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Institute of Tropical Forestry



INTERNATIONAL INSTITUTE OF TROPICAL FORESTRY



Making Climate Information Work in the Caribbean

W I L L S M I T H



BASED ON A TRUE STORY

CONCUSSION

EVEN LEGENDS NEED A HERO

Join the Discussion



**THE GREATEST THING...IS TO HAVE THE
OPPORTUNITY TO WORK WITH PEOPLE WITH A
COMMON GOAL. AND WITH THE SAME PURPOSE
AND SACRIFICE.**

**MIKE WEBSTER'S 1997 ENSHRINMENT SPEECH
FOOTBALL HALL OF FAME**

Practitioner Networks

1. Puerto Rico Climate Change Council (highly effective network/quick creation)
2. Caribbean Landscape Conservation Cooperative (moderate effectiveness/gradual development)
3. Climate Reality Project Leadership Corps (less effective network/quick creation)
4. The Coastal Society (highly effective/development since 1976)
5. EcoAdapt/CAKE/National Adaptation Forum (moderate effectiveness/quick creation)
6. International Climate Services Partnership (moderate effectiveness/quick creation)
7. Southeast and Caribbean Climate Community of Practice (moderate effectiveness?/gradual development)



The Climate Reality Project



Climate Services Partnership



Climate Reality Project

Climate Leadership Corps Network

- One in-person meeting and usually three days with literally a thousand people. Lots of time during for developing personal relationships though but no way across the years to sustain those connections meaningfully
- Tried district manager structure – didn't work. I think because not working towards a common goal. Everyone had different ideas of why we were networked, some for educational and training opportunities, some wanting to enter political discussions and influence elections, some wanting policy/legislation, some wanting community-based action
- Now completely online based with private online platform. Access to lots of new resources but beyond that the network doesn't provide much. And the online structure with thousands if not millions of dollars put in by Alliance for Climate Protection and Al Gore and there have been tons of problems in its development and so many changes.



FIND SLIDESHOWS HERE

RESOURCE LIBRARY



CAMPAIGNS & INITIATIVES

Resources for active Climate Reality campaigns.



PROMOTIONAL MATERIALS

Resources to promote your Climate Reality activities.



ACT OF LEADERSHIP GUIDELINES & TIPS

Resources to assist with Climate Reality Acts of Leadership and Presentations.



REGIONAL INFORMATION

Regional climate change impacts, solutions, and more.

AFRICA

ASIA

EUROPE

NORTH AMERICA

SOUTH AMERICA

OCEANIA

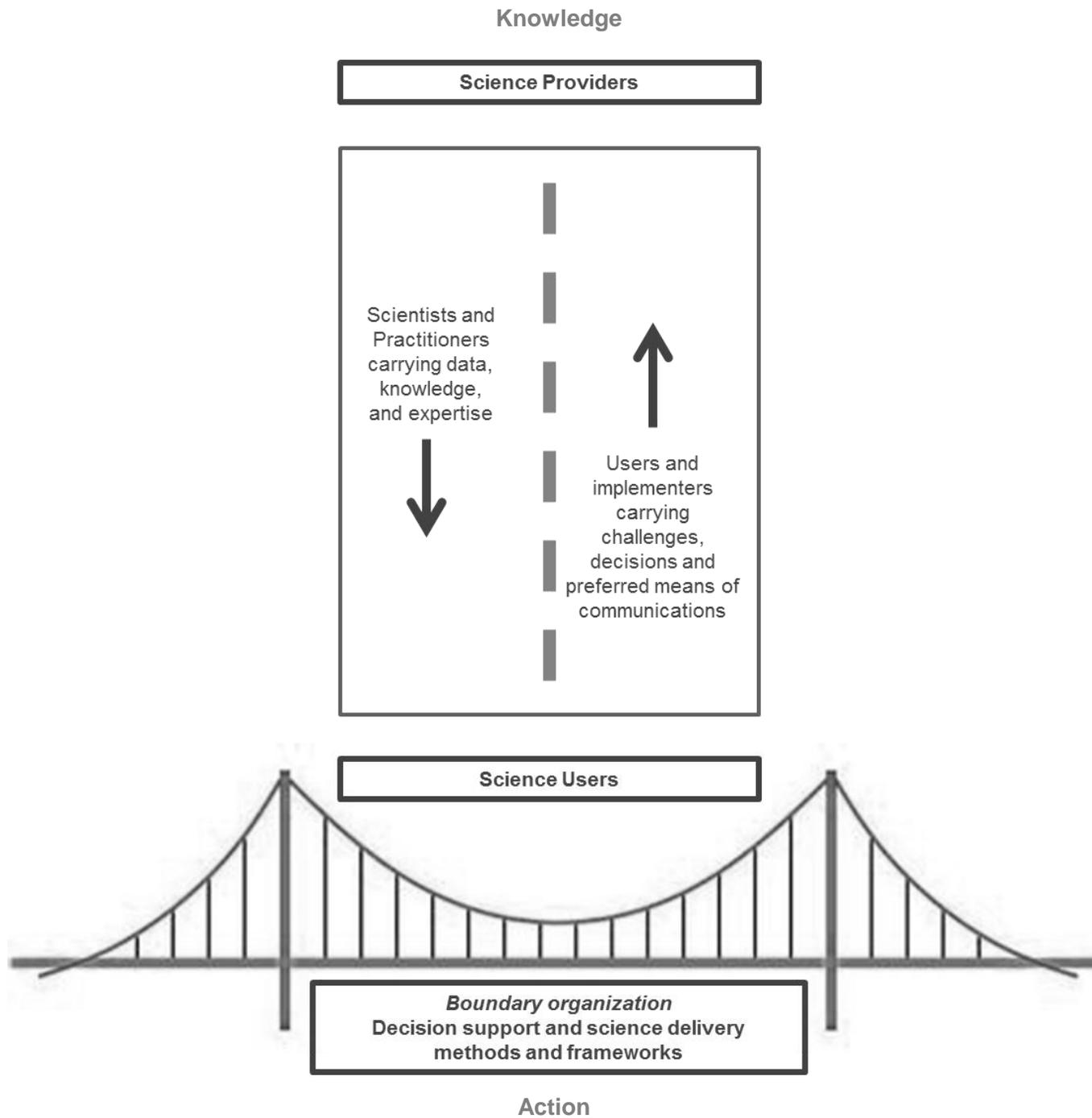


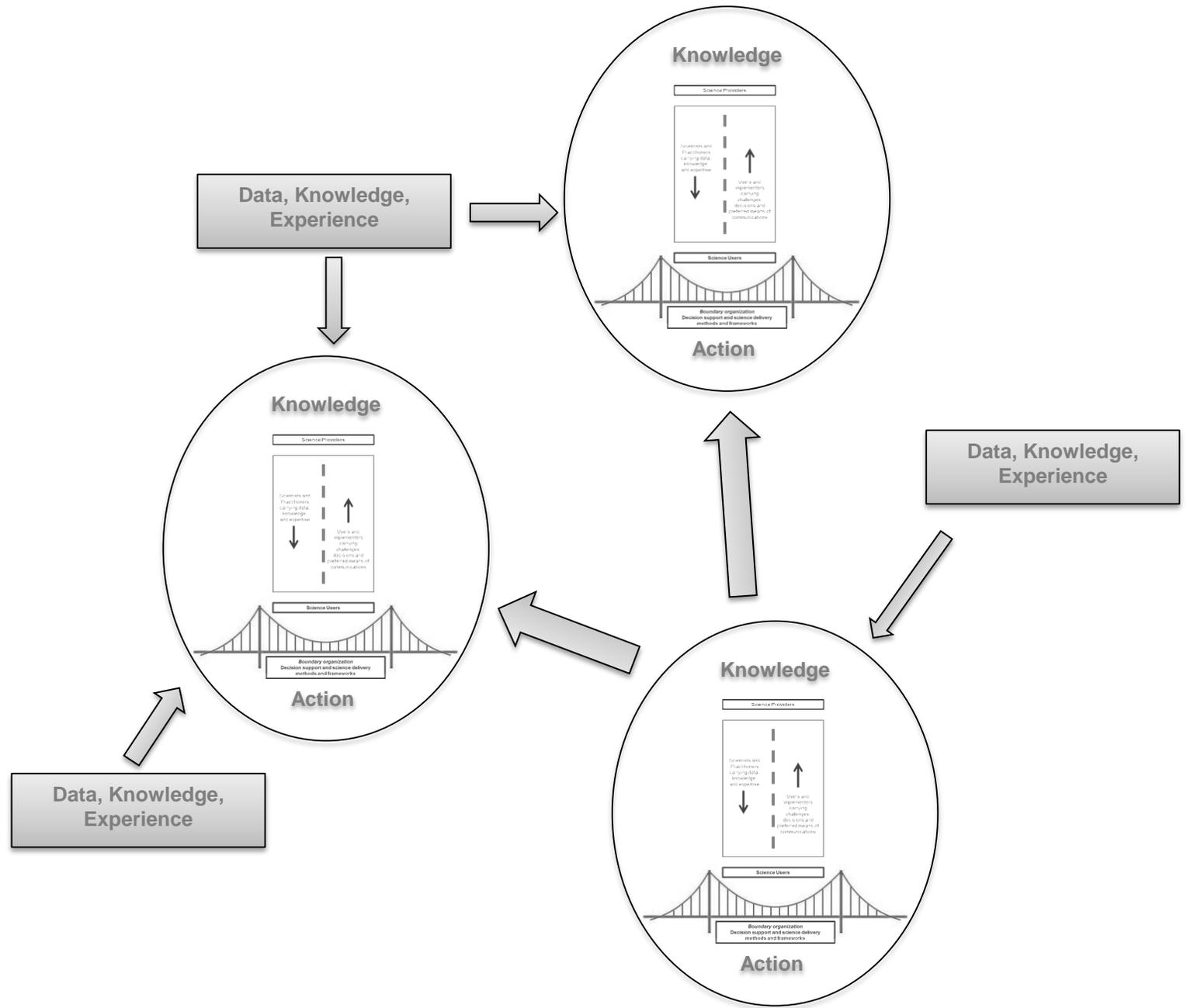
**YOU MUST FACTOR IN AND ALLOW SPACE FOR
INFORMAL NETWORKS, INFORMAL INSTITUTIONS
AND THE REALITIES OF HOW KNOWLEDGE FLOW
AND COMMUNICATIONS REALLY WORK.**

CLCC STAKEHOLDER WORKSHOP 2013 ST. CROIX

Informal and Formal Institutions

- **Formal:** government setup, organizations/agencies, user organizations, legislation, regulations, bylaws, professional/technical “licensed” knowledge, publication outlets, learning through training and formal education
- **Informal:** norms, habits and manners, tradition, culture/kinship, religions, local knowledge, traditional ecological knowledge, how learning occurs in daily life, family, community structures, attitude/values like voluntary, goodwill, responsibility, commitment, trust





PRCCC “Network”

Met existing
network of
Ernesto Diaz



And then went
EVERYWHERE
to fill the
expertise gaps
or meet people
through
chain referral
(e.g., snowball)



Meet people
where they are
at



(Physically and
in terms of
their goals,
norms, informal
institutions)



Choose an online platform for knowledge exchange and collaboration that your network members already use.

Learned this the hard way!



PRCCC Researc... > WG - Society and Economy

Search WG - Society and Economy

Organize Include in library Share with Burn New folder

Favorites

- Desktop
- Downloads
- Dropbox
- Recent Places

Libraries

- Documents
- Music
- Pictures
- Videos

Computer

- OS (C:)
- OneTouch4 Plu
- BASES_DE_DAT
- RASTER (\\10.2

Network

Name	Date modified	Type	Size
Adaptation Strategies and Policies to Rev...	6/8/2011 12:34 PM	File folder	
Children and Youth	3/28/2011 2:43 PM	File folder	
Critical Infrastructure	5/18/2011 3:36 PM	File folder	
Economics of Adaptation References	3/21/2011 12:50 PM	File folder	
Examples of Studies	3/28/2011 2:44 PM	File folder	
Fisheries	3/28/2011 2:11 PM	File folder	
Floods	3/28/2011 2:46 PM	File folder	
From PR Experts	3/28/2011 2:46 PM	File folder	
General Puerto Rico Studies	3/28/2011 2:45 PM	File folder	
Health	6/21/2011 10:34 AM	File folder	
Historic and Cultural Preservation	2/24/2011 12:43 PM	File folder	
Land Use Change and Climate Change	5/20/2011 2:01 PM	File folder	
People and the Environment	3/28/2011 2:45 PM	File folder	
SLR and Property Rights	1/25/2011 4:37 PM	File folder	
Social Vulnerability in Puerto Rico	5/17/2011 12:17 PM	File folder	
Storm Damages in Caribbean	5/20/2011 11:10 AM	File folder	
CoastalManagementJournal_BeachUse_C...	1/12/2011 10:04 AM	Adobe Acrobat D...	1,242 KB
FFS_BriefinBook	5/17/2011 12:56 PM	Adobe Acrobat D...	3,844 KB
Society and Economy Working Group_D...	5/16/2011 12:01 PM	Microsoft Office ...	1,069 KB

19 items State: Shared

PRCCC uses Google Groups for Listserv

Google groups

« Groups Home

 Puerto Rico Cambios Climáticos/Climate Chang Listserv (PR-CC-L) Search this group Search Groups

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[Agenda and Documents for tomorrow's meeting](#)
By Kasey Jacobs - 11:18am - 1 author - 0 replies

[First document for April 6th Meeting](#)
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[Save the Date - April 6 - Puerto Rico Climate Change Meeting](#)
By Kasey Jacobs - Mar 23 - 2 authors - 1 reply

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By Kasey Jacobs - Feb 22 - 1 author - 0 replies

[Free Webinar by FWS-OUT8041: Intro to Communicating Climate Change - A Webinar Series for Communicators](#)
By lilibeth_serr...@fws.gov - Feb 14 - 1 author - 0 replies

[Fw: New report released: The State of Marine and Coastal Adaptation in North America: A Synthesis of Emerging Ideas](#)
By kjac...@dma.gobierno.pr - Feb 9 - 1 author - 0 replies

[RealClimate Blog by Climate Scientists](#)
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[Video Talk on Climate Change and Ocean Ecosystems by Ove Hoegh-Guldberg for NCSE](#)
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[New PR Coral and Global Warming article in Ecosphere](#)
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Group info

Members: 113

CLCC made attempt to code our own platform. No one was using it and required heavy investment.

Turned to mailchimp, griffin groups and social media!



CONNECTING THE DOTS IN CONSERVATION
A Compendium of Conservation Organizations for the Insular Caribbean, Belize, Suriname, Guyana

Scale of the Basin/Caribbean

Conservation Implementation, Conservation Planning, Policy
(CFMC) Conservation Planning, Policy, Science Generation
Conservation Planning, Policy
Conservation Implementation, Conservation Planning
Conservation Implementation, Conservation Planning, Policy, Science Generation
Conservation Planning, Policy
Conservation Planning
Conservation Implementation, Science Generation
Science Generation
Conservation Planning, Policy

k-Core of the reduced network

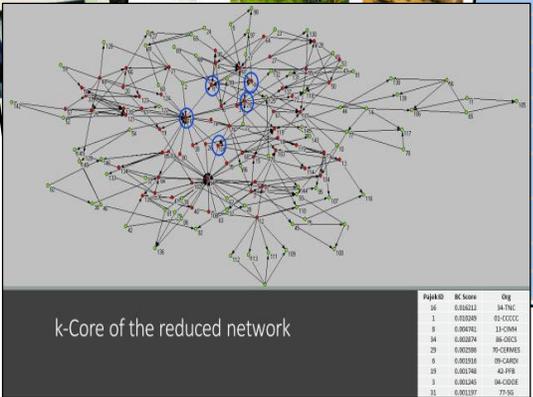
Pajaro	BC Score	Org
36	0.004212	34-TNC
1	0.003849	01-CCC
8	0.003742	13-CMRA
34	0.002874	36-DECI
29	0.002706	70-COMRES
5	0.002316	09-CARDI
19	0.002176	42-IFP
3	0.002141	140-ODEI
31	0.001197	77-SE



- We unexpectedly used social media to build the Caribbean LCC!
- ...and then unexpectedly created a tool for the entire Caribbean conservation community



Scale of the Basin/Caribbean	Conservation Implementation, Conservation Planning, Policy
(CFMC)	Conservation Planning, Policy, Science Generation
	Conservation Planning, Policy
	Conservation Implementation, Conservation Planning
Cooperative	Conservation Implementation, Conservation Planning, Policy, Science Generation
	Conservation Planning, Policy
	Conservation Planning, Policy
	Conservation Planning, Policy
	Policy
	Conservation Planning, Policy
	Conservation Planning
	Conservation Implementation, Science Generation
	Science Generation
	Conservation Planning, Policy



- Ecosystem Governance Knowledge Base of Caribbean partnerships (Sustainamatrix)
- Connecting the Dots in Conservation (survey, compendium, map with L. Nicholson, K. Sola, and C. Sanfiorenzo)
- Social Network Analysis (L. Nicholson)
- Ag Stakeholder Analysis and Needs Assessment (S. Fain)

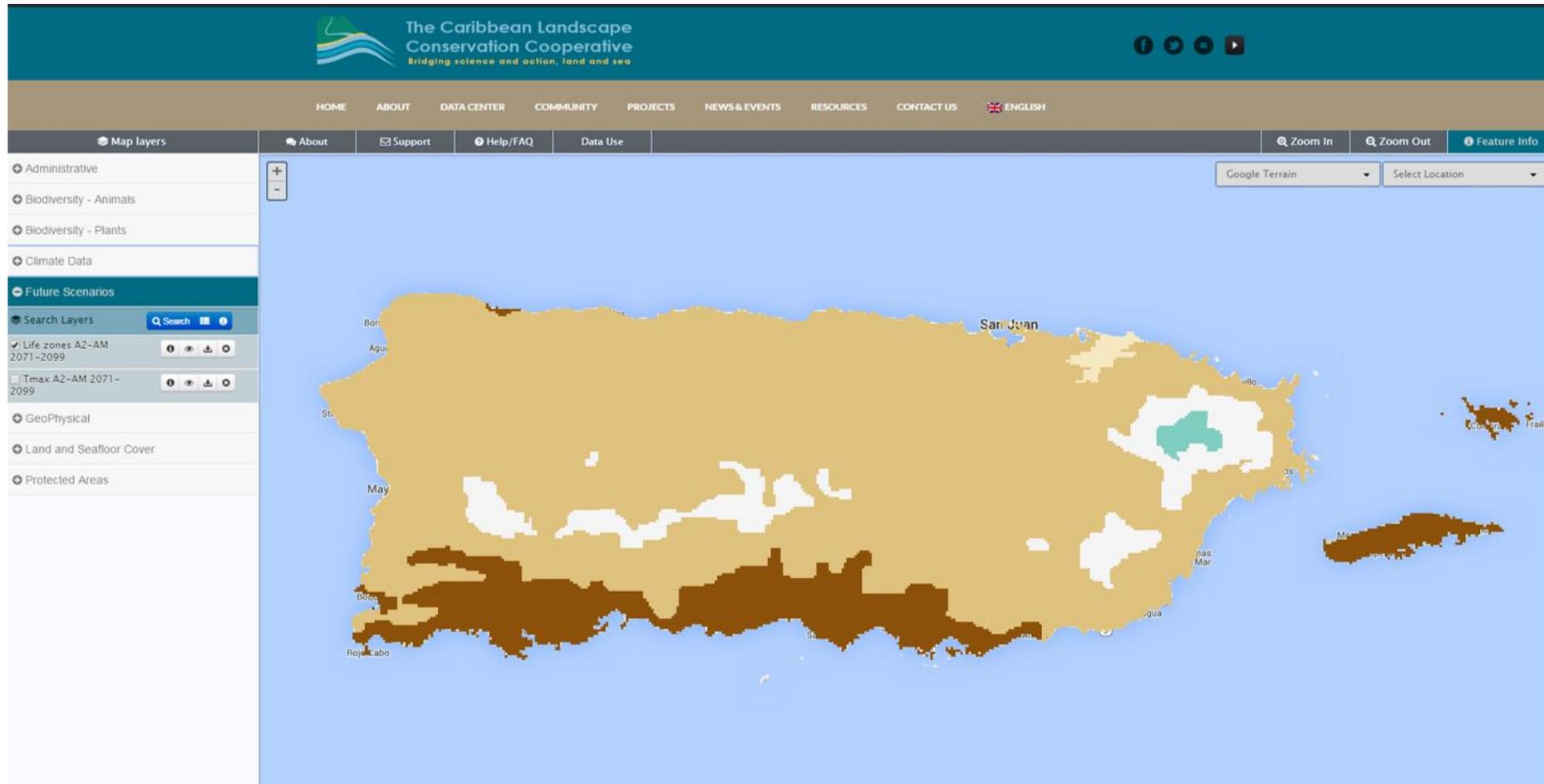
Role of Social Media

- Word social is for a reason
- Don't just use for posting and reading. Interacting is key. Forcing that not possible though. Need to foster it, encourage it, and again, go to them where they are at.

Tracking is key!

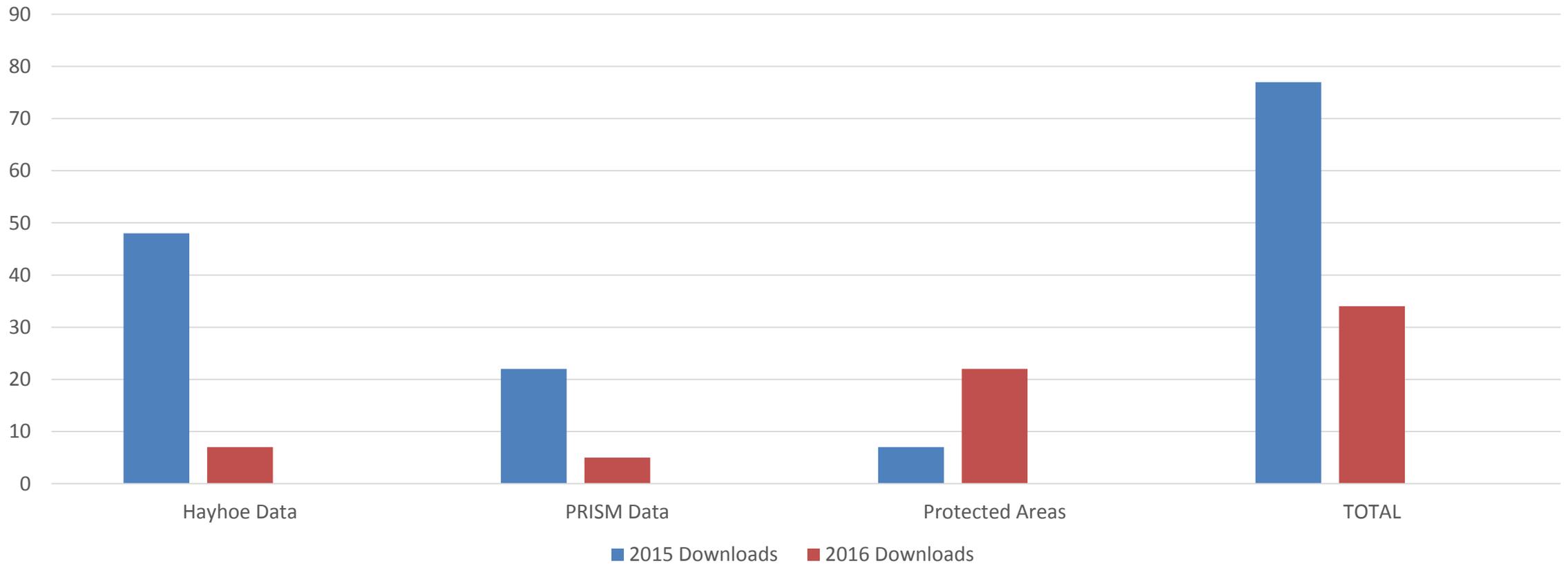
- Digital Strategy Tracking:
 - The Coastal Society, Caribbean LCC, LCC Network: frequent, quantitative tracking influences what we do
 - PRCCC: listserv used every day and people talk about what others posted in person so without the numbers we know it's effective
- Partner Engagement Tracking:
 - In-person and phone meeting attendance
 - Quality of discussions or outputs
 - Excitement levels (does it feel like a chore or like people are invested?)
- Personal Testimonies
 - The Coastal Society does this (written and video)
 - CAKE/EcoAdapt written testimonies

CLCC Data Center – loads of users! (due to strong digital infrastructure/social media)



CLCC Data Center – tracking downloads!

Number of Data Downloads in 2015 and 2016 for three layers we can track



CLCC Data Center – page views



Primary Dimension: Page Other

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	1,721 % of Total: 4.04% (42,567)	1,417 % of Total: 4.21% (33,692)	00:03:36 Avg for View: 00:02:09 (67.22%)	700 % of Total: 3.01% (23,233)	78.43% Avg for View: 72.97% (7.48%)	65.66% Avg for View: 54.58% (20.30%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /interactive-map/	1,721(100.00%)	1,417(100.00%)	00:03:36	700(100.00%)	78.43%	65.66%	\$0.00 (0.00%)

Training Opportunities

When together
in-person or on the
phone, make it
count!

ALWAYS have a
clear purpose,
desired outcomes
and process
identified before
asking folks to
sacrifice their time
for a network
activity



CLCC Cay Systems Conservation Action Team Locked up for a week at NCTC

Sometimes you just have to
get goofy with your
colleagues!

https://www.youtube.com/watch?v=UIY2xx93_Zs



Structured Decision
Making hurts your brain!



Yay done. Lots accomplished!!!



Personal connections/social time
(Arguably this is easier to achieve in Puerto Rico than larger
Southeast region because of culture and size differences)

Everyone needs buy-in and to feel ownership

- Can't be completely top-down
- Top-down decisions have their roles in networks but it should be really clear how decisions get made, who are POCs, how to voice ideas and what process is for the network to consider ideas
- You get out of it what you put in. Don't be a stalker. (True for social media and for networks as a whole)

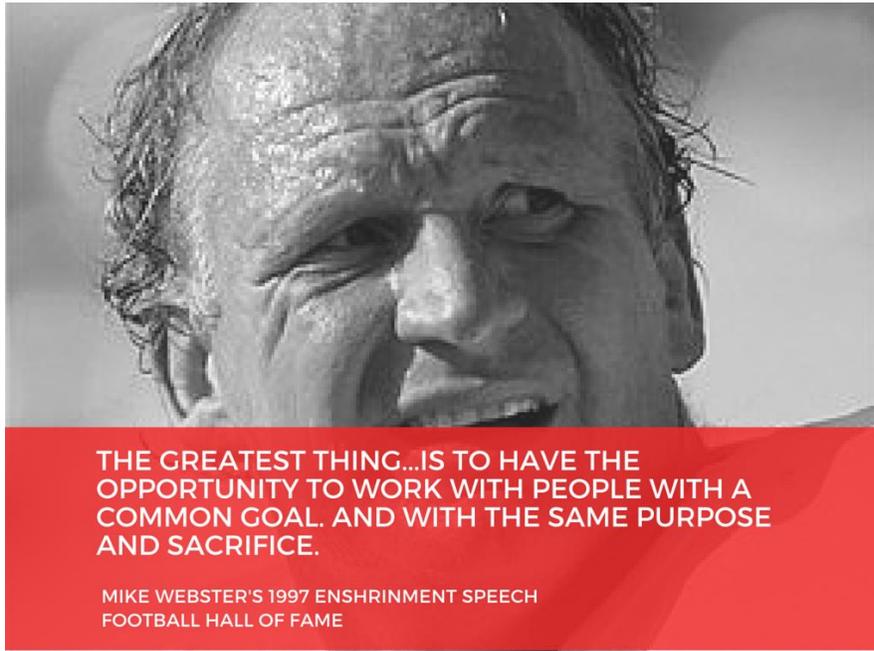
Don't try to force it!

If you find yourself doing that, ask yourself, **is the network or an element of the network really adding value?**

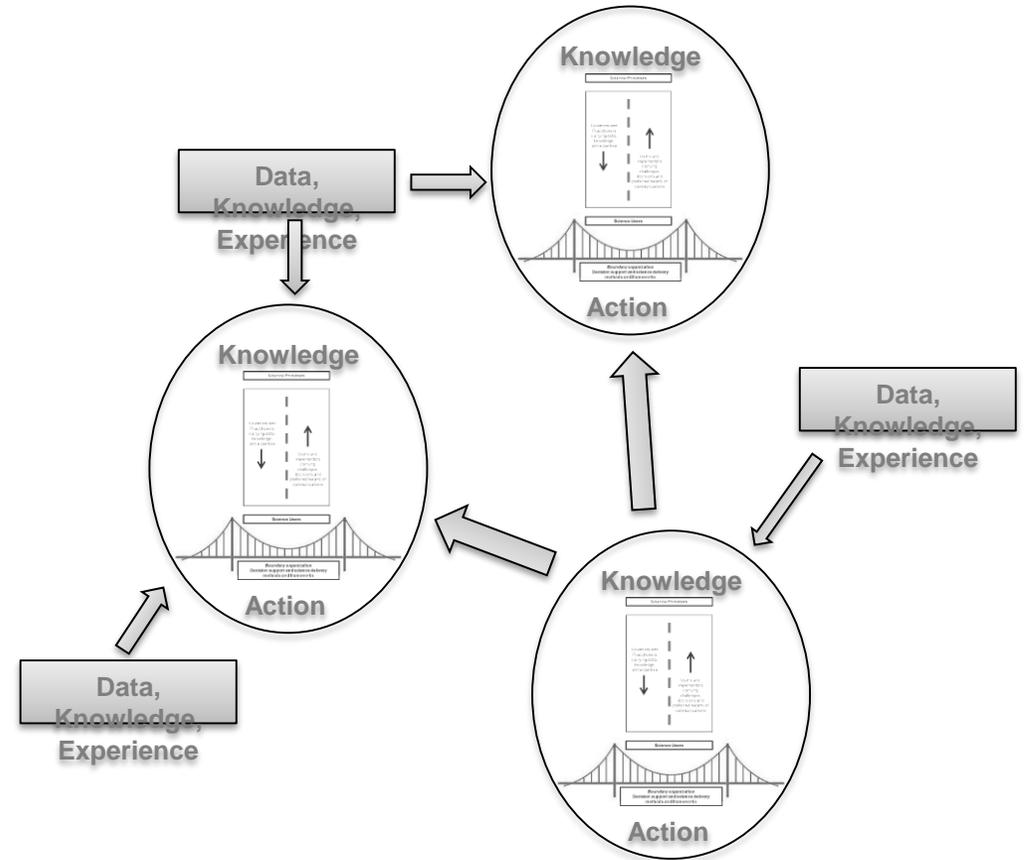


Take Home Messages

- Clear Goals



- Informal Networks



Shameless
Plug



Our Coasts, Our Future, Our Choice

**8th National Summit on Coastal and Estuarine Restoration
and
25th Biennial Meeting of The Coastal Society**

DEC 10 - 15, 2016 New Orleans, LA

Any questions on the tools used by each network?

1. Puerto Rico Climate Change Council
2. Caribbean Landscape Conservation Cooperative and LCC International Network
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6. International Climate Services Partnership
7. Southeast and Caribbean Climate Community of Practice



The Climate Reality Project



Climate Services Partnership



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Thank You
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