



# 2014 Marine Aggregation

INNOVATE | COLLABORATE | CELEBRATE

February 10 – 13 | Monterey, CA

## “3-2-1 Star” Knowledge Capture Form

Session ID: CDRR 1: New Partnerships and New Approaches for CDRR      Session Reporter: Bryan DeAngelis

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

- Define the common goal between groups. Common goals can lead to good partnerships. There may be very similar common goals, but with very different approaches (e.g. Red Cross vs. TNC). Each brings entirely different abilities/capacity/expertise/approaches to the Partnership.
- Partnerships are critical for scaling up restoration and conservation
- Local governments are critical to effective partnerships; i.e. receptive environment, getting funds

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

- The restoration/engineering partnership (in the Gulf) has the opportunity to use the Partnership with engineers to increase the opportunity to implement green solutions when they are working with their typical 'homeowner' clients.
- There are opportunities to collaborate with Red Cross in additional regions.
- It is critical to engage local governments and a host of challenges associated with doing so.
- Important to find trusted partners to act as conduits to large business sectors like hotel/tourism industry

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

- A good Partnership may be built on commonality; however, there may be issues where there are fundamental differences. How is this dealt with?

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 Partnership between TNC and the Red Cross to cooperatively improve resiliency in communities is clearly a 'gold star'. There is a clear common goal, but with a very different approach. Both groups are bringing entirely different levels of approach and expertise to achieve a common goal.



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Session ID: CDRR 2: Engi-cology or Eco-neering

Session Reporter: Cara Byington

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

- The goal of the CDRR strategy is to mainstream the use of natural infrastructure as a tool to help reduce risk to people and property. In reducing risk to people and property, we want to achieve clear triple bottom line benefits – economic, environmental and social goals.
- Natural infrastructure is A tool, not THE tool, avoid pitting green vs. grey – it will take both. We want people to think about the entire suite of solutions.
- Need to be careful to be clear on the values and not make promises that natural infrastructure can't keep. It can reduce risk, but not eliminate it entirely. Nothing can eliminate it entirely.

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

- **THE RIGHT MEASURES. Structuring our work to make sure we are measuring the right things to make the case for natural infrastructure based on the values of our target audiences (the people we need to persuade or influence).** For example, working with engineering and re-insurance firms to bring natural infrastructure into their orbits and their projects. To do so, we must be conscious of measuring the things they care about – in addition to all of the traditional ecological measures, and social benefits, we also need to specifically quantify the longevity of natural infrastructure projects and the maintenance costs of those same projects.
- **THE ROLE OF ADAPTATION. Sometimes the importance of adaptation gets lost in the conversation about risk reduction.** For example, maybe a road is just in the wrong place and needs to be moved. If the tools we're using (models, coastal resilience.org, etc.) don't include adaptation, so much gets lost.

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

- How much of the benefits and costs do we need to quantify to do this work well? How much of the co-benefits do we need to quantify?

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.

- Laura Flessner's work in Puget Sound, Jeff DeQuattro's work with engineering firms in the Gulf, Mike Beck and Borja's work with reinsurance companies.



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Session ID: CDRR 3 Scaling Up the Results: Leveraging Local Work to Achieve Greater Results.

Session Reporter: Mary Conley

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

- Prerequisite for scaling up is having a suite of successful pilot projects – both analysis tool and in-the-ground. This will let you be prepared if there are future disasters and opportunities. Conditions for successful pilots include:
  - Decision-maker engagement – Know your influential this will vary by location and are significant difference between domestic and international. Include the politician’s leadership team, Chamber of Commerce, economic/business leaders.
  - Working with the planners – more education, influence, not elected and rotating
  - Bringing the right tools to the effort - There has been an expansion of new tools available for the work around disaster risk reduction. The key opportunity is working with the communities to utilize those tools and have them part
  - Trusted relationships are everything: look for new partnerships and opportunities in the planning and implementation
    - FEMA, Department of Transportation, emergency managers
    - Water communities – Navy, Marines, Ports
    - Relationships with other NGOS (e.g. Coastal Resilience Network (CA), Red Cross (Caribbean))
  - Need to think about the green and gray infrastructure at the same time – systems approach (ex. SAGE – NOAA, FEMA, ACOE, TNC, ASFPM)
  - Networking across pilot projects that may be run by other organizations.

Partnerships critical to scale up... TNC does not need to be good at everything. How are we most efficient in this?

- Influence at difference scales.
- Does not always need to be the doer. Influence outside organizations who may already have the community relationships.
- Think about qualitative metrics to discuss leverage of partners.
- “Psychographics” – understand the thinking/reasoning behind individuals and organizations.
- We do information well, values not as well. Find the partners that do values well.

Look at other success in how things have changed from the individual on up (e.g. car seat analogy) – (1) appropriate policy/regulation, (2) engineering/technical capabilities, (3) individuals understand why they should care

- Bangladesh as an example between storms: village-by-village communications, funding from international to build schools on higher lands, warning sirens.
- Noted that examples are not replicable – still need to connect to their local needs (e.g. Haiti)

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

- What does ‘scaling up’ really mean?
  - Opportunities include (1) replication (2) policy (3) funding (TNC paper – Newkirk)
  - Need to be sure that what we say we can do, we can really do before we start scaling up everywhere.
  - Need to technically demonstrate the ecosystem services and each environment is different.
  - Need to define what it is that you are trying to scale up.
- Building community and individual understanding and engagement.
  - People simply do not understand what it means to live on the coast. The decision-making does not get better until they understand.
  - Resilience is not just coastal – in small island states need to look at the broader reaches – flooding, landslides, etc. TNC as an organization is not as prepared in these ways.
  - Individuals: Talk about resilience not only in the single event, but working with communities to discuss how it relates to their daily experience and why they live on the coast.
  - “Today’s flood is tomorrow high tide”
  - Our job to talk about the needs of the ecosystem while talking about the value of the ecosystem (e.g. water quality and marsh)

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

- Where can the funding and financial mechanisms for scaling up come from beyond disasters?
  - Look for new relationships – FEMA, Navy, Red Cross, Corporate Foundations
  - Redefining the issue so people understand the broader costs and relationship to their daily life
  - Incentives for changes.
  - Understanding costs associated with disasters to local governments that go beyond built environment (e.g. mental health)
  - Mitigation considered at a watershed scale - do not need to replace the same thing in the same place
  - Need to look more at the financial instruments and tools – TNC has strength here that has not been brought to CDRR, relationships (e.g. foundations)
  - Bonds – reinsurance community
  - International – other European countries (e.g. Germany)

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.

- Post-Sandy in the Northeast: The earlier work in New York on Coastal Resilience had a different perspective in the post-Sandy environment. Had a tool that was interesting, viable partnership, and desire to engage. Pull together TNC team from across the Eastern seaboard to develop a set of principles to be shared. Focused on identifying places for TNC on key committees (e.g. 2100 Commission). Message was (1) importance of nature and (2) getting people out of harms way. Helped inform things money could go to. Now TNC is proposing projects and working with select communities.
  - SAGE (NOAA, FEMA, ACOE, TNC, ASFPM): relationships between groups before disaster that could communicate post disaster. Common messages on green infrastructure that were working both within the federal agencies and state/community task forces.



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Session ID: CDRR 4: CDRR Tools Session A: Introduction

Session Reporter: Laura Flessner

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

- Stakeholder engagement is an iterative time consuming process that requires dynamic and ongoing conversations with stakeholders about their needs and wants with the understanding that they might not know right away and are still figuring it out.
  - Decision support tools must be ADAPTABLE to address problems in the context of stakeholder risks/vulnerability and to stay current and relevant.
  - Change our short term objective based approach to more long term strategies of community engagement that integrate into existing decision making processes. "Branding" and proprietorship of tools can turn local users off.

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

- Opportunity: How can communities differentiate themselves in the "crowded" space that is now CR.org? There is a lack of energy given to comparative analysis of tools, this could help identify redundancy and complementarity. Upcoming Coastal Management Journal to include this comparative analysis of community-based tools.
- Challenge: How to scale up from community scale. Find the key people who can carry this message from community level up to policy level to influence legislation. How to provide tools to facilitate large scale changes in livelihoods and or legislation. Example moving societies away from agricultural economies b/c might not be sustainable.

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

- How do we deal with addressing vulnerabilities that are not written objectives?

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.

- Granville, Grenada. Challenge was this was a poor and remote town and TNC did not have any capacity there, how would they engage the community? TNC partnered with the Red Cross to combine the strengths of both orgs to modify an existing Red Cross tool which neither org could have had on their own. Teamed up to train volunteers to reach out to the local communities and would not have been possible without Red Cross partnership. Next step is to implement nature-based adaptation actions that make sense for this community but also scale up this approach beyond Grenada.