



NOVEMBER 1, 2023



How to Create Good Projects (and avoid bad ones)

Environmental Law Institute Wetlands and Hazard Mitigation Workshop

Viv Bennett

Director of Protection and Conservation Strategies, TNC

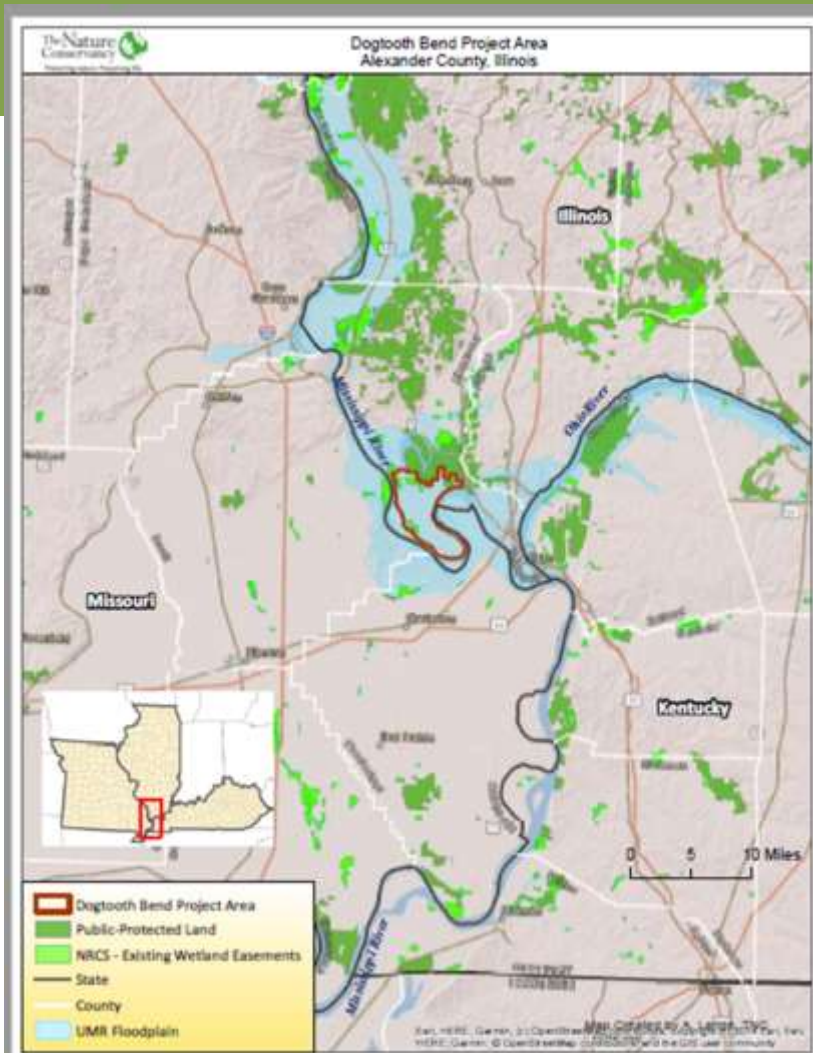
vbennett@tnc.org





**CREATING A WORLD WHERE
PEOPLE AND NATURE THRIVE**

Dogtooth Bend



L536 Large Scale Levee Setback



KEY ELEMENTS



Listen

Listen

Listen

Listen

Listen

Listen

KEY ELEMENTS



LOCAL

- Local voices
- Local needs
- Local champions
- Local knowledge
- Local networks
- Local requests

KEY ELEMENTS



Holistic
Inclusive
Interconnected

- **Co-create with community**
- **Engage from the beginning**
- **Who else**
- **All interests addressed**

KEY ELEMENTS

- Take the time to build trust
- Get to know everyone
- Be humble and listen to learn
- Be open and flexible



- Skilled and thoughtful facilitation
- Build on commonalities
- Work to align expectations
- Communicate



- Everyone matters
- Everyone has something to offer
- Be transparent, open and clear
- Understand cost/benefits



Pre-Engagement Analysis



What do you know?
What do you want to know?
What's already being done?
What could be done?
Who are the champions?
Who are the beneficiaries?
Who are the opinion leaders?
How do people communicate?

What is the WHY?

Listen!!!



How to Scale Up and Out



- Create communications platforms
- Let people share their stories
- Peer to peer networks and storytelling
- Listen
- Partnerships are key
- *Networks are Accelerants*
- Alignments – Recognize, Acknowledge, Encourage, Increase
- Cross-purposes – Recognize, Acknowledge, Work-Around, Decrease
- *Create easy on-ramps and reduce complexity*
- *Messaging hope*
- Celebrate

