

STEP 5: WIDER GOALS KNOWLEDGE BUILDING

Gathering information

Here is where the information that you gathered to understand and identify your ecosystem's degradation can be put to use. Especially, if you need to convince your peers or even your local town council, having facts and a solid argument for why ecosystem restoration will improve conditions for the surrounding ecosystem and community will help you get your point across. Valuable resources that can be used to get you started can be found on the Resources page in Annex B of this toolkit. For other tips on finding credible resources, you can refer back to the Science section.

A good starting point is knowing what your community already knows so that you can build off it. Some community members may have a lot of experience in ecosystem restoration while others may be unfamiliar with the concept or why this is relevant to them. Be prepared to share a wide array of facts to engage different levels of education on the subject.

Many communities needing to take ecosystem restoration into their own hands do not know that 1. it is happening, 2. that they have a part in it, and 3. what they can do.

This section will teach you how to gather the information needed, how to put that information together in a digestible and compelling format, and how to discern which methods of distribution are most effective.

Deciding on your message

Deciding on how you will communicate to your friends, neighbors, and wider community will take some thought. Some may be more receptive than others at first, but if you communicate openly and with a goal to improve the environmental conditions of your local area, you will likely find all the support that you'll need. You can use Figure 10. to guide you in shaping your action and how you will communicate about it.



Figure 10: Action Mapping

Spreading the word

In some communities flyers may work best, in others, one-on-one conversations may be the most effective way to engage and share your concerns. Even something as big as a community-wide workshop might be helpful to call your fellow neighbors to take part in your ecosystem restoration solution. The exercise on the next page is a collection of questions to get you thinking about the needs of your community and how you can help.