# Implementing Natural Solutions to Climate Change

Mass Land Conference Webinar – April 16, 2020







Mass Audubon

## **Conservation is a Climate Action!** ...Building resilience through land protection



# **PANEL:**

# Implementing Natural Climate Solutions

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**Regional Scientist** 



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Climate Forest Specialist Lisa Hayden

**Outreach Manager** 





# Do you talk about climate change?

To Family, relatives?....

Friends or neighbors?...

Landowners, members, donors?

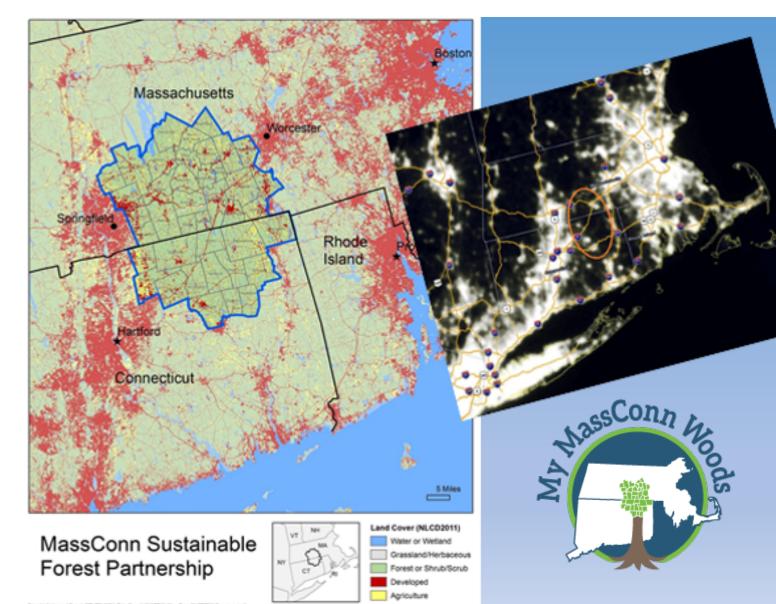
# Finding common ground



## Landowner Outreach in the MassConn Woods

- Climate adaptation visits by NIACS-trained foresters (NEFF, American Forest Foundation, MassConn partnership)
- 102 private owner visits completed on combined 8100 acres in 38-town, 2-state region since 2016





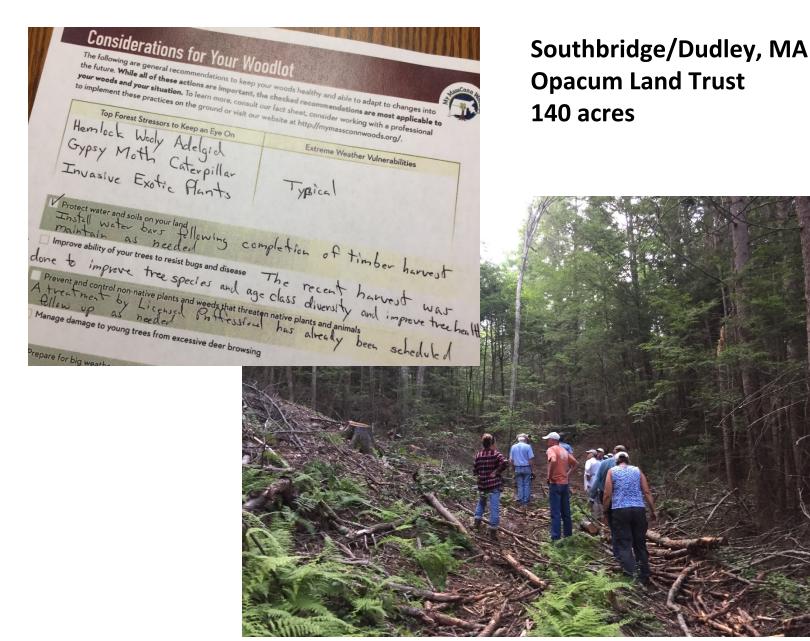
### MassConn Woods goal: Equip Foresters to be **Adaptation Messengers**

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- Find trusted spokespeople
- Lead with politically • neutral messages
- Focus on local impacts/responses

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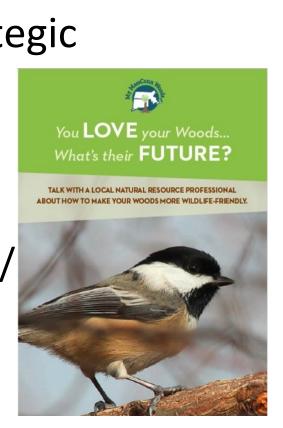
### **Considerations for Your Woodlot**



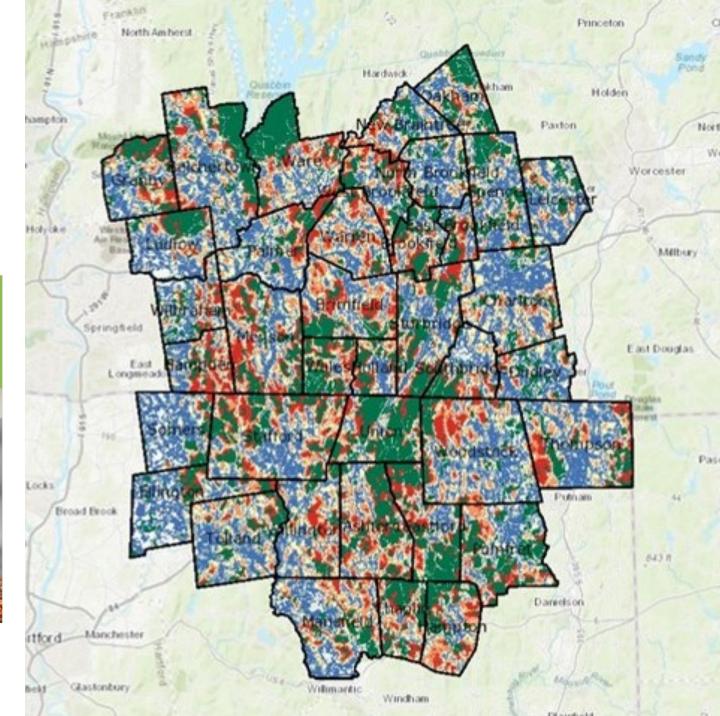
Climate-Informed Practices:

- ✓ Treated/removed invasives (12 acres barberry, knotweed, multiflora rose)
- ✓ Timber harvested to diversify age classes & species (40 acres)
- ✓ Clear-cut with reserves for wildlife habitat (4.5 acres)

- MassConn ecological priorities – Red = top 20%
- Tool for strategic landowner outreach: 25+ acres, high-ranking parcels for conservation/ resilience



### TNC's Resilience Data



# From Engagement to Action...

• NEFF report on importance of strategic and sustained outreach to landowners not already plugged into peer networks

Available for download from NEFF's web site:

https://newenglandforestry.org/ connect/publications/fromengagement-to-action/



# PRACTICES PRIMER FROM ENGAGEMENT TO ACTION Supporting Woodland Owners in **Decisions About Their Land**

# The crucial private landowner audience...

- 215,000 private New England woodland owners of 10+ acres
   MA: 26,000 ownerships
- Owners of undeveloped lands whether permanently protected or not – will decide the future of our forests
  - Will we manage with exemplary forestry, for forest carbon and resilience?



Connecticut landowner 200 acres

#### Applies for conservation easement funding, negotiations underway

/ 2017 Adopts climate-informed management plan and begins work on controlling invasives



### August **2016**

Attends Norcross climate-informed forestry walk Signs up for free forester visit during event



Attends workshop about conservation funding programs



Inquires about land trust visit card through neighbor and receives visit

Patterns of Landowner Engagement Over Time

Steps on the

# pathway...

Massachusetts landowner 11 acres

### / 2016

Develops forester plan for Massachusetts policy (Ch. 61) that saves landowners money on property taxes

#### >\ Spring 2015

Calls to respond to postcard offering a free visit from land protection specialist

#### February 2015

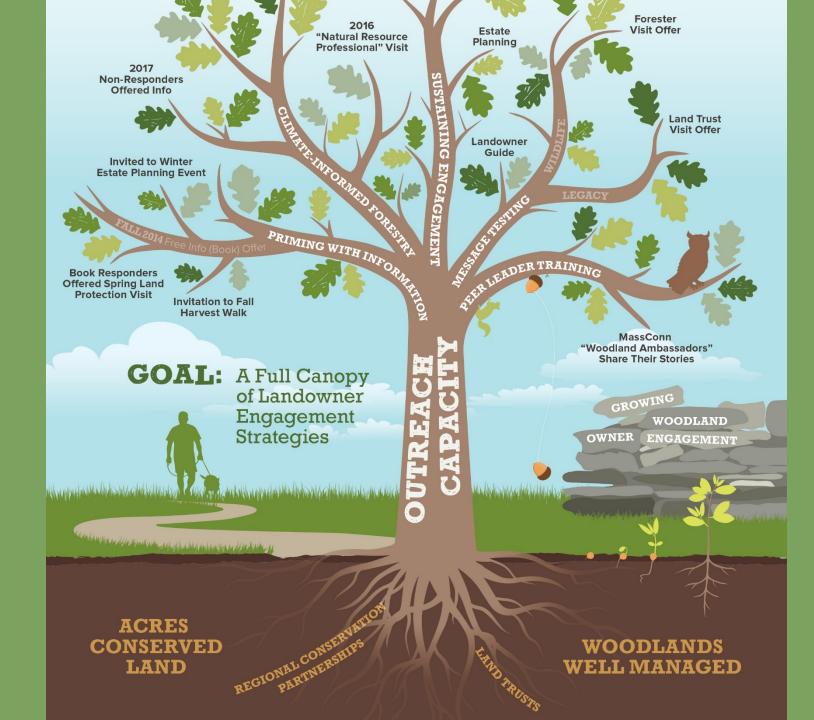
Attends Monson estate planning forum, where experts walked landowners through planning for the future of their land



Attends Norcross woods walk about how forest management can benefit wildlife habitat



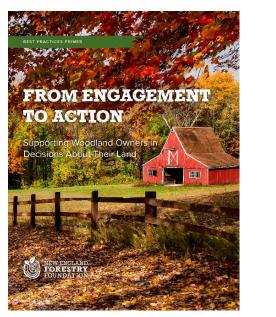
Returns postcard for free "More Than a Woodlot" book, an introduction to management

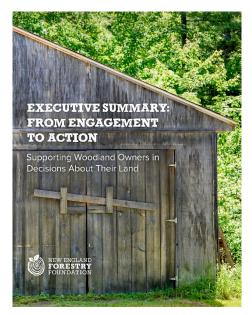


## **Key Resources**

### From Engagement to Action... Outreach report

https://newenglandforestry.org/connect/publications/ from-engagement-to-action/







MEET WITH A NATURAL RESOURCE PROFESSIONAL FOR FREE TO LEARN HOW TO CARE FOR YOUR WOODS!

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To access resources developed for the MassConn Woods RCP, visit:

http://www.forestadaptation.org/massconn

LTA/ MA ECAN Climate Communications recommendations:

https://climatechange.lta.org/recommendations-forcommunicating/

# **Questions?**



## **Communicating about Climate Change** ... 5 Research-based Recommendations (MA ECAN)

- 1. Lead with politically neutral messages
- 2. Find trusted spokespeople to deliver your message
- 3. Focus on local impacts/responses, rather than causes
- 4. Avoid technical jargon keep it simple
- 5. Use photos to tell a story: faces, people doing desired actions

https://climatechange.lta.org/recommendations-for-communicating/

## **Sources and Resources**

• LTA/ MA ECAN Climate Communications recommendations:

https://climatechange.lta.org/recommendations-for-communicating/

• Annotated references for climate communications practices:

https://docs.google.com/document/d/ 1ZGqs4hdGNkJRe287Z7MOSix2iW7bdt2Mpy1NOImOciU/edit

• Six America's Super Short Survey (SASSY!)

https://climatecommunication.yale.edu/visualizations-data/sassy/

- Urgency and Risky Words: <u>https://sparkneuro.com/case-studies/rebranding-climate-change/</u>
- ecoAmerica Let's Talk Climate: Messages to Motivate Americans:

http://ecoamerica.org/wp-content/uploads/2015/11/eA-lets-talk-climate.pdf