

US EPA ARCHIVE DOCUMENT

Climate Solutions University: *Forests and Water Strategies*

Achieving Stakeholder Buy-In for Climate Adaptation

Nancy Gilliam, PhD
Model Forest Policy Program
and

Gwen Griffith, DVM, MS
Cumberland River Compact

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Climate Solutions University

What We Do – Climate Resilience



CSU Communities 2008-2013

Plan Development Program (year 1):

- Team engagement
- Risk assessment forest, water, and economics
- Adaptation plan

Implementation Program (years 2-5):

- Support plan implementation

Factors for Achieving Buy-In

- Seek buy-in early, often and with feeling!
- Integrate with existing processes
- Take advantage of timing and opportunities
- Use government & NGO cooperation
- Focus on the “local” data and impacts
- Frame the issue or “story” for local culture
- Bypass direct resistance or climate denial
- Participate in an adaptation support network

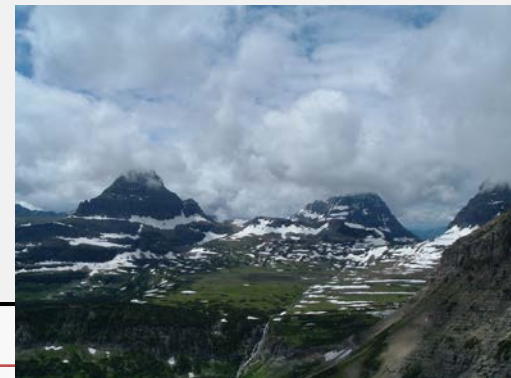
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Pitfalls to Avoid

- The stories we didn't tell you!

Bonner County, ID 2008

- MFPP 1st pilot community
- Forestry and tourism economy
- Risks – milfoil, more floods, forest decline, snow decline, weak riparian zones



Two windows of opportunity

1. Revising county land use codes
2. Presidential election year

Approach:

- County and NGO cooperation
- 3 stakeholder groups – education, policy, and research



Bonner County, ID 2008

Results:

- County champion
- County land use codes -
Increased riparian zone
protections
- Candidates climate forum –
extensive education & press
- Research on local climate
data



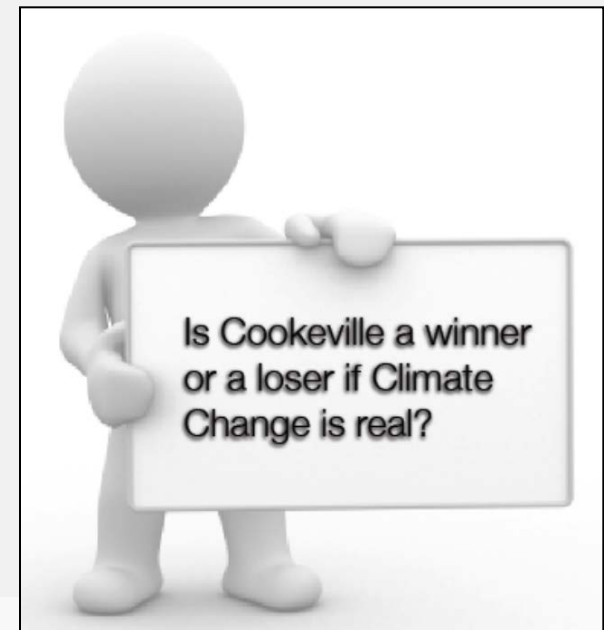
Cookeville, TN 2009

- MFPP Southeast pilot community
- Rural Cumberland Plateau region
- “Stewardship Project” – led by Will Paddock
- Risk management approach with business orientation



Cookeville, TN 2009

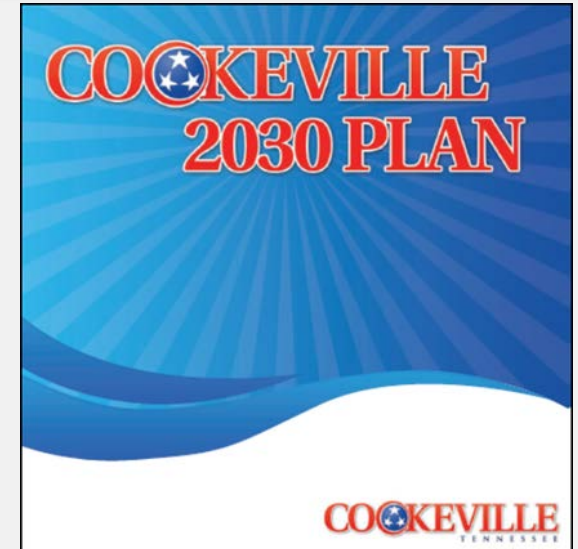
- Linked to Cookeville comprehensive planning
- Risks: Floods, health, population growth from climate migration
- Opportunity: Position as sustainable community
- Mayor local champion – “Keep Cookeville Cool”



Cookeville, TN 2009

Results:

- Planning Commission put climate provisions in new comprehensive plan—1st in TN
- Economic message appealed to planners and elected officials
- Local, credible messengers were key factors



Summary: Factors for Achieving Buy-In

- Early and sustained engagement and input
- Gather stakeholder opinion—forums & surveys
- Fit stakeholder input to interests and priorities
- NGO assists an existing City/County process
- Be ready for windows of opportunity – existing processes or climate-related events
- Focus on local information, impacts & benefits
- Identify and activate local champions
- Participate in adaptation support network
- Frame the issue for local culture

Framing for Stakeholder Buy-In

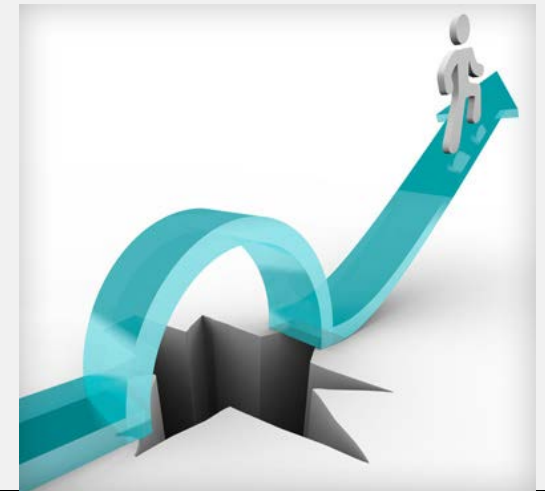
Key Concepts for Effective Issue Framing:

- Risk Management / Disaster Preparedness
- Ecosystem Services
- Security for Air, Water, Food, and Fiber
- Ready for Funding Opportunities
- Cost Avoidance
- Attract Economic Development
- Sustainable / Green City or County
- Natural Resource-Dependent Livelihoods
- No Regrets Actions



Pitfalls to Avoid Gleaned from 24 Communities

- Doing it all yourself
- Dependence on a single leader
- Using technical jargon & complicated graphs
- Relying on global/national/regional data
- Directly confronting resistance & denial



Climate Solutions University 2014 Applications Open Now

Communications & Buy-in Information

www.mfpp.org/EPA1.html

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