

**Session objectives:**

- Reflect on presentations and discussion from the last two days.
- Discuss key questions, needs, and opportunities in a roundtable format.

**Session summary:**

- Take advantage of fun corporate challenges (e.g., acreage challenge, lip sync battles, Keep America Beautiful, etc.) everyone wins when you're working towards habitat conservation
- Start the war on pollinator habitat – it's time for social change! The monarch butterfly movement is the next "Save the Whales"
- We can learn a lot from DOTs in changing the perspective on mowing and creating a business case for pollinator projects

**1. How can a partner group better support energy and transportation organizations to be proactive landscape level partners?**

- Training
  - People in the field need to be able to identify noxious weeds. Company has to be willing to send out trainers
  - Need habitat management; no one likes training but people get excited about plants. Create the excitement to change the atmosphere. It can be as simple as an exciting field day to teach about butterflies
  - We work with Stephanie Dobbs at IDOT to the point where biologists are working with maintenance crews to look at habitat on the ground. The maintenance teams are so experienced now that they could be their own habitat teams.
- How can we be proactive
  - Need clear set of goals, define what good habitat is and create standards
  - Surprised about lack of public knowledge, public habitat is taken for granted
  - Important to share success stories to learn from one another
  - Problems are cross-sectoral; integrated habitat management needs to be institutionalized and communicated in different ways

**2. What is a business case that can be sold to management to support pollinator projects on their working lands?**

- **How do we quantify the benefits of conservation--qualitative and quantitative?**
  - DOTs are ahead of everyone and they release the numbers, we can learn from them
  - Use IDOT as an example, the complaints have changed about mowing
  - Iowa has one of the longest systems of putting native habitat on their roadsides
  - National Grazing Lands Coalition is doing a nationwide study looking at BMPs, they will have data soon on the producers
  - Avoided costs are becoming more important (cost of avoiding habitat or IVM)

- Get away from programs that achieve bare minimum standards and apply it to stewardship. IVM will cost more initially, add an extra \$1 per boot on the ground and know what data you need to collect ahead of time
- **Has anyone in your group tracked ROI for conservation projects?**
  - Return on investment, creation of sustainable programs. The PR value on these projects is huge and is a great investment. They also turn around public opinion.
  - IDOT conservation mowing is great success story; they were able to save millions and use the money towards IVM

**3. What is your organization doing in terms of climate change adaptation and mitigation? How can we push our partners to take action on their lands?**

- What our organizations are doing
  - Nothing is being done on corporate level; none of us are actively doing anything to slow climate change but we are trying to increase habitat and reduce loss. Connectivity and fragmentation will help mitigate the adverse effects of climate change
  - Reduced mowing reduces emissions
- How can we push our partners?
  - Calculate individual carbon footprints
  - Incentivize ecofriendly cars
  - Corporate recycling (e.g., food waste)

**4. Based on all that we have discussed, what do you think is most important to address? What is your hunch about possible next steps?**

- Start the war/social change
  - Rachel Carson's Social Spring movement; the Garden Clubs can do something similar
  - Best way to involve leadership is to get constituents/customers drive the interest. Reach out to millennials to start the demand. Use Silent Spring Smokey the Bear as an example
  - Keep America beautiful challenge; national organizations have their own chapters; this could be a way for political leaders to promise something they might not have resources for
    - Keep America Beautiful is a citizens group that is experienced in gathering funds. Corporations could match nonprofit dedication and that can go towards pollinator habitat and green corridors
    - Multimedia could document the efforts of the organization so that they can brag with their constituents. There needs to be a trophy every year that is passed around to incentivize. We are competitive naturally
    - Pollinator Partnership is doing something similar for roadsides but they are not doing energy sectors
- Get relevant CEOs and supervisors involved
  - Create company challenge; acreage challenge where companies match acres. External organizations can match the number of acres with resources

- Challenge utilities or DOTs with the acreage challenge, everyone wins when you're working towards habitat conservation. An annual pollinator cup can be done statewide or nationally
- Lip sync battles challenge similar to police dept. videos, create genera; awareness on why states should care about pollinator habitat
- Take advantage of social media, post!
- Try the "Best of ROW" again and advertise the prize first
- People love maps; need a map of all highways in Ohio with habitat highlighted. Shame the states where they don't have any and motivate them