

Communications Strategy

Develop a multi-faceted communications strategy to raise awareness and support for whitebark and limber pine restoration and conservation

Framework

Key audience categories:

- Policy makers
- Land/resource managers (government, industry)
- Public

Framework

Key audience categories:

- Policy makers
 - Goal: awareness of conservation issues
 - Action:
 - field tours to see highly impacted stands

Framework

Key audience categories:

- Land/resource managers (government, industry)
 - Goal: awareness of conservation issues, BMPs, mitigation measures
 - Action:
 - engage and inform regulators and industry (tie to Loss/Mitigation work)
 - Certification program (e.g. ski hill)

Framework

Key audience categories:

- Public
 - Goal: awareness of conservation issues
 - Action:
 - Branding - WBEF
 - Engage environmental NGOs
 - Citizen science app
 - Social media – remember TreeFight?
 - Develop school curriculum
 - Develop tools: materials, standard ppt

Strategy

Objectives:

- Raise awareness
 - Increase profile among other species
- Broaden support
 - Currently do not have same level of support and priority of other species
- Enable
 - Action from various sectors
 - Provide tools

Strategy

External partners and stakeholders:

- Industry associations
- Land management agencies
- Municipal governments and regional districts
- Policy-makers
- Public
- Private landowners

Strategy

ANALYSIS OF DESIRED BEHAVIOURS FOR KEY EXTERNAL PARTNERS AND STAKEHOLDERS

Partner / Stakeholder	Desired end state behaviour	Impact (H/M/L)	Likely to engage (H/M/L)	Barriers	Benefits	Behaviour to discourage
Industry Associations	<ul style="list-style-type: none"> Recognize five-needle pine trees 	M	M	<ul style="list-style-type: none"> Lack of knowledge Time and money Inherent conflict with development plans Fears: loss of /inability to work in proposed project area(s) 	<ul style="list-style-type: none"> Avoid damage or destruction to five-needle pine 	<ul style="list-style-type: none"> Destruction of five-needle pine and their habitats
	<ul style="list-style-type: none"> Restore or mitigate loss of five-needle pine 	M	M	<ul style="list-style-type: none"> Lack of knowledge Time and money Inherent conflict with development plans Fears: loss of /inability to work in proposed project area(s) 	<ul style="list-style-type: none"> Avoid damage or destruction to five-needle pine 	<ul style="list-style-type: none"> Destruction of five-needle pine and their habitats
	<ul style="list-style-type: none"> Adopt Best Management Practices for five-needle pine 	M	M	<ul style="list-style-type: none"> Lack of knowledge Time and money Inherent conflict with development plans Fears: loss of /inability to work in proposed project area(s) 	<ul style="list-style-type: none"> Avoid damage or destruction to five-needle pine 	<ul style="list-style-type: none"> Destruction of five-needle pine and their habitats
	<ul style="list-style-type: none"> Engage in ongoing stewardship 	M	M	<ul style="list-style-type: none"> Lack of knowledge Time and money Inherent conflict with development plans Fears: loss of /inability to work in proposed project area(s) 	<ul style="list-style-type: none"> Avoid damage or destruction to five-needle pine 	

High 5 Working Group Charter and Membership

Mission Statement

To protect and restore functional whitebark and limber pine ecosystems by fostering transboundary collaboration and coordination to transfer sound scientific knowledge, leverage funding opportunities, and optimize restoration and conservation efforts within the Crown of the Continent Ecosystem.

Charter

Role of the CCE High Five Working Group

The CCE High Five Working Group will:

- (1) collaborate on and coordinate
- (2) include representation from... within the region;
- (3) function as a collaborative group...
- (4) accomplish its work through exchange of information, leveraging and sharing work capacity and resources where possible, and providing guidance for cost-efficient conservation...
- (5) guide its work by (a) identifying where whitebark and limber pine are in need of conservation and restoration, (b) identifying appropriate conservation and restoration actions, including climate change adaptation actions, (c) prioritizing restoration activities with respect to consensus-based guidelines, and (d) establishing consistent methods for monitoring of species' condition and trends, and restoration activity outcomes.

Charter

- **Loss Mitigation Subcommittee:** Develop a mitigation strategy and best management practices to avoid degradation or loss of whitebark and limber pine.
- **Inventory and Monitoring Subcommittee:** Launch a CCE-wide inventory and monitoring database.
- **Restoration Strategy and Action Plan Subcommittee:** Draft (and implement) a Crown-wide restoration strategy and action plan.
- **Protected Area Restoration Strategy Subcommittee:** Develop recommendations to guide approaches for whitebark and limber pine restoration in highly protected areas.
- **Fire Management Subcommittee:** Develop recommendations to guide pro-active fire management in whitebark and limber pine forests.
- **Communications Strategy Subcommittee:** Develop a multi-faceted communications strategy to raise awareness and support for whitebark and limber pine restoration and conservation.

Charter

- Close to **50** organizations/individuals have engaged
- **28** organizations/individuals have signed on to charter

Charter

Alberta Agriculture and Forestry
Alberta Environment and Parks
Alberta Environment and Parks - Parks
Division
BC Ministry of Forests, Lands, and Natural
Resource Operations
Blackfoot Challenge
Bureau of Land Management
Canadian Forest Products Limited
Confederated Salish and Kootenai Tribes
Crown Conservation Initiative
Environment and Climate Change Canada
Glacier National Park
Helena-Lewis and Clark National Forest
Individual (Peter Achuff – Parks Canada
Scientist Emeritus)
Lake Louise Ski Resort

Montana Conservation Corp
Montana Dept Nat Res Cons
Nature Conservancy of Canada - BC
Piikani Nation
The Nature Conservancy in Montana
The Wildlife Society
USFS Flathead National Forest
USFS Lolo National Forest
USFS Rocky Mountain Research Station
USFWS Montana ES Field Office
Waterton Lakes National Park
Whitebark Ecosystem Foundation
Whitebark Ecosystem Foundation -
Canada
Wildsight - Golden, BC Branch

Charter

Signing shows intent to engage and support; does not obligate

What do you want from the group?

What do you want to take home?

Working Group Business

2017 work

- **Completed:**

- *Guidelines and Best Practices for Managing Fire in Whitebark Pine Stands in the Crown of the Continent*
- Needs assessment online survey for restoration strategy
- Two Working Group conference calls (January and June)
- Today's meeting!

- **Draft:**

- Beneficial Management Practices for Whitebark and Limber Pine

- **In progress**

- Restoration Strategy scoping document
- Communications framework and strategy
- Inventory and monitoring???
- Protected areas???

Working Group Business

2018 work

- Six subcommittees
 - Not enough time/resources to get work done
 - Fire subcommittee stand down?
 - Put the energy into less committees?
- What business so we want to achieve?
 - What do you want from the group?
 - What do you want to take home?