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A Tribute to Peter Hatcher,  
Long-time GBF Supporter

## ADAPTIVE BEHAVIOUR

Through research, education, and progressive action, we hope to illuminate opportunities for personal reflection and adaptive behaviour change within the capability of each individual. Without cautious optimism and knowledge that change is possible with realistic solutions, organizations like Georgian Bay Forever would not exist.

Scientific knowledge of Georgian Bay's ecosystem, along with studies and research from countless other credible sources, tells us that change is needed in a world where natural resources are being over-exploited to the detriment of all life on Earth. What mass-media and accessible information often fail to provide, however, are realistic opportunities for change and growth in the face of environmental crises.

Sustainable goals on a mass scale can be achieved when individuals are empowered to represent this change themselves, but information alone will not inspire that change. People must be incentivized through personal connectivity, before caring enough to change their behaviour. Taking on a sense of accountability is more likely when presented with ideas of hope and empathy, and when we understand that our actions can indeed effect change.

