



2014 Marine Aggregation

INNOVATE | COLLABORATE | CELEBRATE

February 10 – 13 | Monterey, CA

“3-2-1 Star” Knowledge Capture Form

Session ID: IOM 1: Future of Marine Spatial Planning

Session Reporters: Zach Ferdana and Mary Conely

What are **3 main messages** that you heard in this session (during presentation, discussion, or report out)?

- We work at all scales (sites nested within regions) – analyzing existing conditions is the primary objective of our MSP work.
- Critical that we work with organizations that have authority in order to see that plans are implemented.
- The Conservancy is often engaged as a facilitator in both MPA networks and multi-sector planning.
- Most of us are working within the conservation/applied scientist arena, but this objective/sector remains among the most challenging to make progress.
- TNC needs to learn much more about other sectors (energy, transportation) in order to understand how conservation can make significant gains.
- Consolidating information and being responsive to ongoing information needs – the role portals and DSTs
- We need a suite of communication products to address the different audiences.

What are **2 important** opportunities or challenges that you heard presented in this session?

- Where does resilience play into MSP?
- How do we avoid planning fatigue and find synergies?
- How do we succeed in single objectives (MPA network) when we are challenged to do the same in multiple objectives?
- Energy demands will only increase in our oceans (wind, wave) yet we primarily accommodate existing conditions
- Often the data is too coarse, although available.

What is **1 lingering question** that you heard presented in this session?

- Are we really analyzing for future conditions (human uses, climate) in MSP? If not, how do we incorporate this MSP step?
- Should our goal be to be involved in the entire MSP process, or at key steps?
- In order to communicate multi-sector planning value we need examples of success that include outputs and effectiveness measures. How do we achieve implementations?

AND

Provide a “gold star” example (if given during in this session) of where **multiple programs or teams are effectively working together** to achieve greater conservation results.



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Session ID: IOM 2: Ecosystem Services as a Key to Habitat Conservation

Session Reporter: Jenn Greene

What are **3 main messages** that you heard in this session (during presentation, discussion, or report out)?

1. We are already world leaders in ecosystem service quantification and mapping – presentations illustrated top mapping skills, partnerships with industry, restoration planning, influencing state governments
2. We have begun to build a framework for such studies: review knowledge, modeling what systems can do, turn models into maps, influencing key sectors with the information.
3. Mapping Ocean Wealth has developed from that - will be bringing together many of these elements like science, outreach and comms, and field led elements with a variety of partners in NGO, for profit, academia, etc.

What are **2 important** opportunities or challenges that you heard presented in this session?

1. Many people are working on this. We need to build strong partnerships (like the Mangrove Capital Project), with specific organizational pieces of the puzzle
2. Working with more corporate entities – we have highly successful projects like Dow to transfer other corporations.

What is **1 lingering question** that you heard presented in this session?

- What are the new audiences to leverage greatest change, and what are they sensitive to? Do we need to factor in other kinds of science like psychology or the social sciences?

AND

Provide a “gold star” example (if given during in this session) of where **multiple programs or teams are effectively working together** to achieve greater conservation results.

- Oyster Goals Project



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Session ID: IOM3 Floodplains to coral reefs

Session Reporter: Jenn Greene

What are **3 main messages** that you heard in this session (during presentation, discussion, or report out)?

- Three main themes that are recurrent across projects are communication, community and monitoring
 - Incorporating local communities is KEY. Communicating data back to citizen scientists can create healthy competition among communities to increase abundances.
 - Successful and open project communications with stakeholders can really lead to much bigger alliances, partnerships, projects and collaborations – really getting to scale. I.e. Padi Dive Cert being developed by the Core Program
 - Being able to describe project impact is key - Simplifying metrics into simple before and after pictures can be KEY communicating about project success

What are **2 important** opportunities or challenges that you heard presented in this session?

- Dealing with the land-sea connection is still baffling us
- There is an opportunity to scale up with the right group of partners and funders

What is **1 lingering question** that you heard presented in this session?

- How do we ridges to reefs (whole system restoration)?

AND

Provide a “gold star” example (if given during in this session) of where **multiple programs or teams are effectively working together** to achieve greater conservation results.

- All ARRA projects – HI super sucker, Corals partnership in USVI and BVI, WA state, etc.



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Session ID: IOM 4 Coral Reef Strategy

Session Reporters: Cherie Wagner and Jordan Jobe

What are **3 main messages** that you heard in this session (during presentation, discussion, or report out)?

- Coral reef work is happening, but coral reefs are still declining.
- Need to explore new opportunities, including: create a new narrative/new vision for how we view reefs and communicate about them; focus on wastewater which is tied to human benefits and thus a win/win; focus on food security, which should be at the forefront of addressing coral reef conservation.
- As a result of a survey of every field program working on coral reefs, recommendations for current work were developed and include, conservation portfolio evaluations; Community of practice and fellowship program (improving reef work inside TNC); Threat gap analysis; Measures (monitoring) and Collaborative funding.

What are **2 important** opportunities or challenges that you heard presented in this session?

- Opportunity to work now with changes in TNC structure (major systems initiative) to incorporate these recommendations in a timely manner.

Challenge/opportunity to harness energy and momentum and enthusiasm to move coral conservation work to a new level

What is **1 lingering question** that you heard presented in this session?

- How should TNC focus their efforts in coral reef conservation based on the recommendations that came out of the survey?

AND

Provide a “gold star” example (if given during in this session) of where **multiple programs or teams are effectively working together** to achieve greater conservation results.

- The Reef Resilience Program leveraged the NOAA CRCP grant to efficiently and effectively work with other regions to build upon their efforts to conserve coral reefs.



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Session ID: IOM 5: Partnerships in Action

Session Reporter: Olivia Millard

What are **3 main messages** that you heard in this session (during presentation, discussion, or report out)?

- Political/institutional commitment and a champion are critical to a success.
- Trust and good communications are critical to the success of any partnership.
- It takes time and money to set up and manage a partnership and you can't underestimate that.
- Flexibility in the design is important, circumstances change and new partners may come to light and it can be hard to let them in.

What are **2 important** opportunities or challenges that you heard presented in this session?

- Opportunities include complementarity - partners bring different strengths and capacities to the table
- Challenge: measuring effectiveness of the partnership

What is **1 lingering question** that you heard presented in this session?

- Opportunity cost - do we actually measure, in any way, whether our partnerships are adding value? How do we test that?

AND

Provide a “gold **star**” example (if given during in this session) of where **multiple programs or teams are effectively working together** to achieve greater conservation results.

- World Bank Global Partnership for the Oceans



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Session ID: IOM 6: Coral Reef lessons Learned from the NOAA/CRCP Partnership

Session Reporters: Cherie Wagner and Jordan Jobe

What are **3 main messages** that you heard in this session (during presentation, discussion, or report out)?

- The NOAA CRCP 4 Year Partnership has led to many accomplishments over the past 4 years (2010-2013), and has been a hugely beneficial partnership for coral reef conservation and all partners involved.
- All 6 sites (Florida, Hawaii, Puerto Rico, USVI, Pacific Islands, and Reef Resilience Program) were able to leverage funds to improve coral reef conservation efforts in US states and territories, and increase capacity building of coral reef managers.
- Challenges for the sites include: the capacity partners of to implement work and to provide assistance, managing expectations for projects when past successes have been shown, keeping reef resilience relevant, providing an effective platform for linking coral reef managers, and encouraging investment in increasing community capacity when results are long-term.

What are **2 important** opportunities or challenges that you heard presented in this session?

- Maintaining engagement in various program activities (online network, with other agencies, with community based programs) has been a challenge.
- Partner capacity and managing expectations in new partnerships.

What is **1 lingering question** that you heard presented in this session?

- How can each program maintain the engagement of it's partners/community over a longer time period of work to maintain momentum and enthusiasm for their goals?

AND

Provide a “gold star” example (if given during in this session) of where **multiple programs or teams are effectively working together** to achieve greater conservation results.

- This session demonstrates the "gold star" that IS the NOAA CRCP partnerships, demonstrating where 6 programs/sites are working together to achieve greater coral reef conservation.