Environment Inc., (SOS) since it was formed in 1990.

Today the 27 km Seine River Greenway has over 300 acres of parks and public preserve. Despite having few resources and no formal authority, they have gained the trust and confidence of citizens and governments, becoming an environmental institution and fixture in the community.

Save Our Seine's clear yet ambitious Roles, Goals and Vision have guided the stewardship group to remarkable successes, becoming a leader in the stewardship community. SOS is currently negotiating with the City of Winnipeg to become a Separate Operating Agency (SOA) under a community lease model of park management.

This presentation will share some of the techniques and lessons learned in protecting, preserving and enhancing the natural and cultural heritage of the Seine River Greenway. This includes coaxing a multi-million dollar investment by two levels of government for forest preservation and several other unique projects like public events, awareness campaigns, heritage conservation, park planning etc.. Engagement of key publics through social entrepreneurialism and social marketing strategies are key elements which will be discussed. These techniques and strategies can be applied by other stewardship groups.

Biographical Sketch:

David J. Danyluk is the coordinator of SOS since 2003, and a self-described 'Interest-Group Entrepreneur' by applying entrepreneurial skills (marketing & communications, networking, partnerships and securing resources) toward a not-for-profit group's mandate. David is also an avid paddler with a BA in Politics and Administrative Studies from the University of Winnipeg and is currently finishing his Masters in City Planning at the University of Manitoba.