Implementing Natural Solutions to Climate Change

Mass Land Conference Webinar – April 16, 2020
Conservation is a Climate Action!
...Building resilience through land protection
PANEL:

Implementing Natural Climate Solutions

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Do you talk about climate change?

To Family, relatives?....

Friends or neighbors?...

Landowners, members, donors?
Finding common ground

- Early bud break
- Wash-outs
- Extreme weather
- Moisture stress
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

- Find trusted spokespeople
- Lead with politically neutral messages
- Focus on local impacts/responses
Considerations for Your Woodlot

Southbridge/Dudley, MA
Opacum Land Trust
140 acres

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 website:

https://newenglandforestry.org/connect/publications/from-engagement-to-action/
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?
Patterns of Landowner Engagement Over Time

Steps on the pathway...

2018
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
Sends up for free forester visit during event

November 2015
Attends workshop about conservation funding programs

June 2015
Inquires about land trust visit card through neighbor and receives visit

2016
Develops forest 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 taught landowners through planning for the future of their land

November 2014
Attends Norcross woods walk and a talk about how forest management can benefit wildlife habitat

Fall 2014
Returns postcard for free "More Than a Woodlot" book; an introduction to management
GOAL: A Full Canopy of Landowner Engagement Strategies
Key Resources

From Engagement to Action… Outreach report

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

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-for-communicating/
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:  
  https://sparkneuro.com/case-studies/rebranding-climate-change/

• ecoAmerica – Let’s Talk Climate: Messages to Motivate Americans:  