

MEMORANDUM OF UNDERSTANDING

between

**True North Hostelling Association doing business as Hostelling
International – Canada - Pacific Mountain Region**
(hereinafter referred to as 'HI-PM Region')

and

Parks Canada Agency
(hereinafter referred to as 'Parks Canada')

1. Objective

This Memorandum of Understanding (MOU) is to enable collaborative activities between Hostelling International - Canada - Pacific Mountain Region (HI-PM Region) and the Parks Canada Agency (Parks Canada), hereinafter known jointly as 'the Parties'. The Parties hereby agree to use their best efforts to establish an effective working relationship by developing and implementing programs and projects of mutual interest.

2. Background

HI-PM Region and Parks Canada have several commonly held goals and objectives.

HI-PM Region is responsible for managing a system of urban, resort and wilderness hostels in Alberta, British Columbia and the Yukon. HI-PM Region currently oversees 31 properties which are affiliated to Hostelling International Canada and the International Youth Hostelling Federation, a federation of approximately 4,000 hostels in 80 countries worldwide.

HI-PM Region provides programming for families and youth and strives to make real and personal connections locally, regionally and nationally.

HI-PM Region provides a vital connection to the natural world for an increasingly urbanized population.

Parks Canada is responsible for establishing and managing representative natural areas of Canada in a system of national parks, and for encouraging public understanding, appreciation, and enjoyment of these areas in a manner that leaves them unimpaired for present and future generations. Parks Canada also has management authority for national historic sites and for national marine conservation areas.

Parks Canada seeks to support a sense of connection between Canadians and their natural and cultural heritage by facilitating opportunities for meaningful visitor experiences in its national parks, national marine conservation areas and national historic sites by providing effective and relevant learning opportunities to Canadians at home, at leisure, at school and in their communities.



Parks Canada Parcs
Canada Canada



Together, HI-PM Region and Parks Canada will work towards providing opportunities for greater public understanding, enjoyment, appreciation and protection of Canada's natural and human heritage.

3. Joint Initiatives

The Parties desire to explore the potential of working together in areas of common interest, by:

- Broadening and encouraging the opportunities for collaboration regarding programs and projects of mutual interest;
- Capitalizing on public education, visitor experience, conservation and marketing expertise of HI-PM Region and Parks Canada with a view to increased linkages and enhanced effectiveness;
- Disseminating information about their cooperative or independent public education, visitor experience and conservation activities through their respective networks.

4. Collaborative Activities

The Parties wish to work together to develop collaborative activities in a variety of areas and to share expertise in these areas in a spirit of equality and reciprocity.

Collaborative activities may include, but not be limited to: public education programs and events, aboriginal programs, conservation initiatives, exhibit development, scientific research, public communication, marketing and staff exchanges. The detailed arrangements of such activities shall be negotiated and set out in separate contribution or partnering agreements as the Parties may deem appropriate.

The Parties agree to facilitate cooperation through active communications.

5. Acknowledgement of Collaboration

Each of the Parties agrees to acknowledge the other through appropriate recognition for each other's collaboration as defined in this MOU.

Any communications products or marketing collateral developed for this purpose must comply with HI-PM Region's and Parks Canada's policies on the use of their official trademarks and symbols. It is further agreed that the recognition must be proportional to the relative contribution of each of the Parties.

It is also mutually understood that this recognition must never constitute or imply endorsement of each others' products or services.

5.1 Each Party agrees to recognize each other in the following manner:

- Through appropriate use of partnering logos on print and digital material, and
- Through acknowledgement of the MOU in all appropriate media releases and interviews.

6. Independent Activities

This MOU does not limit the Parties' autonomy of their respective operations, including the liberty of entering into other collaborative arrangements with other parties.

7. Exchange of Data and Intellectual Property