



2014 Marine Aggregation

INNOVATE | COLLABORATE | CELEBRATE

February 10 – 13 | Monterey, CA

“3-2-1 Star” Knowledge Capture Form

Session ID: Exp Pract 1: Conservation by Design (CbD) for the Global Challenges Global Solutions (GCGS) Framework

Session Reporter: Jen Molnar

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

- Conservation by Design (CbD) has been invaluable in defining how science informs our conservation work and providing common language and framing for our work around the world.
- But it no longer fully reflects our work, as the GCGS framework brings more complex strategies that include diverse partners and nature’s benefits to people.
- A new effort is beginning to “refresh” CbD and design a new framework to clarify the role of science in our conservation work.

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

- Broader opportunities for funding and partners in explicitly including outcomes for people in our work, while maintaining our core value of nature conservation.
- Being more systematic and scientific about inclusion of “people” in our work provides opportunity for us to expand our brand as honest brokers.

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

- While nature conservation is always going to be core to our work, how do we weigh tradeoffs and make decisions on outcomes for people and nature?

4) 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 task force developing the new framework is led by Heather Tallis (Central Science) and Scott Morrison (TNC CA) and includes scientists and managers from across TNC, working with a steering committee led by Mark Burget.



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Session ID: Exp. Practice 2 Show Me the Money: Sustainable finance Mechanisms

Session Reporter: Amanda Wrona

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

- Goal: generate diverse, reliable funding – not usually one single source will help us do the big deals. Have clear outcomes, remain flexible, understand the full costs, structure funding to appeal broadly, create incentives, momentum and urgency
- It is important to provide an incentive for govt. to participate
- Debt for Nature Swap – is a well-worn path with tremendous opportunity

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

- Seychells Conservation and Climate Adaptation Trust – they are doing everything that they need to do to pay that debt down, doing best practices.
- Changes in the way that people are thinking about their philanthropy – There is a huge gap between what we need to be spending on conservation and what we ARE spending on conservation. Today’s new and younger funders are not thinking about how to create a foundation. They are thinking about how they can use the same principles that they used to become successful business that they can use to solve the world’s problems using “venture philanthropy”. There is great possibility when they can give the money once, get it back, and then invest it again as a way of leveraging more giving. So our challenge is: How do we generate returns on our work to attract investors particularly for marine conservation interests?

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

- What do we do about projects that still are very much dependant on philanthropic contributions – how make that shift to take advantage of impact investors?

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 innovative finance team is a resource for multiple global priority teams delivering debt for nature swaps and impact investor opportunities – center for innovative conservation finance will be a real center for knowledge.



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Session ID: ExpPract 3: Strategies to Build a Successful Project

Session Reporter: Seth Blitch

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

- Communication around finance and conservation measures, and between science and management parties is critical to project success.
- When communicating measures/metrics relative to a project, know the who, what, where, why and how's about those measures.
- Communication is as much about your ears as your mouth - understand your audience, and understand their values, fears etc. Listen.

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

- Integrated, regular, clear communication should be a hallmark of every project, and included in the design.
- Strive to be efficient with conference calls (people's time); especially those across multiple time zones.

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

- How might TNC best balance the will to take on larger and larger projects in the water with the acceptance, or lack thereof, of risk inherent in those projects?

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: Exp Pract 4: Silo Busting: Addressing Marine, Coastal, Freshwater and Terrestrial Objectives When Scaling-up to Whole Systems.

Session Reporter: Christine Pickens

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

- Bridge the gap between international political agenda (Coral Triangle) to actions in local communities by community participatory mapping (capturing traditional knowledge and cultural significance). Outcome is that conservation planning gets included with developmental plans for local province, at a holistic level. (Example: Coral Triangle Ridges to Reefs program.)
- We can use our lessons learned (even deviations from expected results i.e. failures) to identify the processes that threaten marine conservation goals, and this can identify the links to people. (Example: septic tanks in LI adding N to groundwater that impacts shellfish.)

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

- Network opportunity/challenge within TNC for practitioners that deal with similar threats (e.g., eutrophication, land deals) that have a source away from where the impacts are felt and Whole Systems can capture connections between
- Tool availability to look at larger landscape patterns: Coastal Resilience 2.0 is currently coastal but freshwater version is in beta; Southeast Aquatic Connectivity Assessment Project (SEACAP) covers the South Atlantic Landscape Conservation Cooperative- focused on watershed planning and dams that impact fish migration. (Online capacity so it can be updated); Appalachian LCC has a watershed mapping classification ability; Southeast Resilience Project - geology and biodiversity connection.

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

- What tools/resources are available to guide terrestrial conservation (purchasing land) that directly benefits marine programs (from the view of marine conservation)? (And vice versa, how does a terrestrial land deal as part of terrestrial conservation work also include marine benefits from the view of terrestrial conservation?)

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.

- Long Island Chapter worked with researchers and other TNC shellfish programs and looked for the mechanisms and processes that were driving the threat (nitrogen and eutrophication) to their marine program success with shellfish restoration.



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Session ID: ExpPract 5: Testing the Waters: Large Scale Marine Conservation Challenges and Creating a Proactive Culture at TNC.

Session Reporter: Gwynn Crichton

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

- For changing policy, we must estimate costs of inaction on water quality, and this includes full costs to human well-being, including health, jobs, recreation and tourism, etc. Major role for social sciences in estimating cost to society of water quality impairment. This can be effectively done through polling and surveys that collect data on attitudes, values and willingness to pay for clean water as well as most palatable ways to pay. We must ensure that we poll multiple sectors like real estate, builders/ developers, agriculture, and tourism in order to make the case to politicians to change policy. TNC has to have patience as we ramp up and develop new social science data sets as we need credible results to tell the right story.
- Developing qualitative studies that capture how ecosystem services are reduced or diminished by poor water quality can expand beyond limited geographies, e.g. story of how water quality impacts trophic system in a coastal of Long Island can be exported to other coastal bays along Atlantic. We don't all have to invest in new science on this subject in every place we work.
- TNC should seriously consider and undertake a thorough evaluation opportunities to engage in nearshore aquaculture (where our strength and experience lies) as opposed to offshore aquaculture.

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

- How do we in good conscience continue to invest in coastal restoration without addressing water quality? Yet water quality is not a global priority even though it is a necessary enabling condition for successful restoration...needs to be part of the restoration story, part of IOM strategy. Also, we could also consider merging water quality improvement strategies to Floodplain by Design program.
- We have quite a bit of experience and a good reputation in shellfish reef and coral reef restoration/aquaculture already; this should be tapped into for considering investing in nearshore aquaculture.
- TNC needs to more explicitly address and develop strategies for addressing climate change impacts on fisheries. This challenges our global priority strategy categories and begs for better integration, e.g. breaking down silos between sustainable fisheries and CDRR.

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

- Lack of funding sources at local, state, federal levels for improving water quality in coastal bays as well as aquaculture initiatives.

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.

- Long Island



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Session ID: ExpPract 6: Communications Is Part of Your Conservation Strategy

Session Reporter: Christine Pickens

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

- Strategic Communications Checklist- articulate the specific goals that you are trying to achieve (12-18 mo. milestone) and who the audiences are (who are the allies that will help us move the needle) that you are trying to reach, engage with your communications staff to be strategic (what do we know about our audience?), measure success of communications outcome.
- Networks with multiple facets (twitter, newsletter, webinars, training- online & in person, resources for conservation and management- articles & case studies) can be an international conservation tool (e.g., Reef Resilience), and evaluation of the program results in clean internet resources that work on mobile devices, internationally, network-based, and ease of use so that the tool fits the community of use.
- Identify and leverage the right spokespeople: Used a network of researchers and fishermen ("stewards of the resource") to identify cod patterns (high site fidelity in this species) in Gulf of Maine, which guides more effective fisheries closures, with the goal of limiting closure areas to the most important places. Needed the trust of the fishing industry, so had fishermen deliver the clear message.

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

- Translating our conservation information to the general public is challenging because "true is not equal to believable." Strongest messages: economy/tradition, quality of life, natural defense. Be aware of the terms that work and don't work with audiences (e.g., green infrastructure vs. natural defense).
- Identifying the audiences that can help us achieve our conservation goals, and the strategies for each audience, and that begins by LISTENING.

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

- Very sufficient answers given for all questions, folks are looking for more resources.

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.

- Raja Ampat Islands: Linking traditional practices to modern conservation by communication and outreach for access. Communication strategic development was always a part of the project, included working with educators, Rare, media, focused messages.