

Local Solutions: Northeast Climate Change Preparedness Conference

TRACK: COMMUNITY ENGAGEMENT & COMMUNICATION

THIS SESSION:

CULTIVATING LEADERSHIP: BUILDING SOCIAL CAPITAL IN YOUR COMMUNITY

Speakers

– **Paul Markowitz** –

Community Energy Program Manager,
Efficiency Vermont

– **James Gruber** –

Core Faculty, Department of Environmental
Studies, Antioch University New England

Focus of this Session

Approaches for building social capital and adaptive leadership at the local level.



Following Sessions for this Track

Today...

- 3:15 Collaborating for Resilience: Reaching the Most Vulnerable Populations

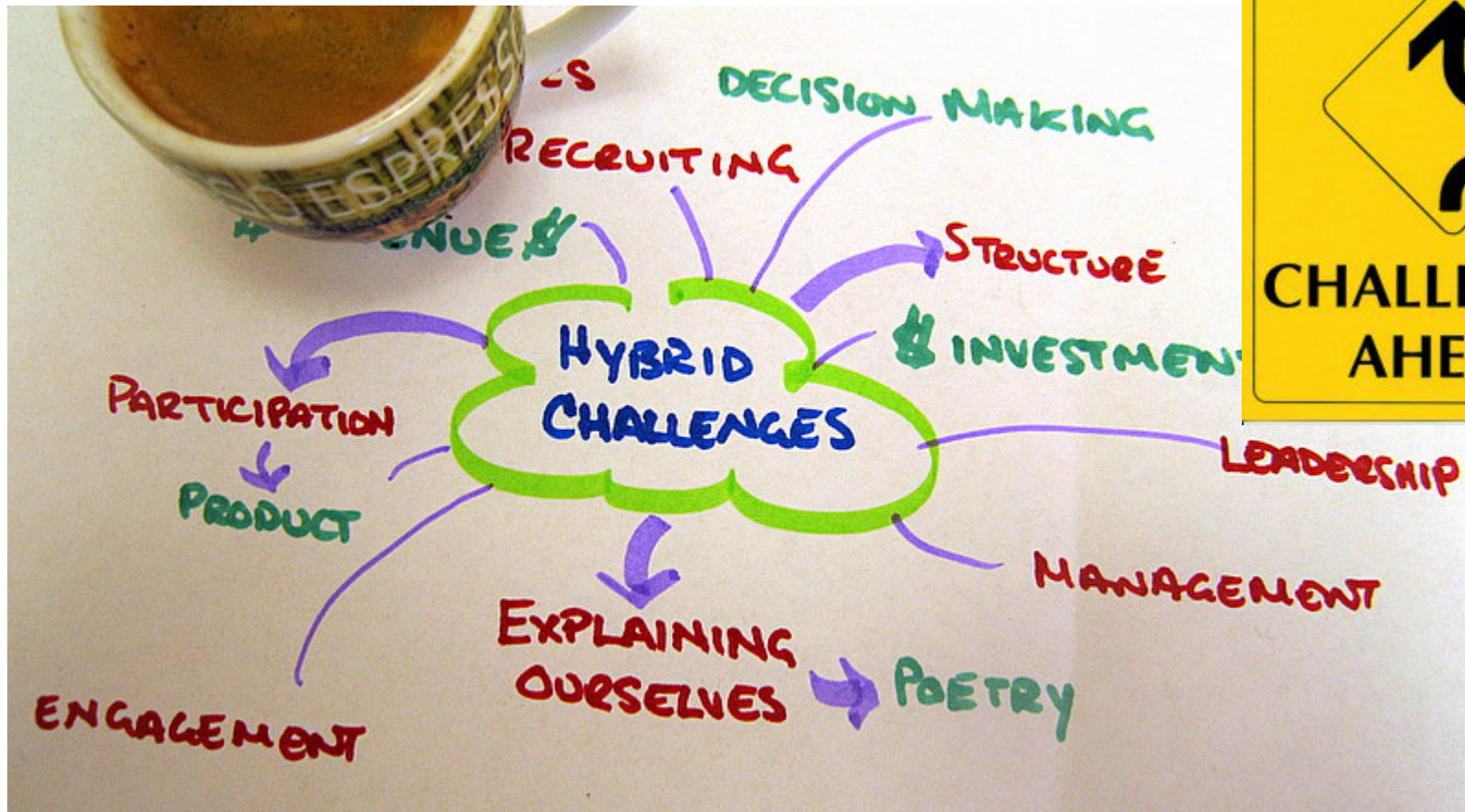
Tomorrow...

- 8:30 Reaching Beyond the Usual Suspect
- 10:15 Getting the Message Out
- 2:15 Motivating Community Behavior

During this Session We will...

- Why Involve the Public- NRC Research
- Basic Points About Stakeholder Involvement
- Role of Stakeholders in the National Climate Assessment - Adaptation Process
- Successful Approaches & Examples for Engaging Stakeholders and the Community

Challenges of Involving Numerous Stakeholders and the Public



Why involve stakeholders and the public?

- What are the goals of public participation and involvement?



Goals of Public Participation

- Key Concepts from the National Research Council (NRC) 2008 Report: *"Public Participation in Environmental Assessment and Decision Making"*



Goals of participation

- Improve quality
- Improve legitimacy
- Improve capacity of environmental assessment and decisions



Improve Quality

- Drawing on local knowledge to improve decision making.
- By a public process that...
 - Identifies values, interests, and concerns of all who are interested in or might be affected by the process or decisions
 - Uses the best available knowledge
 - Incorporates new information, methods, and concerns

Improve Legitimacy

- By fostering legitimate and equitable decision making by...
 - A process that is seen by the interested and affected parties as fair and competent
 - A process that follows the governing laws and regulations



Improve Capacity

- By increasing resilience, adaptive capacity, and social capital by...
 - Engaging the public with vetted data on severe weather trends and best available climate change science
 - Fostering inter-town/region/watershed-wide understanding, trust, and collaboration to increase resilience to stormwater risks
 - Developing widely shared understanding of the issues and decision challenges

Stakeholder Involvement Tips

- Think expansively about what a stakeholder is
- Involve them early and often – key to stakeholder ownership/buy-in
- Be clear about role of stakeholders at onset
- Explore multiple pathways for stakeholder involvement
- Give feedback to stakeholders on how their input has been used
- Match stakeholder engagement method with informational needs
- Be clear on what you want to get out of the process and get the right stakeholder mix

Stakeholder Involvement Tips

- **“Collaborative leadership” and effective “stakeholder involvement” are closely linked**
 - **Open yourself up to letting go of full control of decisions/ outcomes**
 - **Trusting the process will lead to better results**
 - **It’s okay not to know where your process is going**
 - **Explore personally what it means to be a collaborative leader**

National Climate Assessment Report 2013

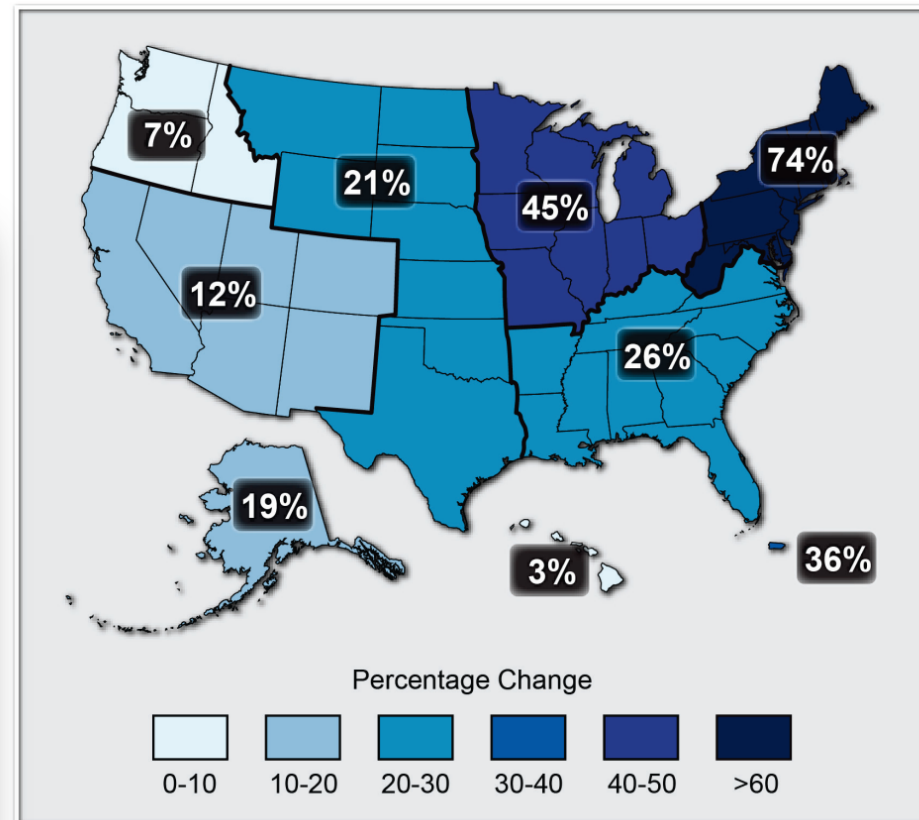
Adaptation Process



Identifying Risks and Opportunities



Percentage Change in Very Heavy Precipitation



Planning, Assessing, and Selecting Options



Implementation



Monitor and Evaluate



Revise Strategy and Research and Share Lessons Learned



Application Activity: Mind Map

Successful Approaches and Examples for Engaging Stakeholders and the Community.

Q and A

Thank You

Paul and Jim