

THE FUTURE OF LANDSCAPE-SCALE CONSERVATION IN EUROPE

PART OF BRISTOL 2015 NATURE AND WELLBEING SUMMIT
4-5TH MARCH 2015 AT-BRISTOL SCIENCE CENTRE



In a word: **WOW!** What an amazing day we had. The event saw over 150 practitioners from across Europe come together to form a Super Brain – tasked with tackling some of the most important challenges for landscape-scale conservation today.

**Ideas flowed. Inspiration sparked.
Brain cells sizzled.**

The Super Brain team is currently digesting all of the information that was gathered on the day and using it to sketch out a Recipe for Success – a shared approach to landscape-scale conservation that is relevant to the needs of practitioners. We'll be sharing the Recipe with you once it's finished. In the meantime, here's a snapshot of the themes that emerged during the day's discussion...

Engaging

- Focus on the personal skills of team members to increase the quality of engagement. Find and support key individuals who are enthusiastic, charismatic and able to inspire change.
- Strive to understand the interaction between culture and nature. Develop a shared narrative that captures sense-of-place that can inform the project brand and involve people with different interests.
- Involve all parts of the community, including those who are the less positive about the process and also those who can fund and deliver projects. Develop creative engagement techniques and field visits.

Planning

- Consider multiple funding sources from the start. Identify innovative funding sources, including community based schemes such as social shares and crowdfunding.
- A core partnership area should be surrounded by a fuzzy area for community engagement and funding sources. Gather information about the surrounding area too so that the boundary can be flexible.
- Focus on the aspirations of the local community when developing the partnership aims. Enrich understanding by studying culture, history and demographic information.

Doing

- There is an opportunity to shift the focus of conservation volunteers from site-scale to landscape-scale. This will help to encourage wider debate around land use planning and land management.
- Consider different focal species for that will engage particular audiences. Multiple species should be chosen that are characteristic, charismatic, recognisable and indicative of ecosystem health.
- Landscape scale conservation is a key focus for building resilience to climate change. It is important to apply adaptive management and to allow plans to change in response to new evidence.

Evaluating

- Social, economic, health and well-being evidence is essential to engaging politicians and decision makers. Work with social scientists, economists and health experts to help build the evidence base.
- Recognise the complexity of biodiversity monitoring and don't reinvent the wheel – link to existing monitoring schemes. Focus monitoring activity and develop a clear plan that distinguishes between measuring outputs and outcomes.
- Photographic evidence can be very powerful to communicate the effects of landscape scale conservation. Be strategic and take photos from fixed points at the start of a project.

Sustaining

- Build resilient partnerships by focussing on trust, fun and tenacity. Pay attention to governance structure and identify clear roles. Consider long-term resilience and how sustainability can be achieved at all stages of the process.
- Inspire others through shared mapping, training and field visits. Use social media effectively to increase the impact of communications.
- Develop clear headlines to communicate the benefits of landscape-scale conservation, two that were suggested were, **“Millions wasted and you pay”** and **“Think landscape, act local”**



“We aimed for awesome and I think we achieved it, this was a big team effort and it paid off... we're writing the recipe for success based on the massive collective response of the super brain. I look forward to working with partners to develop the recipe and continue innovation in landscape-scale conservation”

Adrian Southern, RSPB Futurescapes Programme Manager

View the event video at...

www.landscapescale.com/superbrainvideo

Continue the discussion at...

www.landscapescale.com