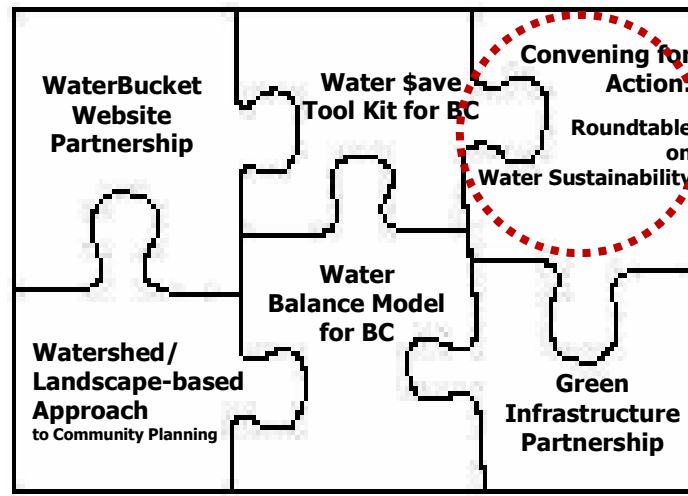
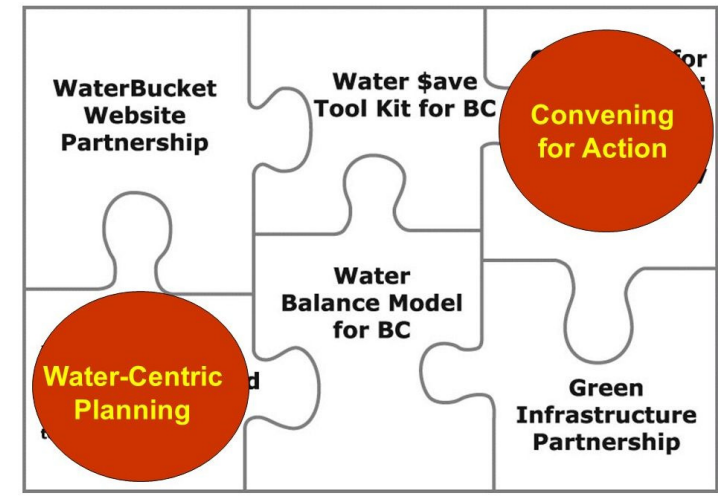


1 February 2004 - Action Plan released; land and water management linked



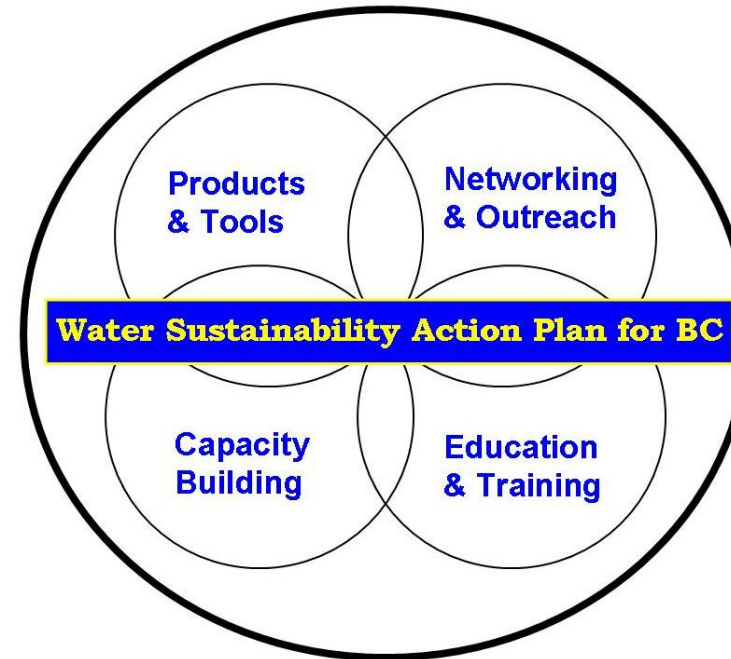
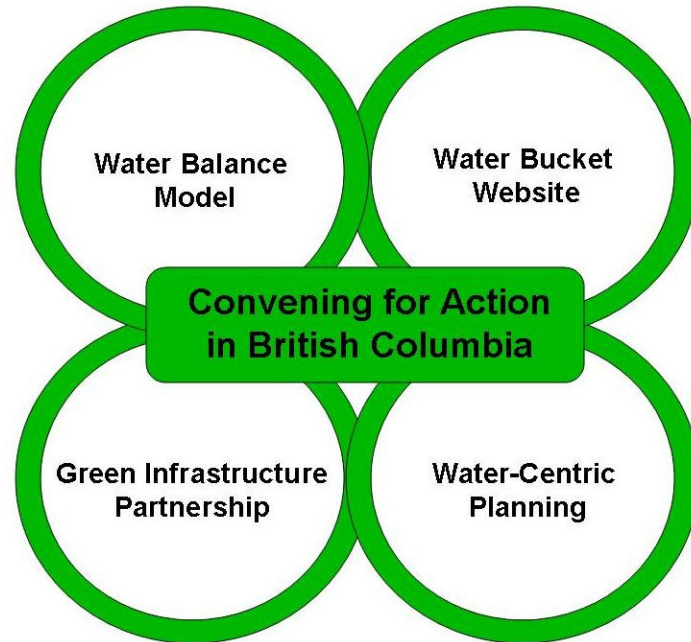
2 2005 - roundtable concept changed to 'convening for action'



3 May 2006 - "Convening for Action" redefined as a stand-alone program, and Water-Centric Planning branded

November 2006 - "Convening for Action" re-envisioned as the umbrella for all program elements

4



June 2007 - Action Plan program re-branded in terms of program areas

5

Water Sustainability Action Plan for British Columbia – *historical perspective on the evolution of branding graphics between 2004 and 2007 as the scope of the implementation program took shape*