

Engaging Landowners in Sustainable Stewardship



Worksheet & Resources Handout from Speaker:

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QUESTIONS TO CONSIDER

Outcomes:

What's your goal? What change are you trying to effect? What's your ultimate vision or utopia?

What barriers and benefits are there towards people taking the desired action?

Audience: Who are Your Landowners?

Given your goal - **Who are you trying to reach?** Develop a profile for the types of landowners you want to reach...

- What characteristics do they have? Who is your ideal landowner?
- What does the landowner really care about?
- Who do they trust & what motivates them?
- What is the best way to reach them and where?
- **How do you keep them engaged over time?**

Outreach Strategy:

- 1) Who is your targeted, segmented audience?
- 2) What channel(s) will you use to reach landowners (e.g. social media, direct mail, word of mouth)?
- 3) What is your Call to Action in your messages to landowners?
- 4) What strategy will you use to engage landowners and overcome barriers to adopting behavior / action?
- 5) How will you evaluate success?

Site-Level Climate Adaptation / Resilience Planning



Who are you and what do you care about?

What does your target audience tend to value most (e.g., wildlife, clean water, property values) when it comes to forests and other natural areas that they care about?

What potential impacts from climate change matter most?

Consider how climate change might affect your local landscape and natural areas. Circle the top (1-3) changes that will be most important for your audience and the places that they care about.

- Warmer temperatures
- Longer growing season
- Less snow and shorter winters
- Wetter conditions during much of the year
- Possible drier conditions/drought during summer
- More frequent heavy precipitation events
- Other:
- Less suitable habitat for northern tree species (e.g., aspens and hemlock)
- More suitable habitat for southern tree species (e.g., oaks and hickories)
- Increases in insect pests and forest pathogens
- Increases in invasive plant species

What challenges or opportunities does climate change present?

Describe how the climate impacts above may create challenges or opportunities for land stewardship.

Challenges	Opportunities

What actions can help systems adapt to change?

What actions can help address climate change impacts and challenges, while also helping your audience to derive the benefits that they value? Consider a variety of actions, including:

- The **things you already do** that are even more important because of climate change.
- Possible **small tweaks or enhancements** that improve upon what you’re already doing.
- Wild and crazy ideas, or **major changes** from the current way of doing things.

Action	Drawbacks and Barriers	Benefits

SOURCES & RESOURCES FOR ADDITIONAL INFORMATION



Page 2 builds on an **Adaptation Workbook** that is described in Chapter 5 (pp. 74-89) of *Forest Adaptation Resources: Climate Change Tools and Approaches for Land Managers, 2nd Edition* available in print (www.nrs.fs.fed.us/pubs/52760) and online (www.adaptationworkbook.org). You may also be interested in:

- Considerations for Your Woodlot – Resources for Foresters and Landowners from the MassConn Sustainable Forest Partnership: www.forestadaptation.org/massconn
- Climate Change Resource Center: www.fs.usda.gov/ccrc
- Adaptation Planning for Tribal Partners: <https://forestadaptation.org/focus/tribal-perspectives> ; <https://forestadaptation.org/learn/culturally-relevant-climate-change-adaptation-planning-tribes-and-tribal-partners>

Landscape-level Planning and Conservation Resources

The Nature Conservancy’s Resilient Land Mapping Tool: Maps.tnc.org/resilientland/

Wildlands & Woodlands – Vision for New England: <https://www.wildlandsandwoodlands.org/home>

Regional Conservation Partnership (RCP) Network: <https://www.wildlandsandwoodlands.org/rcpnetwork>

Communications & Outreach Resources



From Engagement to Action: Supporting Woodland Owners in Decisions About Their Land

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

Blog & Story Map by Terra Corps member Kadie Moonitz: Why Plant Choice Matters

<https://newenglandforestry.org/2021/01/22/invader-plants/>



American Forest Foundation

American Forest Foundation: <https://www.forestfoundation.org/>

AFF’s MyLandPlan online map tool & resources for woodland owners: <https://mylandplan.org/>



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>

Tools for Engaging Landowners Effectively (TELE): <https://www.engaginglandowners.org/>, program of the Sustaining Family Forests Initiative (SFFI) - Yale School of the Environment

Yale Program on Climate Change Communication: Six America’s Super Short Survey (SASSY!)

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

ecoAmerica – Let’s Talk Climate: Messages to Motivate Americans: <http://ecoamerica.org/wp-content/uploads/2015/11/eA-lets-talk-climate.pdf>