



# Bioregional Financing Facilities

Reimagining Finance to Regenerate Our Planet

## Case Study 1: Salmon Nation Trust



BioFi Project



Capital Systems



BUCKMINSTER  
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# Salmon Nation: Envisioning a Nature State

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## About Salmon Nation

Salmon Nation is two things: a bioregion whose boundaries are defined by the presence of wild Pacific salmon from Central California to the North Slope of Alaska, from the ocean to the mountain tops; and an idea that people can organize themselves within a nature state: a big, diverse, powerful and holistic integration of people and place with thriving local communities, living in deep relationship with the lands and waters that nourish them.

## Theory of change

The idea of Salmon Nation is organized around the idea that there are abundant enterprising individuals, particularly in “edge communities,” which are outside the centers of power and money, who are actively adapting to climate change and innovating a path towards a more enduring prosperity. The theory of change of Salmon Nation holds that at the “edges” exist the seeds of a new way to live in step with natural systems. Edges are rural and urban, but typically remote from traditional sources of power. Edges are diverse and innovative, and they hold profound stocks of human and natural capital resources. At this intersection of built and natural infrastructure, edges represent vast areas of land and water that can accommodate a bioregional shift toward regenerative practices.

To advance this theory of change, The Salmon Nation Trust (a public benefit LLC) and the Magic Canoe (a non profit organization), and more recently, Salmon Nation Studios, were launched to use whole system design and human networks focused on celebration, storytelling, reciprocity, and the replication and acceleration of what works to support creative individuals in ways that improve social, economic, and natural well-being and unleash regenerative innovation. Together they aim to find, connect, and support a network of entrepreneurs across the bioregion engaged in deep innovation across a full spectrum of initiatives: regenerative agriculture, ecological forestry and fishing, language preservation, tribal sovereignty, watershed protection and restoration, community level health delivery, housing, arts, culture, education, social media, social networks, small business development, and local governance.

The Salmon Nation Trust’s main focus is to incubate and spawn bioregional ventures and is lightly governed by high-profile advisors who hold high public trust to maintain mission alignment, integrity and public benefit impact. They are “Trustees” with the ability to call for

fiduciary liability. This public-trust based governance and equity structure allows the bioregion as a whole to be the ultimate benefactor of this collaborative. Bioregional ventures the Trust has spawned include The Magic Canoe, a public purpose enterprise designed to celebrate and amplify stories that have the power to inspire tangible, at-scale change in our bioregion; as well as Salmon Nation Studios, which is focused on accelerating collaborative ventures that catalyze the development of local, place-based solutions.

## A holistic approach

A holistic strategy is implemented under this collaborative structure, which is framed by three core functions:

1. Discovery & Storytelling – Immerse in edge communities, cultivate reciprocity and trust, share, amplify, inspire what works, and surface diverse entrepreneurs of place-based creativity and innovation.
2. Weaving & Connecting – Connect, share, inspire, and instigate unlikely collaborations and cross-pollination.
3. Replication & Acceleration – Apply human, social, and financial capital to support, scale, and replicate regenerative solutions that are already working in the edges. Enable edges to ‘leapfrog’ the centers.

This Case Study on **Salmon Nation Trust** is an Excerpt from the book **Bioregional Financing Facilities: Reimagining Finance to Regenerate Our Planet**, by Samantha Power and Leon Seefeld. To see other case studies, or to buy or download the book, visit [www.biofi.earth](http://www.biofi.earth).

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