



# 2014 Marine Aggregation

INNOVATE | COLLABORATE | CELEBRATE

February 10 – 13 | Monterey, CA

## Overview

The Marine Aggregation will provide the opportunity for a robust exchange of ideas and solutions among our growing marine community. Participants will:

- Celebrate, share and learn ways to advance our marine work
- Understand and contribute to the Conservancy's marine global strategies and the opportunities, challenges and solutions surrounding them
- Exchange ideas and experience around the necessary science, practice, policies, communications and partnerships for successful marine conservation efforts
- Build connections across all parts of the Conservancy's marine community
- Engage and collaborate with key marine conservation partners and supporters

The Marine Aggregation includes a rich menu of plenary speakers, concurrent sessions and networking opportunities that will enable participants to share new approaches, identify challenges and opportunities, and increase connections with others working on similar issues.

**START:**            **Monday, February 10**  
Meeting registration will be available from 3:30  
Hotel check-in starting at 4:00  
Welcome Reception and Dinner starting at 5:00

**END:**             **Thursday, February 13 at 3:00 pm.**

**LOCATION:**      **Asilomar State Park Conference Grounds - Pacific Grove, California**

## OVERVIEW

Monday 2/10	Tuesday 2/11	Wednesday 2/12	Thursday 2/13
Travel Day Attendees Arrive at Asilomar Conference Grounds	7:30-8:15 Breakfast Crocker Hall	7:30-8:15 Breakfast Crocker Hall	7:30-8:15 Breakfast Crocker Hall
	<b>8:30 – 9:50 Plenary</b> Welcome & Opening <i>Lynne Hale</i>  Setting the Stage <i>Introduction by Julie Packard</i> <i>Speaker: Dr. Jane Lubchenco</i>	<b>8:30 – 10:00</b> <b>Concurrent Sessions II</b>	<b>8:30 – 10:00</b> <b>Concurrent Sessions VI</b>
	<b>9:50 – 10:20 Plenary</b> Advancing Ocean Conservation Together Part I <i>Global Priority Presentations</i>		
	<b>10:20 – 10:45</b> <b>Coffee Break</b>		
	<b>10:45 – 11:30 Plenary</b> Advancing Ocean Conservation Together Part I Cont. <i>Regional Panel</i>	<b>10:30 -12:00</b> <b>Concurrent Sessions III</b>	<b>10:30 -12:00</b> <b>Plenary Workshops</b> Advancing Ocean Conservation Together Part III <ul style="list-style-type: none"> <li>• <i>Ocean Solutions</i></li> <li>• <i>Fisheries</i></li> </ul> <i>Climate &amp; Disaster Risk Reduction</i>
	<b>11:30-12:00 PM Plenary</b> Celebrating an Ocean Bright Spot: Lyda Hill		
	12:00 – 1:00 Lunch Crocker Hall	12:00 – 1:00 Lunch Crocker Hall	12:00 – 12:45 Lunch Crocker Hall
	1:00 – 1:30 Break/Free Time	1:00 – 1:30 Break/Free Time	<b>1:00 – 3:00 Plenary</b> The View Ahead <i>Panel Discussion: Margaret            Davidson, Dr. Ana Parma, Dr. Pawan            Patil, and Lynn Scarlett</i>  Closing Remarks <i>Lynne Hale</i>
	<b>1:30 – 3:00</b> <b>Concurrent Sessions I</b>	<b>1:30 – 3:00</b> <b>Concurrent Sessions IV</b>	
	3:00 – 3:30 Coffee Break	3:00 – 3:30 Coffee Break	<b>3:00 Meeting Ends</b>
<b>3:30 – 5:00</b> <b>Registration ,</b> <b>StoryCorps,</b> <b>Online</b> <b>Explorations,</b> Merrill Hall	<b>3:30 – 5:00</b> Advancing Ocean Conservation Together Part II <i>Implementing GC/GS</i> <i>Brian McPeck</i>	<b>3:30 – 5:00</b> <b>Concurrent Sessions V</b>	

<p><b>5:00</b>  <b>Welcome Reception</b>                  Merrill Hall  <b>6:30</b>  <b>Dinner</b>                  Merrill Hall</p>	<p>5:00 – 6:00 Break/Free Time                  OR <b>optional Update in the Campaign</b> – <i>Andrew Reed</i></p>	<p>5:00 – 6:30 Break/Free Time  <b>5:15 – 6:00 Optional Networking Meetings</b></p>	<p></p>
<p><b>3:30 – 5:00</b>  <b>Registration , StoryCorps, Online Explorations,</b>                  Merrill Hall</p>	<p>6:00 -7:00 <b>Dinner</b> Crocker Hall                  7:00 <b>S'mores, Drinks and Dessert</b> Campfire</p>	<p><b>6:30 Celebrating our Ocean Regions</b>  <i>Closing Dinner</i>                  Merrill Hall</p>	<p><b>3:00 Meeting Ends</b></p>

## DAILY SCHEDULE

### MONDAY, FEBRUARY 10

<b>Marine Aggregation Registration</b>		<b>Merrill Hall</b>	<b>Monday 3:30 – 5:00 PM</b>
<i>(additional registration for late arrivals available on Tuesday morning)</i>			
<b>3:30 PM</b>	<p><b>Online Explorations</b> Learn what some of the Conservancy's online tools and platforms have to offer and provide feedback on what's needed for conservation learning and exchange. <b>See Page 10 for more details.</b></p> <ul style="list-style-type: none"> <li>• <b>Reef Resilience Network</b> – Jordan Jobe and Cherie Wagner</li> <li>• <b>The Conservation Gateway is Here!</b> – Tyler Johnson</li> </ul> <p><b>StoryCorps Sign-Ups</b> Sign up at registration for any one of the 30-minute slots running Monday afternoon through Thursday morning.</p> <p><b>Planning Committee and Session Leads Meeting</b> (Merrill Hall Loft) <span style="float: right;">3:30 – 4:30</span> All session leads, facilitators and planning committee members are asked to attend this important orientation meeting with final instructions for your session.</p>		

<b>StoryCorps</b>		<b>Hearth Living Room</b>	<b>Monday 3:30 – Thursday 1:00</b>
<b>ON-GOING</b>	<p>What's the <b>coolest/weirdest/funniest thing that's ever happened to you</b> as a conservation scientist? Your <b>most poignant moment in conservation</b>? Your dream project? Come <b>tell your best stories and musings</b> at the StoryCorps booth, where (modeled after the famous NPR StoryCorps) we'll be taping them to use for promoting your work and that of the Conservancy to wider audiences and the upcoming Campaign.</p> <p><b>Sign up at registration</b> for 30-minute slots running Monday afternoon through Thursday morning.</p>		

<b>Welcome Reception and Dinner</b>		<b>Merrill Hall</b>	<b>5:00 PM</b>
<b>5:00</b>	<b>Reception</b>		
<b>6:30</b>	<p><b>Dinner and Welcome to California</b> <i>Mike Sweeney, State Director, The Nature Conservancy of California</i></p>		

**TUESDAY, FEBRUARY 11**

<b>Breakfast Crocker Hall 7:30 – 8:15 AM</b>	
<b>Opening Plenary</b>	<b>Merrill Hall      Tuesday Morning 8:30 AM – 12:00 PM</b>
<b>8:30</b>	<p><b>Welcome and Opening Remarks</b> <i>Lynne Hale, Managing Director for Oceans, The Nature Conservancy</i></p> <p><b>Setting the Stage for Ocean Conservation</b>  <b>Introduction:</b> <i>Julie Packard, Executive Director, Monterey Bay Aquarium and Trustee, TNC California</i>  <b>Speaker:</b> <i>Honorable Dr. Jane Lubchenco, Distinguished University Professor, Wayne and Gladys Valley Professor of Marine Biology, Oregon State University</i></p>
<b>9:50</b>	<p><b>Advancing Ocean Conservation Together – Part I</b>  <b>TNC’s Global Marine Strategies</b>                      Get up to speed on our global marine strategies, setting the stage for discussion, learning, and sharing within three of our meeting streams. Presentations by:</p> <ul style="list-style-type: none"> <li>• <b>Ocean Solutions/Integrated Ocean Management</b> – <i>Rob Brumbaugh</i></li> <li>• <b>Fisheries</b> – <i>Carmen Revenga</i></li> <li>• <b>Climate &amp; Disaster Risk Reduction</b> – <i>Mike Beck</i></li> </ul>
<b>Coffee Break 10:20-10:45 AM</b>	
<b>10:45</b>	<p><b>Advancing Ocean Conservation Together – Part I Cont.</b>  <b>TNC’s Global Marine Strategies</b></p> <p><b>Regional Perspectives on Global Marine Strategies</b>                      Hear from staff around our marine regions in this moderated panel about implementing our global marine strategies in the places we work, including challenges, successes and insight on how programs working together can advance ambitious marine conservation goals</p>
<b>11:30</b>	<p><b>Celebrating an Ocean Bright Spot</b></p> <p>A celebration and recognition of Lyda Hill’s extraordinary contributions to marine conservation through The Nature Conservancy.</p>
<b>Lunch Crocker Hall 12:00 -1:00 PM</b>	
<b>Break/Free Time 1:00 -1:30 PM</b>	

**TUESDAY, FEBRUARY 11 (Cont.)**

**Concurrent Sessions** – Concurrent sessions are divided into four streams Ocean Solutions/ Integrated Ocean Management (**IOM**), Climate & Disaster Risk and Reduction (**CDRR**), Sustainable Fisheries (**FISH**) and Expanding Our Practice (**ExpPract**). Please see Page 9 for full stream and session descriptions. There are six Concurrent Session blocks total. Within each block, please pick one session to attend; we highly encourage you to stay within one session per block.

**Concurrent Session I**

**Tuesday Afternoon 1:30 – 3:00 PM**

	<b>Nautilus</b>	<b>Kiln</b>	<b>Triton</b>	<b>Evergreen</b>
<b>1:30 – 3:00 PM</b>	<p><b>IOM1: Future of Marine Spatial Planning</b></p> <p><b>Paul Dye, Shawn Margles, Petra MacGowan, and Zach Ferdana, Jorge Brenner, William Atu, Nirari Cardenas, Gwynn Crichton, Annick Cros, Aurora Justiniano, Alison Green, John Knowles, Alfonso Lombana, Julie Robinson, Charles Steinback, Alan White</b></p> <p>(details on page 10)</p>	<p><b>CDRR 1: New Partnerships, New Approaches to Achieving Climate, Risk and Resilience Success</b></p> <p><b>Sarah Murdock, Olivia Millard, Jeff DeQuattro, Fernando Secaira, Chris Bergh.</b></p> <p>(details on page 15)</p>	<p><b>FISH1: How Can Fishery Stock Assessments Help Improve the Management of Data Poor Fisheries?</b></p> <p>Richard Hamilton, <b>Jono Wilson</b>, Steven Victor</p> <p>(details on page 13)</p>	<p><b>ExpPract 1: Conservation by Design For The Global Challenges/Global Solutions Era</b></p> <p><b>Heather Tallis</b> and Peter Kareva</p> <p>(details on page 18)</p>
<b>3:00 – 3:30 Coffee Break</b>				

**Afternoon Plenary**

**Merrill Hall**

**Tuesday Afternoon 3:30 – 5:00 PM**

<b>3:30- 5:00 PM</b>	<p><b>Advancing Ocean Conservation Together – Part II Implementing Global Challenges/Global Solutions</b></p> <p>Achieving the goals and outcomes of our marine global priorities calls for us to be more collaborative and effective than ever before. Hear and discuss the vision from our new Chief Conservation Officer for how we can work together to get more done for our mission.</p> <p><i>Brian McPeck, Chief Conservation Officer, The Nature Conservancy</i></p>
<b>5:00 - 6:00 PM Free Time</b>	
<b>OR</b>	
<b>Optional Update on the Campaign – Andrew Reed, Director of Donor Engagement and Stewardship (Merrill Hall)</b>	
<b>6:00-7:00 PM Dinner Crocker Hall</b>	
<b>7:00 PM S’mores, Drinks, and Dessert Campfire</b>	

**WEDNESDAY, FEBRUARY 12**

**Breakfast Crocker Hall 7:30 – 8:15 AM**

**Concurrent Session II**

**Wednesday Morning 8:30 – 10:00 AM**

	Nautilus	Kiln	Triton	Evergreen
<b>8:30 – 10:00 AM</b>	<p><b>CDRR 3: Scaling Up the Results: Leveraging Local Work to Achieve Greater Results.</b></p> <p><b>Sarah Murdock and Montserrat Acosta-Morel</b>, Ruth Blyther, Sarah Newkirk, Nate Woiwode and Margaret Davidson</p> <p>(details on page 16)</p>	<p><b>IOM 2: Ecosystem Services as a Key to Habitat Conservation.</b></p> <p><b>Mark Spalding</b>, Boze Hancock, Judy Haner, Steve Schill, Pawan Patil and Jen Molnar</p> <p>(details on page 11)</p>	<p><b>FISH 2: Identifying and Filling Science Needs for Sustainable Fishery Interventions Through Engagement and Collaboration.</b></p> <p><b>Jay Udelhoven and Carmen Revenga</b>, Sally McGee, Mary Gleason, Raimundo Espinoza, George Maina</p> <p>(details on page 14)</p>	<p><b>CDRR 2: Engi-cology or Eco-neering: The Marrying of Engineering and Ecological Principals in Coastal Areas to Reduce Risk and Increase Resiliency.</b></p> <p><b>Jeff DeQuattro</b> Kacky Andrews, Mike Beck, Zack Ferdana, Fernando Secaira, Jeff DeQuattro, Borja Reguero, Laura Flessner</p> <p>(details on page 16)</p>
<b>Coffee Break 10:00 – 10:30</b>				

**Concurrent Session III**

**Wednesday Mid-Morning 10:30AM – 12:00 PM**

	Nautilus	Kiln	Triton	Evergreen
<b>10:30 AM – 12:00 PM</b>	<p><b>ExpPract 3: Stepping Off the Deep End: Strategies to Build a Successful Project.</b></p> <p><b>Anne Birch, Jenn Greene</b>, Kirsten Evans, Jensen Montambault, Cristina Lasch, and Ralph Barker</p> <p>(details on page 18)</p>	<p><b>ExpPract 5: Testing the Waters: Large Scale Marine Conservation Challenges and Creating a Proactive Culture at TNC.</b></p> <p><b>Marci Bortman</b>, Elizabeth Codner-Smith, Vera Agostini, Nicole Maher and Jay Udelhoven</p> <p>(details on page 19)</p>	<p><b>ExpPract 4: Silo Busting: Addressing Marine, Coastal, Freshwater and Terrestrial Objectives When Scaling-up to Whole Systems.</b></p> <p><b>Chuck Peoples, Kim Hum</b>, John Torgan, Rick Hamilton, Carl LoBue, Mary Kate Brown, Willie Atu</p> <p>(details on page 19)</p>	<p><b>Exp.Pract 2: Show Me the Money: Financing Marine Conservation.</b></p> <p><b>Andrew Soles</b>, Trina Leberer, Robert Weary, Jena Carter, Bill Ginn.</p> <p>(details on page 18)</p>
<b>Lunch Crocker Hall 12:00-1:00</b>				
<b>Free Time 1:00-1:30</b>				

**WEDNESDAY, FEBRUARY 12 (Cont.)**

**Concurrent Session IV**

**Wednesday Afternoon 1:30 – 3:00 PM**

	<b>Nautilus</b>	<b>Kiln</b>	<b>Triton</b>	<b>Evergreen</b>
<b>1:30 PM – 3:00 PM</b>	<p><b>IOM 3: From Floodplains to Coral Reefs: Critical Components of Habitat Restoration to Generate Impact and Get to Scale</b></p> <p><b>Boze Hancock</b>, James Byrne, Eric Conklin, Chad Wiggins, Jenny Baker, Kemitt-Amon Lewis, Metthea Yepsen, Christine Pickens</p> <p>(details on page 11)</p>	<p><b>IOM 4: The Conservancy’s Global Coral Reef Strategy: A Discussion of Current Strategies and New Tactics.</b></p> <p><b>Petra MacGowan, Kim Hum and Steph Wear, Rob Brumbaugh</b></p> <p>(details on page 12)</p>	<p><b>FISH 3: Murky Waters: When Will Private Capital Invest in Fisheries Reform?</b></p> <p><b>Larry Band</b>, Bill Ginn, Noah Idechong, and Alex Martinez</p> <p>(details on page 14)</p>	<p><b>CDRR 4: CDRR Tool Trip: where can you go, how do you get there, making the trip worthwhile (Tools Session A).</b></p> <p><b>Lizzie McLeod , Christine Shepard</b>, Vera Agostini, Daniel Urena Cot, Supin Wongbusarakum , Jorge Brenner, Gwynn Crichton, Nicole Love</p> <p>(details on page 16)</p>
<b>Coffee Break 3:00 – 3:30 PM</b>				

**Concurrent Session V**

**Wednesday Late Afternoon 3:30 –5:00 PM**

	<b>Nautilus</b>	<b>Kiln</b>	<b>Triton</b>	<b>Evergreen</b>
<b>3:30 PM – 5:00 PM</b>	<p><b>IOM 5: Partnership in Action: What Are the Bright Spots?</b></p> <p><b>Dominique Benzaken, Rob Brumbaugh</b>, Diana Bermúdez, Trina Leberer, Pawan Patil, Eric Coppenger, Abdul Halim, and Philip Kramer</p> <p>(details on page 12)</p>	<p><b>FISH 4: Strategies for Fishermen-led Reform</b></p> <p><b>Erika Feller, Carmen Revenga</b>, Matias Cailloux, Eric Delvin, Calina Zepeda, Kate Labrum</p> <p>(details on page 14)</p>	<p><b>ExpPract 6: Communications IS Part of Your Conservation Strategy.</b></p> <p><b>Tom McCann, Cara Byington</b>, Jordan Jobe, Cherie Wagner, Jenn Greene, Gondan Renosari, Chris McGuire</p> <p>(details on page 20)</p>	<p><b>CDRR 5: CDRR Interactive Guided Tool Tours (Tools Session B)</b></p> <p><b>Lizzie McLeod, Chris Shepard</b>, Zach Ferdana, Vera Agostini, Daniel Urena Cot, Anne Hammill, Jorge Brenner, Spencer Wood, Laura Geselbracht, Supin Wongbusarakum</p> <p>(details on page 17)</p>
<b>Free Time 5:00 – 6:30 PM</b>				
<b>OR</b>				
<b>Optional Networking Meetings 5:15 – 6:00 PM (see next page for details)</b>				

**WEDNESDAY, FEBRUARY 12 (Cont.)**

**Optional Networking Meetings**

**Wednesday Evening 5:15 – 6:00 PM**

Join one of four networking meetings and facilitated discussions to help start conversations around topics that are emerging from different parts of the Conservancy. Share or learn more information about these topics, meet others with similar interests and explore next steps in carrying on the conversation even after the Aggregation ends. *See Session Descriptions on Page 20 & 21 for more details*

	<b>Nautilus</b>	<b>Kiln</b>	<b>Triton</b>	<b>Evergreen</b>
<b>5:15 – 6:00 PM</b>	<p><b>Network3: Challenges and Lessons Learned from Hurricane Sandy Recovery</b></p> <p>Nathan Woiwode and Kacky Andrews (details on page 21)</p>	<p><b>Network 4: From Agreement to Alignment: Planning for Local to Global Collaboration - Lessons from the Coral Triangle</b></p> <p>Bill Raynor, Lynne Hale (details on page 21)</p>	<p><b>Network2: Water, Water Everywhere...but Lately Not So Clean</b></p> <p>Marci Bortman (details on page 20)</p>	<p><b>Network1: Invasive Lionfish in the Gulf of Mexico and Caribbean</b></p> <p>Jorge Brenner (details on page 20)</p>

**Celebrating Our Oceans Closing Dinner      Merrill Hall      6:30 PM**

Gather with colleagues from across our marine regions and celebrate the places and people we work with around the Conservancy. We will feature cuisine from around our ocean regions and encourage you to bring regional attire and accessories!

- California Current (US West Coast, Hawaii)
- Gulf of Mexico
- Eastern Seaboard (from Florida to Maine)
- Caribbean
- Humboldt Current and the Gulf of California (Chile, Peru, Mexico)
- South Pacific (Micronesia, Coral Triangle)
- Western Indian Ocean (East Africa, Seychelles)

**THURSDAY, FEBRUARY 13**

**Breakfast Crocker Hall 7:30 – 8:15 AM**

**Concurrent Session VI**

**Thursday Morning 8:30 AM– 10:00 AM**

	<b>Nautilus</b>	<b>Kiln</b>	<b>Triton</b>
<b>8:30 – 10:00 AM</b>	<p><b>IOM 6: Addressing Global Threats at Local Scales in Coral Reef Communities: Outcomes and Lessons Learned from 4 Years of the NOAA/CRCP Cooperative Partnership.</b></p> <p><b>Petra MacGowan</b>, Kim Hum, Trina Leberer, Steven Victor, Raimundo Espinoza, Aaron Hutchins, Anne Marie Hoffman, Chad Wiggins</p> <p>(details on page 12)</p>	<p><b>CDRR 6: Evaluating the Effectiveness of Adaptation Measures: Does Your Thinking Align with That of Your Donor?</b></p> <p><b>Imen Meliane, Kirsten Evans, Gwynn Crichton, Chris Shepard, and Kimberly John</b></p> <p>(details on page 17)</p>	<p><b>FISH 5: How should TNC engage with seafood certification and other eco-labels? Working with the Marine Stewardship Council, Fisheries Improvement Projects and Seafood Watch</b></p> <p><b>Carmen Revenga, Lynne Hale, Jim Humphreys, Eric Gilman, Felicity Burrows and Melissa Stevens</b></p> <p>(details on page 15)</p>
<b>Coffee Break 10:00 – 10:30</b>			

**Plenary Workshops**

**Thursday 10:30AM – 12:00 PM**

**Advancing Ocean Conservation Together – Part III  
Implementing Global Marine Strategies**

Reflecting upon the plenaries and sessions over the past few days, these interactive conversations will explore what we have learned about implementing TNC’s global strategies and collectively identify how we can achieve global, regional and local outcomes together. Sessions designed so participants can hear the summary of more than one Global strategy and meeting stream. So PICK THE PAIRING that you are most interested in – they will not be repeated.

	<b>Nautilus</b>	<b>Kiln</b>	<b>Merrill</b>
<b>10:30 AM – 12:00 PM</b>	<p><b>Fisheries</b></p> <p><b>Ocean Solutions/ Integrated Ocean Management</b></p>	<p><b>Climate &amp; Disaster Risk Reduction</b></p> <p><b>Fisheries</b></p>	<p><b>Ocean Solutions/ Integrated Ocean Management</b></p> <p><b>Climate &amp; Disaster Risk Reduction</b></p>
<b>Lunch 12:00 – 12:45 PM</b>			

**Closing Plenary**

**Merrill Hall**

**Thursday Afternoon 1:00 – 3:00 PM**

<b>1:00 – 3:00 PM</b>	<p><b>The View Ahead:</b> Panel discussion on the Aggregation and The Nature Conservancy’s growing role in marine conservation.</p> <p><i>Margaret Davidson, Acting Director, Office of Coastal Resources Management, NOAA</i></p> <p><i>Dr. Ana Parma, Research Scientist, Centro Nacional Patagonico (CONICET), Argentina</i></p> <p><i>Pawan Patil, PhD. Senior Economist, Agriculture and Environmental Services Department, The World Bank</i></p> <p><i>Lynn Scarlett, Managing Director for Public Policy, The Nature Conservancy</i></p> <p><b>Closing Remarks</b> <i>Lynne Hale, Managing Director for Oceans, The Nature Conservancy</i></p>		
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## SESSION DESCRIPTIONS

### ONLINE EXPLORATIONS

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**Reef Resilience Network** The Reef Resilience program hosts an online professional network for coral reef managers and practitioners – [the Reef Resilience Network](#). For the last 12+ months, we've been experimenting with ways to boost engagement and provide valuable resources for our target audience. Jordan Jobe, the Reef Resilience Network Manager, would love YOUR opinion on the network this week at Aggregation. Come check out the platform on our iPad and spend a few minutes sharing your thoughts, and you just might walk away with a fancy Reef Resilience flash drive!

**The Conservation Gateway is HERE!** Join Tyler Johnson to learn about the latest developments with the [Conservation Gateway](#) and how your program can use this public Web site to reach the audiences you need to influence: practitioners, policy and decision makers, donors and other conservationists. Check it out at Merrill Hall: Monday at Registration, during breaks between concurrent sessions and Wednesday before the closing dinner.

### CONCURRENT SESSIONS

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Four streams of concurrent sessions will run on Tuesday afternoon, Wednesday, and Thursday morning. Using a variety of session formats, these sessions are designed to enable active learning and exchange while promoting the goals and desired outcomes of each session. We encourage attendees to participate in an array of streams and sessions to help increase connections between and among our strategies, approaches and geographies as much as possible.

### Stream, Session Descriptions, Session Leads and Contributors

#### Stream: OCEAN SOLUTIONS – INTEGRATED OCEAN MANAGEMENT

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Topics related to the Ocean Solutions – Integrated Ocean Management marine global priority and efforts to leverage local, national and regional scale progress for global outcomes. Sessions within this stream will include topics such as: global and regional policy and partnerships, ecosystem services, marine spatial planning, habitat conservation and restoration and coral reef conservation approaches.

#### IOM1: Future of Marine Spatial Planning – Paul Dye, Shawn Margles

**Description:** Marine Spatial Planning is proving to be a key pathway for establishing conservation priorities and managing conflicts among established and emerging use sectors. Participants in this session will hear brief highlights from cutting edge practitioners who apply MSP in a variety of ways, then the session will organize into topical break-out groups to discuss current development needs and future applications for this versatile tool.

**Session Details:** Facilitated by **Paul Dye, Petra MacGowan, and Zach Ferdana, Jorge Brenner, William Atu, Nirari Cardenas, Gwynn Crichton, Annick Cros, Aurora Justiniano, Alison Green, John Knowles, Alfonso Lombana, Julie Robinson, Charles Steinback, Alan White** will share presentations highlighting state-of-the-art practices or successes that will serve as thoughtful provocation for the breakout group discussions. This will be followed by facilitated Q&A and brainstorming on the future of MSP, in three thematic breakout groups: a) information portals and decision support tools, b) planning processes and data gathering, c) applying MSP to MPA networks.

**Learning Outcomes:** Participants will APPLY their own experience with MSP or closely related processes to DISCUSS development needs and potential future applications for MSP, ASSESS the future of MSP in the Conservancy and CONTRIBUTE to breakout groups that result in a session report on priority MSP issues for the organization to address.

**IOM2: Ecosystem Services as a Key to Habitat Conservation – Mark Spalding**

**Description:** Ecosystem services (ES) have become a defining mantra in conservation. We are expecting to drive a step change in the policies and practices of multiple new constituencies, by building a compelling case for the value of nature. One key element to success will be improving the science base, and putting such detailed and reliable quantification to work in changing practices and policies across multiple sectors. With **Boze Hancock, Judy Haner, Steve Schill, Pawan Patil and Jen Molnar**, this session will explore new work to better quantify, map and model a range of ecosystem services in temperate and tropical ecosystems, and how it is starting to influence industry, local planning and international policy. It will also use the work being developed under the newly funded Ocean Wealth Mapping program to explore needs and priorities. Participants will be engaged to provide input on ongoing and future work in this field, from field applications to global studies.

**Learning Outcomes:** Participants will be able to understand how the science behind ES quantification is being advanced and how ES can be used to: 1) build new constituencies in other sectors; 2) influence policy and management objectives; and 3) set goals for restoration. They will also be able to better integrate their work with the field and central components of the Mapping Ocean Wealth project.

**IOM3: From Floodplains to Coral Reefs: A Discussion of the Critical Components of Habitat Restoration to Generate Impact and Get to Scale– Boze Hancock**

**Description:** Join **James Byrne, Eric Conklin, Kim Hum, Jenny Baker Kemitt Amon-Lewis, Metthea Yepsen, Christine Pickens and Amanda Wrona Meadows** as they showcase 8 ground-breaking habitat restoration projects from Washington to the USVI. Participants will explore the commonalities among the diverse projects that contribute to the success of a restoration project, primarily: (1) using sound science for decision making, (2) translating scientific information as a tool to generate credibility, and (3) convening diverse partners and stakeholders around a common purpose. Participants will also hear how these projects are informing and contributing to TNCs strength in marine restoration.

**Session Details:** Restoration project will be highlighted by speakers in presentations. Then Boze Hancock will facilitate a World Café breakout session to explore the 3 commonalties in successful restoration projects. Q &A and discussion will provide an opportunity for participants to ask question and share their experiences with others to strengthen our restoration strategy.

**Learning Outcomes:** Participants will better understand the common elements among the diverse restoration projects and how these contribute to the project success, gain feedback on strategies for successful implementation of restoration projects and better understand many elements of TNCs marine restoration.

**IOM4: The Conservancy's Global Coral Reef Strategy: A Discussion of Current Strategies and New Tactics – Petra MacGowan, Kim Hum and Steph Wear**

**Description:** In this session, **Petra MacGowan, Kim Hum and Steph Wear** will share the results of a recent assessment of coral reef conservation approaches being used by TNC, and learn about a series of workshops (Coral Reef Solution Series) designed to identify additional solutions and high leverage opportunities to tackle critical problems facing coral reefs. Through these workshops three key areas for opportunity have been

identified: 1) A New Narrative, 2) Improving Water Quality and 3) Food Security through sustainable fishing. Session participants will work in small groups to discuss and provide feedback on the newly proposed strategies including the identification of opportunities to move strategies forward. The session will end with a brief summary of the next steps.

**Session Details:** After the introductory presentation to provide background on the strategy, participants will discuss the findings and next steps for the following recommendations presented for current work: Conservation Portfolio Evaluations, TNC Community of Practice & Fellowship Program, Measures Program and Collaborative Funding

**Learning Outcomes:** Participants will gain an understanding of the coral strategy, the process used to develop it, recommendations for current work and the new global coral strategies proposed, use their own experience to refine the recommendations for current work and contribute to small group discussions that result in next steps for moving the coral strategy forward.

#### **IOM5: Partnership in Action: What are the Bright Spots?** – Dominique Benzaken and Rob Brumbaugh

**Description:** Partnerships are widely accepted as innovative and effective means of achieving common objectives. This session will focus on large-scale global and regional partnerships The Nature Conservancy has been an active partner of, including the Global Partnership for Oceans (GPO), 50 in 10 Initiative for fisheries, the Micronesia Challenge, the Caribbean Challenge Initiative, and the Global Island Partnership (GLISPA). Speakers from the World Bank, RARE and TNC will provide their perspective of what are the essential ingredients of successful partnerships. Participants will use their experience to explore what makes successful partnerships, challenges to partnering and the differences they make when organized effectively!

**Session Details:** Join **Diana Bermúdez, Trina Leberer, Pawan Patil, Eric Coppenger, Abdul Halim, and Philip Kramer** as they lead you through a Bright Spots oriented session filled with interactive breakout sessions enabling you to interact within various topics related to partnerships.

**Learning Outcomes:** Participants will recognize partnership bright spots and leaders from key partnerships that the Conservancy is involved, exchange knowledge with other practitioners from around the world and outline how partnership bright spots could potentially be scaled upward and outward

#### **IOM6: Addressing Global Threats at Local Scales in Coral Reef Communities: Outcomes and Lessons Learned from 4 Years of the NOAA/CRCP Cooperative Partnership** – Petra MacGowan

**Description:** In March 2014 TNC will complete a four-year, \$7 million partnership with NOAA's Coral Reef Conservation Program (CRCP) to support our shared goals of effectively conserving valuable coral reef ecosystems through on-the-ground implementation activities and conservation science and planning. Join project leads **Kim Hum, Trina Leberer, Steven Victor, Raimundo Espinoza, Aaron Hutchins, Anne Marie Hoffman, Chad Wiggins**, from Micronesia, Hawaii, Florida, the USVI, Puerto Rico and the Reef Resilience Program who will present on what has worked best in their approach to addressing major local threats to reefs and what has proved most challenging. Participants will discuss and offer ideas to address key implementation challenges encountered by the project leads. Feedback in this session will contribute to enhancing work being completed under a new two-year partnership.

**Session Details:** Session contributors will lead you through an interactive session including Presentation of major success stories Pecha Kucha style and modified Challenge Circles where participants will be asked to share challenges, what they have learned about specific challenges and which action have helped them to overcome challenges in their work. In a wrap-up, project leads will post key take-aways, actions and next steps.

**Learning Outcomes:** Participants will: understand some of the greatest successes in our coral reef conservation work and build on successful strategies in their work if applicable, apply their own experience to discuss and provide solutions for some of the greatest challenges encountered by project leads and identify opportunities for support and or collaboration to further work in the next two years and enhance new partnership results.

### **Stream: SUSTAINABLE FISHERIES**

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Focus around our work partnering with fishermen, industry and local communities to design, test, and implement innovative management approaches and new business models that result in viable local fisheries, stable supplies of seafood and marine conservation. Sessions within this stream will include topics such as: assessment methods for data-poor fisheries, rights-based fisheries management, certification and the role of the private sector, fisheries vulnerability and climate change, and partnerships that leverage sustainable fisheries management.

#### **FISH1: How Can Fishery Stock Assessments Help Improve the Management of Data Poor Fisheries? – Jono Wilson and Steven Victor**

**Description:** In this session, join **Richard Hamilton, Jono Wilson, Steven Victor**, to learn and explore data limited assessment methods for use in managing coastal fisheries. Participants will gain an understanding of fisheries science, the current state of global fisheries, novel assessment techniques and an adaptive management framework for decision-making. We will provide examples and case studies of the use of these methods for fisheries in Palau, California, Belize and the Solomon Islands. Participants will engage in thought exercises and breakout sessions to develop solutions for overcoming applied challenges.

**Session Details:** This session will be a mix of presentation and panel Q&A with interactive Challenge Circles to encourage participation and sharing of experience and challenges associated with data poor stock assessments. Participants will be involved in critical thinking and discussion in order to solve applied challenges facing fisheries scientists in data limited contexts and will explore collecting data within the framework of fisheries management.

**Learning Outcomes:** Participants will: gain understanding of new data limited stock assessment techniques being applied in California, Belize, Palau and the Solomon Islands through presentation and facilitated discussion; learn the steps required to perform data limited assessments; learn how to implement models in their fishery to make management decisions

#### **FISH2: Identifying and Filling Science Needs for Sustainable Fishery Interventions Through Engagement and Collaboration – Jay Udelhoven and Carmen Revenga**

**Description:** This session will explore four fisheries-related TNC projects from a scientific collaboration perspective -- two efforts are on the mainland U.S. and are well-established, data-driven, and science-based collaborations that significantly contribute to and support ongoing sustainable fisheries interventions; while two other efforts are outside the U.S. in less developed areas, just emerging, are relatively data poor in terms of fisheries, and as of yet do not have fully developed science-based collaborations.

**Session Details:** **Sally McGee, Mary Gleason, Raimundo Espinoza, and George Maina** will present projects from the eastern U.S. Atlantic, U.S. Pacific, Caribbean and Africa regions then in a facilitated panel discussion participants will discuss the benefits, lessons learned, and transferability of technology, methods, and expertise of the well-established scientific collaborations relative to the emerging projects. Project representatives and

session participants will pose questions, offer ideas from their own experiences, and suggest how emerging projects may develop new science-based collaborations.

**Learning Outcomes:** In this session, participants will: share ideas about and experiences with collaborative scientific research endeavors related to TNC's sustainable fisheries interventions; determine if/how existing in-house fishery-related scientific expertise, methods and technologies can be applied to emerging sustainable fishery projects and, if not, how scientific needs can be identified and met and identify at least two concrete action items to support transfer of fisheries-related scientific expertise, methods and technologies between and among TNC projects.

### **FISH3: Murky Waters: When Will Private Capital Invest in Fisheries Reform? – Larry Band**

**Description:** There has been a lot of talk of using private capital for fisheries reform, from blue bonds to impact investment and the adaptation of debt-for-nature swap style mechanisms to transform fisheries management. Join **Larry Band, Bill Ginn, Noah Idechong, and Alex Martinez** as the share fisheries finance mechanisms through real case studies being developed by TNC as examples to discuss how we can have more investment ready projects in fisheries.

### **FISH4: Strategies for Fishermen-led Reform – Erika Feller and Carmen Revenga**

**Description:** The goal of this session is to explore the Conservancy's work in partnership with and creating incentives for fishermen-led reform. One of our main strategies is to partner with fishers and fishing communities to take the benefits of co-managed fisheries to meaningful scale. This session will explore a number of projects - focusing on the Conservancy's niche, the commonalities, challenges, and effects of these efforts.

**Session Details:** Join **Matias Cailloux, Eric Delvin, Calina Zepeda, and Kate Labrum** who will provide a summary of the project they are involved in, answering the following questions: What will the project accomplish; How was the project initiated; What does a successful project look like and how will you know when you are done; In what ways will enabling conditions shape the project, or will the project shape enabling conditions or change policy; and What steps/activities have you taken working directly with the private sector?

**Learning Outcomes:** Session participants will leave with a stronger understanding of the principle challenges associated with a new co-management project, field staff will walk away with ideas for how to address unmet needs within existing projects, and a better awareness of the life span of these project and staff from regional or global programs will understand better the cross-cutting needs - in terms of policy, practice, or resources and capacity - to leverage these projects for broader effect.

### **FISH5: How Should TNC Engage with Seafood Certification and Other Eco-labels: Working with the Marine Stewardship Council, Fisheries Improvement Projects and Seafood Watch? - Carmen Revenga**

**Description:** Facilitated by **Lynne Hale, Jim Humphreys, Eric Gilman, Felicity Burrows and Melissa Stevens**, will provide an overview of the two leading certification/ecolabel frameworks out there: the Marine Stewardship Council and Fisheries Improvement Projects. We will then look at two examples of how TNC is engaging with these frameworks and discuss what strategy should we pursue to engage more fully. We will explore what engagement can mean for our work and discuss how TNC can play a role or integrate these approaches into our own fisheries strategy and projects.

**Session Details:** Through a series of panel and audience facilitated discussion, participants will be walked through two examples of where TNC is engaging in these processes, one from Bahamas where TNC runs a FIP for

WWF; the other our work in California that is helping re-assess groundfish fisheries by the Seafood Watch program. Participants will have the opportunity to see how these frameworks fit into their current fisheries projects and discuss the pros and cons of engaging with one framework or another.

**Learning Outcomes:** Participants will: gain a better understanding of the MSC process and hear about recent issues surrounding MSC, particularly in the US; gain an understanding of the process of Fisheries Improvement Projects and the range within these and to build consensus on how we engage with this framework and some initial steps of how we move forward.

### **Stream: CLIMATE AND DISASTER RISK REDUCTION and COASTAL RESILIENCE**

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Featuring work at global, regional and local scales related to the Conservancy's Coastal Resilience program and Climate and Disaster Risk Reduction Global Priority. Topics include: integrating engineering into restoration projects, innovative partnerships with new sectors, and the Coastal Resilience approach, tools and resources for risk reduction.

#### **CDRR1: New Partnerships, New Approaches to Achieving Climate, Risk and Resilience Success – Sarah Murdock and Olivia Millard**

**Description:** CDRR offers exciting opportunities to work with new partners (e.g. Red Cross, Engineering sector, local public officials) at multiple scales (local to global). This session will discuss examples of successful partnerships, potential challenges, and lessons learned to support CDRR. Participants will gain an understanding of how to leverage the CDRR approach by working with partners, examples of what those partners offer, and how we work together most effectively.

**Session Details:** This session will be a combination of short introductory presentations by **Jeff DeQuattro, Fernando Secaira, Chris Bergh and Daniel Urena Cot** (International Federation of Red Cross) and World Café style discussion.

**Learning Outcomes:** Share and define elements for creating successful partnerships. Particular emphasis on how important it is to the success of a partnership to understand the motivation of partners from different sectors. -- What motivates an engineering firm to want to work with us? Delineate unique partners, necessary partners, helpful partners specific to CDRR work. Share lessons learned for how working with partners on CDRR work helps us leverage this work.

#### **CDRR2: Engi-cology or Eco-neering: The Marrying of Engineering and Ecological Principals in Coastal Areas to Reduce Risk and Increase Resiliency. – Jeff DeQuattro**

**Description:** This session will examine planning and restoration efforts and how large-scale restoration projects and programs are engaging national and international engineering firms to help. It will provide context to participants on the science and engineering of coastal defenses, what we do and don't know. Participants will also receive guidance on sources of information that help make the case to decision makers for nature-based approaches and eco-engineering options.

**Session Details:** Join **Kacky Andrews, Mike Beck, Zack Ferdana, Fernando Secaira, Borja Reguero, Laura Flessner and Jeff DeQuattro** in a series of thought provoking learning exercises as we examine and identify existing tools/initiatives, identify key symbiotic, stakeholder relationships, an identifying important gaps to moving this body of work forward.

**Learning Outcomes:** Participants will, as a group, identify how we can use the tools that we have identified to address the logical relations and overlaps between stakeholders; and list what tools/actions/initiatives are missing.

**CDRR3: Scaling up the Results: Leveraging Local Work to Achieve Greater Results** - Sarah Murdock and Montserrat Acosta-Morel

**Description:** Powerful successes with CDRR have been achieved at local levels. Achieving CDRR success involves working from the bottom up to leverage the successes of our work in places while also working from the top down to achieve policy changes that help facilitate work on the ground. What examples exist of a good connection between of where this bottom-up and top-down work? And how, given limited resources, can this work be taken to scale to leverage these successes, taking advantage of policy to change the enabling environment for CDRR at national and global levels?

**Session Details:** Join **Ruth Blyther, Sarah Newkirk, Nate Woiwode, Sarah Murdock, Montserrat Acosta-Morel, and Margaret Davidson (NOAA Office of Ocean and Coastal Resource Management)** in panel presentation and World Café style discussion.

**Learning Outcomes:** Participants will: share and inform participants on important lessons learned for successes of implementing climate risk and resilience projects, define types of strategies being used to leverage our local work to achieve a greater scale outcome, share and inform participants on some opportunities for achieving more widespread implementation of climate risk and resilience project work. Identify key partners with local and global influence and share varied types of policy and strategies that present opportunities for advancing climate risk and resilience work.

**CDRR4: CDRR Tools Session A: CDRR Tool Trip: Where Can You Go, How Do You Get There, Making the Trip Worthwhile.** – Lizzie McLeod and Chris Shepard

**Description:** This session will focus on methods for quantifying risk/vulnerability and support development of adaptation and risk reduction strategies. **Lizzie McLeod , Christine Shepard, Vera Agostini, Daniel Urena Cot** (International Federation of Red Cross) **Supin Wongbusarakum , Jorge Brenner , Gwynn Crichton and Nicole Love** will begin by discussing CDRR objectives, key data, and high- and low-tech CDRR tools. We will explore strategies for ensuring outputs from vulnerability assessments can be used to inform management and development plans and policies. We will also discuss challenges to selecting and implementing CDRR tools.

**Session Details:** This session will be a mixture of panel discussion and audience Q&A. Note: The Tools Session B will provide live demos of specific tools, guidance regarding how to select an appropriate tool, and will include discussion about the challenges and lessons learned applying the tools to support CDRR projects.

**Learning Outcomes:** Participants will gain an understanding of key program objectives that can be achieved through application of CDRR tools Understand what types of data are needed to implement CDRR tool, learn strategies for ensuring outputs from vulnerability assessments can be used to inform management and development plans and policies, and gain an understanding of the challenges to selecting and implementing CDRR tools.

**CDRR5: CDRR Tools Session B – Interactive Guided Tool Tours-** Lizzie McLeod and Chris Shepard

**Description:** This session will provide participants with the opportunity to dig deeper into CDRR tools (e.g., Red Cross VCA; VA-LEAP; Coastal Resilience; CRISTAL, InVest). This session will begin with a very brief overview of the

tools discussed by **Zach Ferdana, Vera Agostini, Daniel Urena Cot** (International Federation of Red Cross; **Supin Wongbusarakum, Anne Hammill, Jorge Brenner, Spencer Wood** (Nat Cap), and **Laura Geselbracht** and will follow with break-out groups for each tool. Participants will rotate to each table to learn about all of the tools presented. Participants will be walked through live demos of the tools based on case studies solicited from participants, and examples will be shared of other applications around the globe. Data needs, challenges and lessons learned will be discussed in the application of these tools, and guidance will be shared regarding how to identify the most appropriate tool for a given application.

**Session Details:** This session will be a combination of demonstrations using laptop computers and World Café.

**Learning Outcomes:** Raise audience's awareness of CDRR tools and their applications, Provide guidance to help audience select an appropriate tool for a given application, Solicit scenarios from participants that address CDRR objectives and run the tools using these suggestions to ensure relevance to audience  
Connect participants to key internal (TNC) and external resources to apply CDRR tools

**CDRR6: Evaluating the Effectiveness of Adaptation Measures: Does your Thinking Align with That of Your Donor? -**  
Imen Meliane and Kirsten Evans

**Description:** A key step in CDRR projects is measuring effectiveness. But we are not the only ones looking at the issue. Many public donors are developing monitoring and evaluation (M&E) frameworks to assess whether adaptation and disaster risk reduction measures have achieved their desired results and whether resources have been used efficiently and effectively. These types of frameworks and their related indicators will increasingly be used to evaluate project proposals in the future. With **Imen Melaine, Kirsten Evans, Gwynn Crichton, Chris Shepard, and Kimberly John**, this session will outline the major trends in the donor community vis a vis evaluating adaptation effectiveness, and will compare that to existing approaches we are using measuring the effectiveness of our CDRR work. We will discuss priority areas we need to focus on, and the potential implications for the design of future projects.

**Stream: Expanding our Practice**

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Topics and approaches that stretch broadly across our strategies for marine conservation and have been identified as important learning opportunities to advance marine conservation, including: communications, sustainable finance mechanisms, working in whole systems, successful strategy design and new conservation challenges on the horizon.

**ExpPract 1: Conservation by Design For The Global Challenges/Global Solutions Era -Heather Tallis**

**Description:** Join **Heather Tallis** and **Peter Kareiva** for an open discussion of the newly launched effort to bring Conservation by Design into a human-dominated world. In 1995, The Nature Conservancy adopted "Conservation by Design" as its framework for setting conservation priorities and advancing strategies. The consistency and clarity of the approach brought great credibility to our work and led to uptake well beyond our own projects. Much has since changed. We now have much greater understanding of the magnitude of human impacts on the natural world, and how "traditional" approaches alone (e.g., protecting "the last great places") will fall short of the conservation called for in the Conservancy's mission. The Global Challenges/Global Solutions framework captures the need for approaches that drive systemic change for nature and people. And, advances in the scientific community provide a rich, new set of tools we can bring to bear on these efforts. The refresh of Conservation by Design will incorporate these advances, and better support and empower Conservancy teams to have impact in their work.

**Session Details:** Heather Tallis and Peter Kareiva will lead a discussion about the scope of the effort and development process, and seek feedback in break out groups on the project, key questions, and possible analytical approaches.

**Learning Outcomes:** Participants will be familiar with the scope of the effort and the process for completion. They will gain awareness of the concerns and interests of others in the organization and have an opportunity to contribute to the process.

**ExpPract 2: Show Me the Money: Financing Marine Conservation.** – Andrew Soles

**Description:** You've perhaps heard the rhetoric "TNC's staff are experts at bringing innovative financial approaches to conservation". Is it true? For those who don't yet consider themselves experts, this session may not fully plug that gap in your resume, but promises to at least enrich your conservation storytelling at your next dinner party or donor event, and ideally prepares you to think about potential financing ideas that might be appropriate for your projects. For Aggregation attendees that consider themselves financing experts, please join us, sit in the back, and nod in agreement.

**Session Details:** Join **Andrew Soles** as he facilitates panel and audience discussion with panelists **Trina Leberer, Robert Weary, Jena Carter, and Bill Ginn.**

**Learning Outcomes:** Participants will gain an understanding of the basic principles of conservation finance and are aware of how their colleagues have interpreted and adapted these principles to fund their projects.

**ExpPract 3: Stepping Off the Deep End: Strategies to Build a Successful Project.** – Anne Birch and Jenn Greene

**Description:** This interactive session is designed for staff to learn from each other and to deliver concrete information on how to build a project framework that sets you up for success, regardless of the project size or your experience. Are you new to designing and leading projects? Have you been tapped to lead a bigger, maybe 'scarier-scale' project? How do you start a project from the ground floor? Do you have low capacity? When do you bring in partners and which ones? The steps and challenges are similar whether you are new or an old hat and the projects are large or small. We encourage project managers with any level of experience to attend. Come and share with your challenges and successes in developing and managing successful projects.

**Session Details:** In World Café style, learn from experts **Kirsten Evans, Jensen Montambault, Cristina Lasch, and Ralph Barker** about the essential components for project success, including planning, budgeting, stakeholder analysis, communications, networking for knowledge and learning, and appropriate measures/metrics. We encourage you to bring your project design challenges for input and share your successes.

**Learning Outcomes:** Participants will share their experiences (good and bad) about developing and managing projects of any size, learn strategies that can be applied to new and existing projects and gain an understanding of how to integrate these successful strategies for success into their projects

**ExpPract 4: Silo Busting: Addressing Marine, Coastal, Freshwater and Terrestrial Objectives When Scaling-up to Whole Systems** – Chuck Peoples and Kim Hum

**Description:** Oftentimes, our work reaches across not only marine strategies, but also interfaces with a range of other objectives stemming from terrestrial and watershed conservation, social and economic needs and other

aspects. This session will share examples of what whole system work necessary to achieve coastal and marine conservation looks like. Participants will explore lessons learned and pitfalls to avoid; success strategies for working in whole systems for marine; and use of conservation planning to develop information underpinnings for informed strategy development and decision-making.

**Session Details:** Hear from **John Torgan, Rick Hamilton, Carl LoBue, Mary Kate Brown, and Willie Atu**, as they share examples from the eastern U.S., Indo-Pacific, U.S. Gulf of Mexico and the Solomon Islands of working across whole systems and crossing the artificial boundaries between systems. Share, through presentations and discussion, their experience (good and bad) about the initial conditions, process, etc. necessary to make connections, overcome critical bottlenecks, assess impacts/leverage opportunities and achieve system conservation.

**Learning Outcomes:** Participants will gain an understanding of the critical factors, assets, obstacles, and other challenges, to working in whole systems and the takeaway rationale for why it is worth the effort and time.

**ExpPract 5: Testing the Waters: Large Scale Marine Conservation Challenges and Creating a Proactive Culture at TNC –**  
Marci Bortman

**Description:** In this session we will hear from **Marci Bortman, Elizabeth Codner-Smith, Vera Agostini, Nicole Maher and Jay Udelhoven** as they describe how they have explored some of our ocean's most pressing challenges (for people and nature) such as aquaculture, water quality, and fisheries vulnerability due to climate change as examples of challenges on the horizon that could have enormous consequences for marine conservation if ignored. This is your chance to help by telling us how to move forward on these and other large scale issues so that TNC can become a more proactive marine conservation organization.

**Session Details:** Participants will listen to examples provided about new approaches TNC is engaged in to tackle marine conservation challenges and to provide feedback either through facilitated a World Café style discussion on how TNC can be more pro-active on these approaches and discuss opportunities for engagement on these issues beyond the examples provided. Participants will also discuss the role of economic and social science and expected outcomes and list ways social and natural sciences should be better integrated and balanced to promote successful conservation outcomes using the presenter's examples.

**Learning Outcomes:** Listen to the examples provided about new areas that TNC is engaged in to tackle marine conservation challenges and provide feedback on how TNC can be more pro-active on these approaches and discuss opportunities for engagement on these issues beyond the examples provided; discuss the role of economic and social science and expected outcomes and list ways social and natural sciences should be better integrated and balanced to promote successful conservation outcomes; and discuss different scales to address the reduction of ecosystem services by poor water quality and how can water quality and other unrecognized or under-recognized threats be considered in our conservation, restoration, and planning projects.

**ExpPract 6: Communications IS Part of Your Conservation Strategy -** Tom McCann and Cara Byington

**Description:** Communications can make or break our work. Unfortunately, we often don't take the time — or consider the need — to think about how to communicate about our projects until the actual work is done, or the grant is written. Communication becomes an afterthought to conservation when it should be part of the foundation of our work. In this session we will examine how and why thoughtful communication is fundamental to conservation success, how to work with resources that are available to you, and give you a framework for how to develop your own communications strategy in the absence of dedicated staff support ( identifying your

audiences, asking the right questions, developing messaging and more.) We will also share examples of communication partnerships and strategies that have been successfully implemented.

**Session Details:** With facilitation from **Tom McCann and Cara Byington**, panelists **Jordan Jobe, Cherie Wagner, Gondan Renosari, Chris McGuire** and **Jenn Greene** will share their perspective in communications with networks and communities of practice, stakeholders, and government agencies in a combination of panel and audience discussion.

**Learning Outcomes:** Participants will recognize how communications contributes to (or damages) their work whether they're aware of it or not, they will gain a basic understanding of core communications strategies (audience identification, elements of persuasion, determining what they want audiences to do, messaging, choosing and cultivating credible spokespeople, etc.) and why, when and how to use them. Participants will leave this session feeling empowered and confident to incorporate communications strategies in their work for the entire phase of the project (from beginning planning to completion) regardless of whether professional communications staff is involved or not.

## NETWORKING OPPORTUNITIES

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After Wednesday's concurrent sessions, you have the opportunity to join one of four networking meetings and facilitated discussions to help start conversations around topics that are emerging from different parts of the Conservancy. Share or learn more information about these topics, meet others with similar interests and explore next steps in carrying on the conversation even after the Aggregation ends.

### **Network1: Invasive Lionfish in the Gulf of Mexico and Caribbean** – convened by Jorge Brenner

Lionfish is an invasive species native to the Indo-Pacific Ocean. Introduced by humans, its population has exploded in the Caribbean Sea and the Gulf of Mexico, negatively impacting our marine systems, functional diversity and valuable fisheries. They are efficient predators that compete with native fauna for food and habitats. Lionfish can be found in natural and artificial reefs, from coral reefs to jetties and piers, but also in sea grass beds and up to 1000 feet. These top predators could disrupt native fish populations if their numbers continue to grow. Interested? Join this early conversation about the status and trends of the knowledge, share lessons learned about management and explore collective next steps to increase our capacity to cope with this marine invasive species. This meeting is open to anyone interested in discussing and learning about how the invasive lionfish impact our marine conservation work, in particular those dealing with this and other marine invasive species and curious about the potential of a learning network workgroup. For more information please contact Jorge Brenner [jbrenner@tnc.org](mailto:jbrenner@tnc.org)

### **Network2: Water, Water Everywhere...But Lately Not So Clean!** – convened by Marci Bortman

Many estuaries, fresh water, and coastal ecosystems are on an alarming trajectory. Toxic phytoplankton blooms, dense macro algae, hypoxic dead zones, degradation of marsh vegetation, loss of seagrass, and acidification lead to ecological cascades and negative feedback loops. In many places TNC's shellfish and coral restoration projects, coastal resiliency projects, even fishery management and marine spatial planning, must be accompanied by successful efforts to curb nutrient pollution at its sources, or we will ultimately fail in our objectives. Protecting and restoring the quality of our waterways provides the sought after nexus for connecting marine conservation with fresh water conservation, urban conservation and the Water for Tomorrow campaign. Island communities are particularly vulnerable to simultaneously polluting drinking water supplies and coastal waters. At this informal gathering we will work to connect TNC programs that already are, or see the need to address eutrophication from waste water, atmospheric deposition, and agriculture and propose steps for sharing and coordinating in the future. For more information contact Marci Bortman [mbortman@tnc.org](mailto:mbortman@tnc.org)

**Network3: Challenges and Lesson Learned from Hurricane Sandy Recovery** – convened by Nathan Woiwode and Kacky Andrews

Explore where we are one year post Hurricane Sandy. This meeting will provide an opportunity for those interested in discussing: Communicating about resilience in the aftermath of a disaster; finding and exploiting entry points at the federal, state, and local levels in a disaster recovery effort; integrating resilience and chronic climate impacts into recovery actions; and identifying the appropriate solutions for the appropriate locations. Discussions will be centered around North American examples and opportunities but all are welcome to come and share their experiences in post natural disaster strategy implementation. For more information email Nathan Woiwode at [nwoiwode@tnc.org](mailto:nwoiwode@tnc.org)

**Network4: From Agreement to Alignment: Planning for Local to Global Collaboration** – Bill Raynor, Lynne Hale

This discussion will dive into the challenges and opportunities in moving from agreement to alignment to integration across national, regional and global teams/individuals within TNC. Using a recent experience with a Coral Triangle Implementation Planning meeting as one example, the conversation will explore challenges in trying to work at and manage work at multiple levels; approaches to convening people across the organization to tackle these challenges; and identifying and overcoming obstacles to moving forward together. Come discuss age-old topics such as “what is alignment”, “who decides” and “place vs. strategy”—we very well may have the answers!