

## **Themed Notes from 11/15/23** **Future Forum Brainstorming**

### **RESOURCES SHARED**

"Bird to Biome" paper: [https://www.wfw.org/prioritizing-healthy-grasslands-leads-to-more-efficient- ...](https://www.wfw.org/prioritizing-healthy-grasslands-leads-to-more-efficient-...) + Q&A with Tack as the lead researcher: <https://www.wfw.org/new-science-backs-wfws-biome-wide-conservation-approach/> ... Rangelands vulnerability website forthcoming

Buffalo Nations Grasslands Alliance Video : <https://vimeo.com/868016212>

Longleaf Pine Report: <https://americaslongleaf.org/media/rbfpf1km/2022-accomplishment-https://www.nrcs.usda.gov/programs-initiatives/longleaf-pine-initiative>

Education/Comms Resources: <https://www.grasslandsroadmap.org/grasslandsandyou>  
<https://www.grasslandsroadmap.org/engage-the-range-curriculum>

Great overview and other resources of the biodiversity markets currently at play here  
<https://www.bloomlabs.earth/>

Having third party verification for biodiversity markets is important. I've been wondering how efforts like <https://beebettercertified.org/> can help in giving that third party verification for investing in ranches and grassland health.

- This is more national <https://acwi.gov/monitoring/>

### **POLICY IDEAS**

Bring in folks from Scorecard teams and other workgroups ... how might policy and funding ensure the work that needs to happen to achieve the Scorecard goals is identified and prioritized in future funding and policy?

Increase awareness, funding tools, and policy mechanisms for nature-based solutions

Elevate any part of the Roadmap that identifies something necessary for a policy solution, including innovative ideas (economic development, greening budgets etc.)

Many of the perverse or contradictory policies between ag/env are a product of the dreaded BRM (Business Risk Management) - crop insurance as Carolyn mentioned being a key example

Triple bottom-line accounting = economic + social + environmental

Requested Agriculture and Agri-Food Canada include biodiversity in its review of their significant policy Business Risk Management (which includes crop insurance and incentives that lead to grassland conversion).

Grasslands value and helping producers retain grass, biodiversity markets etc. ...

## COMMUNICATION TOPICS

**Campaign:** Definite need to continue to explore a large, shared messaging campaign, and increase collaborative support of one another's messages:

- See the "Stewards of the Land" resource below ... how might we all add to this theme ... shared use of a common # ?
- Define calls to action: increase awareness about \_\_\_ to see this change with people ...

**Examine limitations:** Managing how we can support some of the limitations of Federal agency communications

**Lessons Learned:** Increase lessons learned, collaborative messages, and supporting one another:

- How might we create models that can be shared and replicated (for example, what's happening in South Dakota, all the communication tools, resources, approaches ... how might we scale that with other states and provinces and vv)?

**Simplify/Track:** From a communications standpoint, how can we keep things straight forward? How can this influence the funding that's needed?

- What things should we ask the communications workgroup and/or the larger team for a potential campaign for grasslands? Which would then likely seek to measure public behavior change/awareness of the grasslands as an ecosystem that needs protection ... and increase funding and policies to support this work ...

**Human Dimensions:** South Dakota did some surveys of people with grasslands, now Canada has too, need to share and lift with communications to help with how we change our connections to and understanding of grasslands

**Connect Across Workgroups:** Although this is not a formal campaign for public support of grasslands- the Grassland Bird Working group has been thinking proactively about communications and we have been working on a comms strategy led by Miyoko Chu at Cornell ... Comms group to support

## CONSERVATION DELIVERY FORUM IDEAS

**Human Dimensions:** "social / indigenous community elements, and better understand how they view management for specific plant communities"

**“Social Determinants of Conservation”:** "I never thought that developing daycare would be part of our grassland conservation work"

- And economic development - instead of a new subdivision, helping with consolidating lots in town into lots for housing for middle class families or converting downtowns into apartments - that was a HUGE need (along with daycare) identified in rural Kansas (speaking with my Kansas rancher hat not my WLFW hat)
- Some awesome Indigenous example re the native seed nurseries of Kainai and at Fort Bleknap (for locally sourced seed for restoration)