

5 Principles of Co-Designing Conservation *with* (not for) the Community

A Conservation Psychology webinar

5 Principles of
Co-Designing
Conservation
with (not for)
the Community

- Overview & Introductions
- Presentation
- Q&A



Moderator: **Dr. Christa Daniels**,
Senior Associate, Center for Climate
Preparedness and Community Resilience at
Antioch University New England



Instructor: Sarika Tandon

Climate Justice and Equitable Adaptation

Climate change disproportionately affects communities of color and communities facing poverty. This module will focus on understanding how the intersections of social injustice and climate change can intensify the effect of climate impacts in communities that have been historically marginalized.

Dates: April 5 to May 2, 2020, 4 week asynchronous online course

Instructor: Sarika Tandon

Credits: 1 or audit for no credit

Registration deadline: Registration deadline March 31, 2020

Register at: <https://conta.cc/2Uz5Avr>

Social
Influences on
Environmental
Engagement

Presenters:
Daria Keys &
Kayla Cranston



5 Psychological Principles of Co-Designing Conservation *with* (not for) Communities

Daria Keys

AmeriCorps Alumna

Kayla Cranston, Ph.D.

Director of Conservation Psychology Strategy & Integration

Antioch University New England



*Conservation professionals need to relinquish their role as leaders of environmental work and instead **strengthen their capacity to act as facilitators** of participatory processes that support the **co-design of conservation with (not for) the communities who are most impacted by it***

(Cranston, 2016, Mahanty & Russell, 2002).



Lesson of the Corn Doll

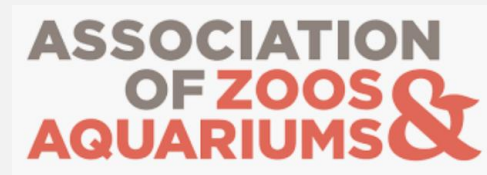
Practical

Economic

Political

Cultural

Psychological





Thirty farmers
Northeastern USA



One hundred fishermen, homeowners
Pacific Northwest USA



Several hundreds of thousand residents
Parents, service providers, educators, teens
Midwestern USA



A few hundred educators, professionals
Rwanda, Burundi, Tanzania, DRC, Kenya

FOSTER (& MEASURE!) SUCCESS IN CO-DESIGN PROCESSES

LIKERT SCALE (1-5) 1 = COMPLETELY DISAGREE; 5 = COMPLETELY AGREE

EFFECTIVE AUTONOMY

I feel effective at this process
without needing an expert
guiding my every move.

MEANINGFUL OWNERSHIP

The part of this process that I
control is personally or
professionally meaningful to me.

COMMUNITY DEMAND

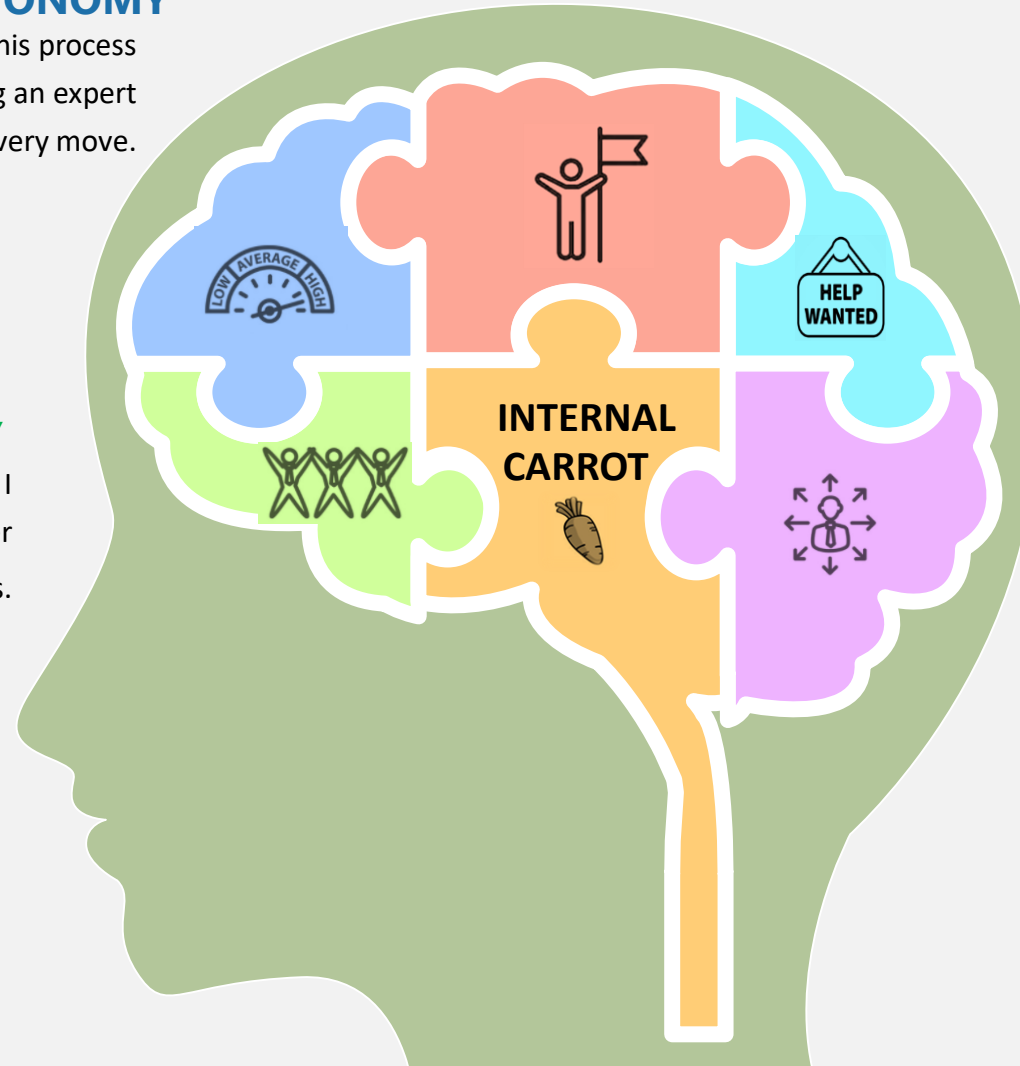
My community members have
told me that this process is good
for our neighborhood.

GROUP EFFICACY

My group members and I
effectively work together
in this process.

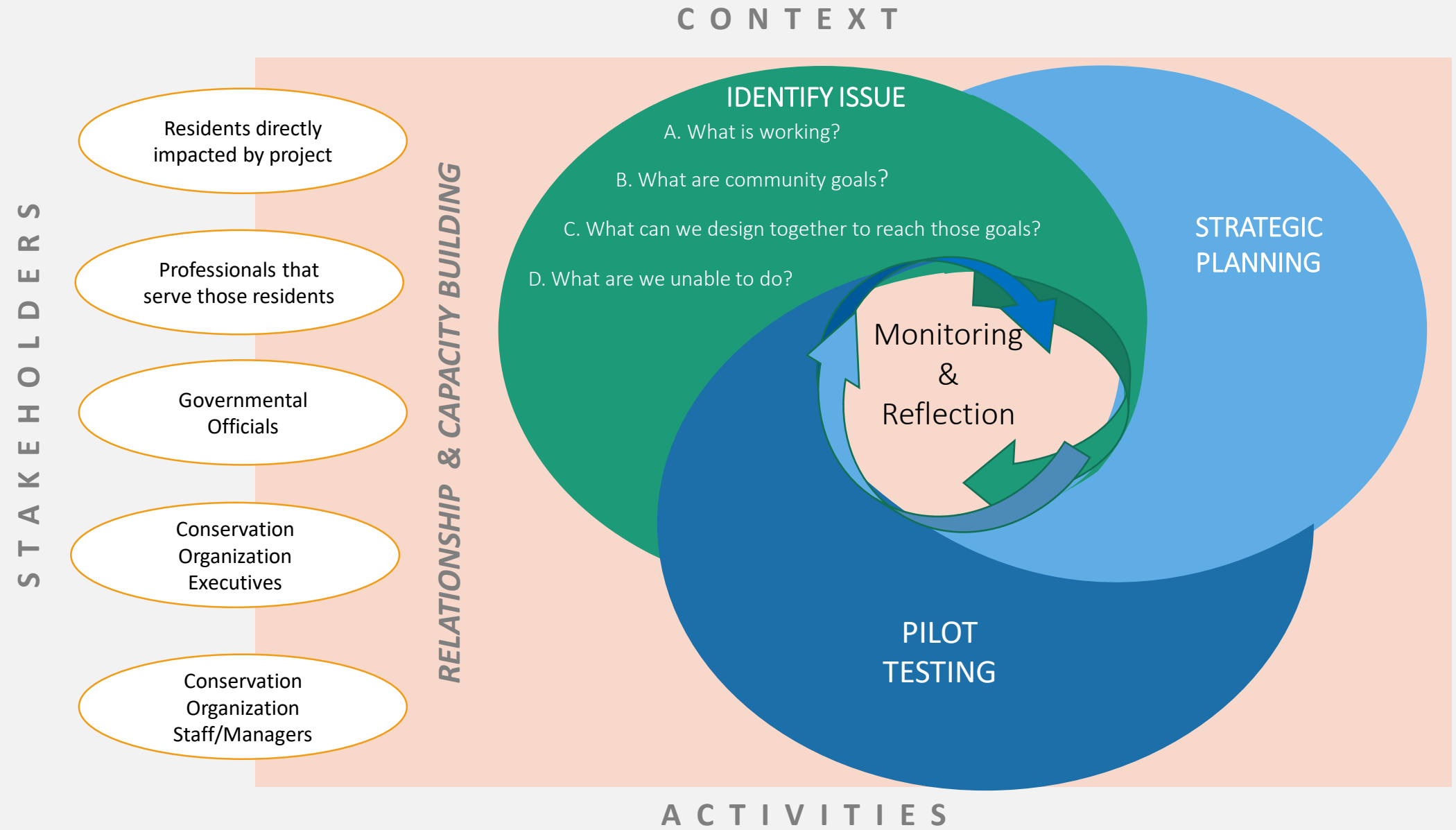
SELF-REGULATED UNDERSTANDING

If I make a mistake while working
in this process, I can correct
myself.



CO-DESIGNING CONSERVATION MODEL

Cranston (2012, 2020)
Adapted from Driskell (2002)
Pretty (1995), McKnight & Kretzmann (1993)

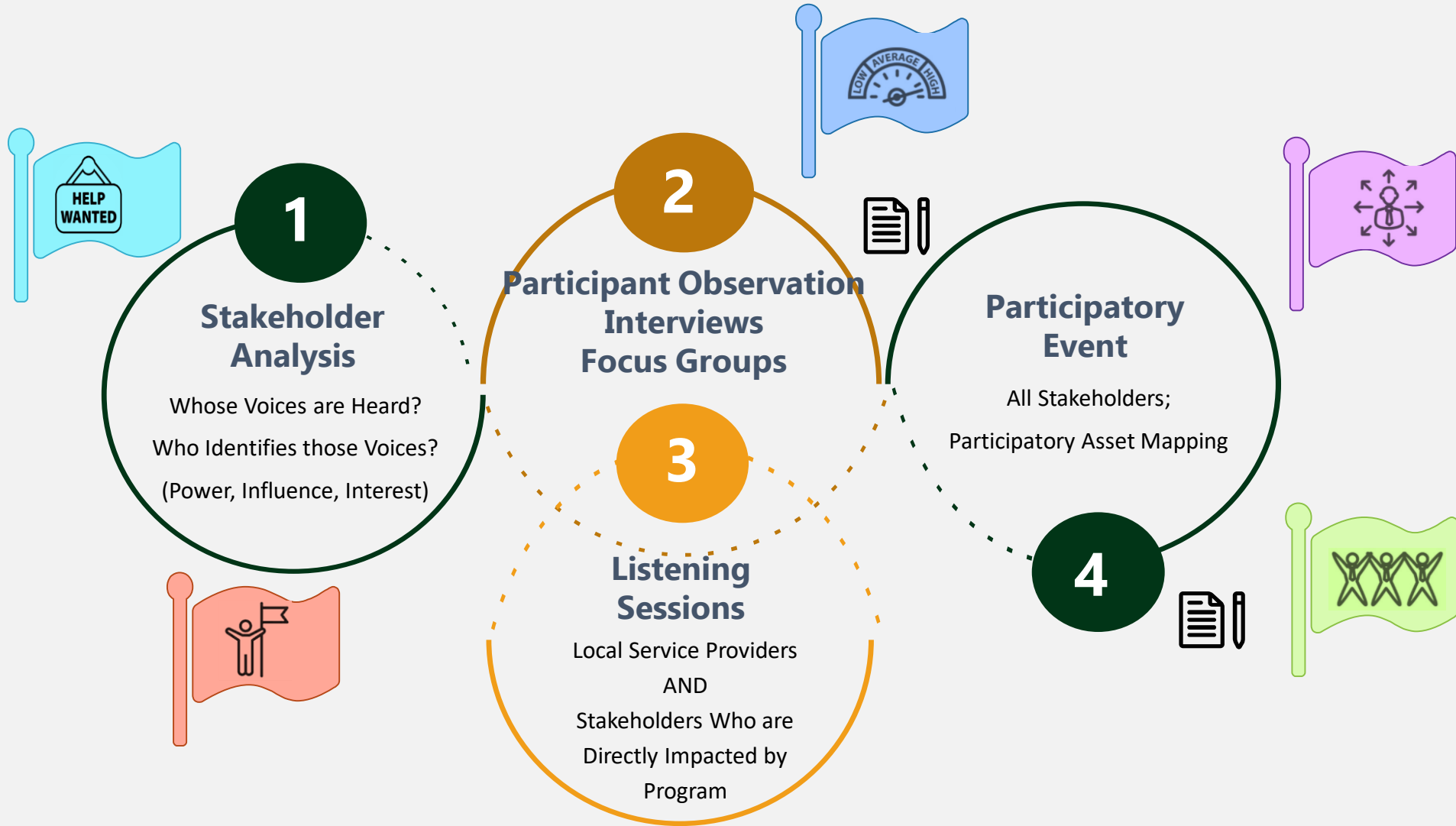


Allocate resources, time, space, personnel for:

Cranston (2016), Driskell (2002), Pretty (1995), McKnight & Kretzmann (1993)

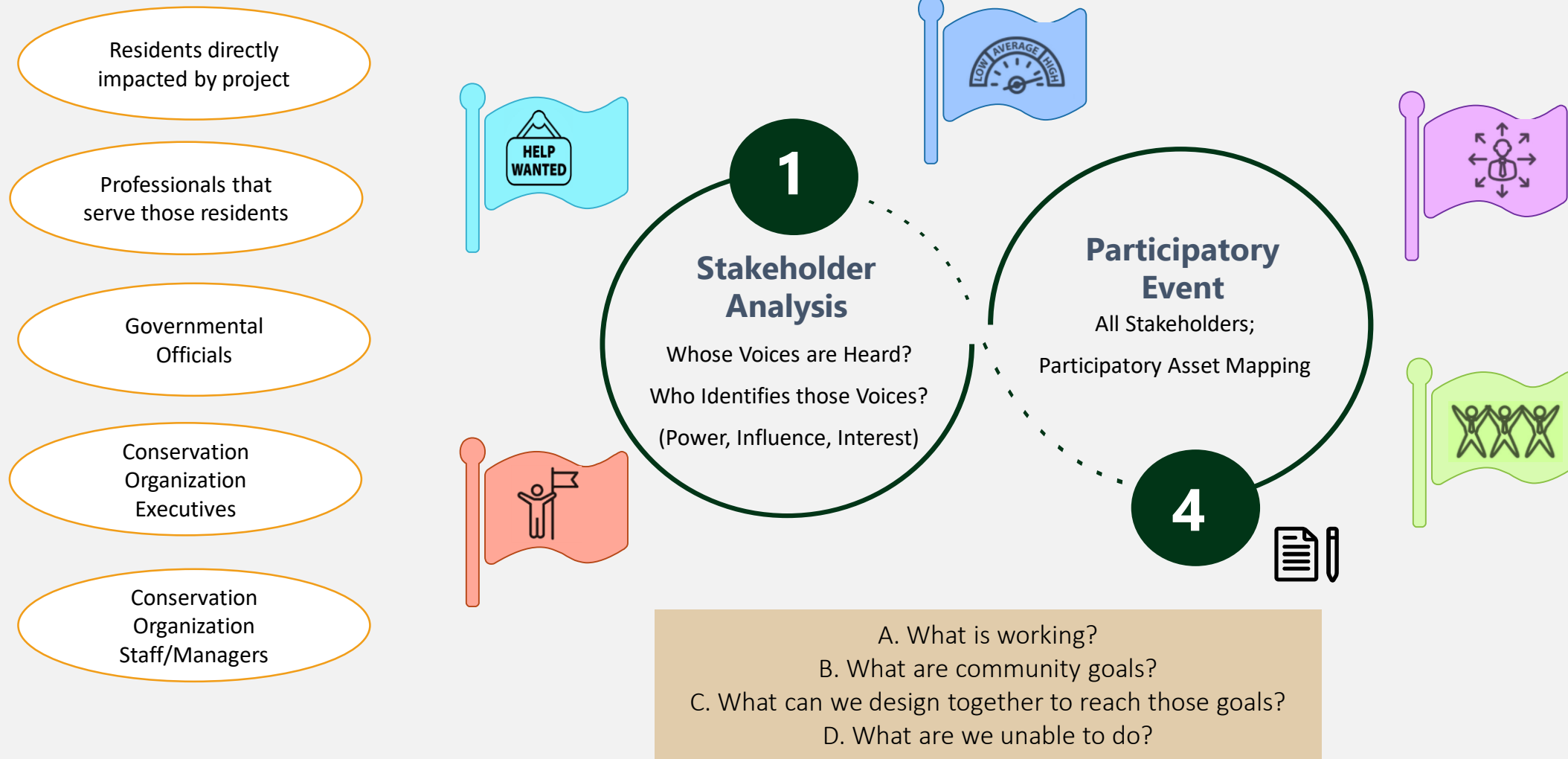


Allocate resources, time, space, personnel for:



- A. What is working?
- B. What are community goals?
- C. What can we design together to reach those goals?
- D. What are we unable to do?

Allocate resources, time, space, personnel for:



Community Demand

"Our community could really benefit from this right now"...

Within the conservation organization:

Executive Request

Needs Assessment

Discuss opportunities where prospective funding is likely...

Within the residential community:

Ideal vs. Reality

0

PRE-Stakeholder
Analysis

How can this help (not hurt) our community?

Meaningful Ownership

Seek guidance that is meaningful TO THE COMMUNITY and ESSENTIAL to process...

Within the organizational community:

Executives

Create structure to listen to all staff/managers who care

OBJECTIVE 3rd Party

HIRE RESIDENTS who know the community well
(Request guidance from those who will know)

Within the residential community:

Just left a meeting with a project director of an AmeriCorps project that will tie into the work you want to do in social work. Please give me a call ASAP.

Those who would find it most meaningful = those who could gain the most

1

**Stakeholder
Analysis**

Self-regulated Understanding

Co-lead stakeholder community events...

Within the conservation organization:

Start with what you know

Know when to sit down

Within the residential community:

Write down questions, ask executives to answer them

Know when and how to take the lead

2

Participant Observation
Interviews



Effective Autonomy

Meet them where they are at...

Within the residential community:

Physically go to them

Within the conservation organization:

Decide and track who is going where

Lean into staff strengths

Communicate early and often with executives, managers

Ask about unique community barriers
(don't assume!)

2

Participant Observation
Interviews
Focus Groups

3

Listening
Sessions



4

Participatory
Event



Group Efficacy

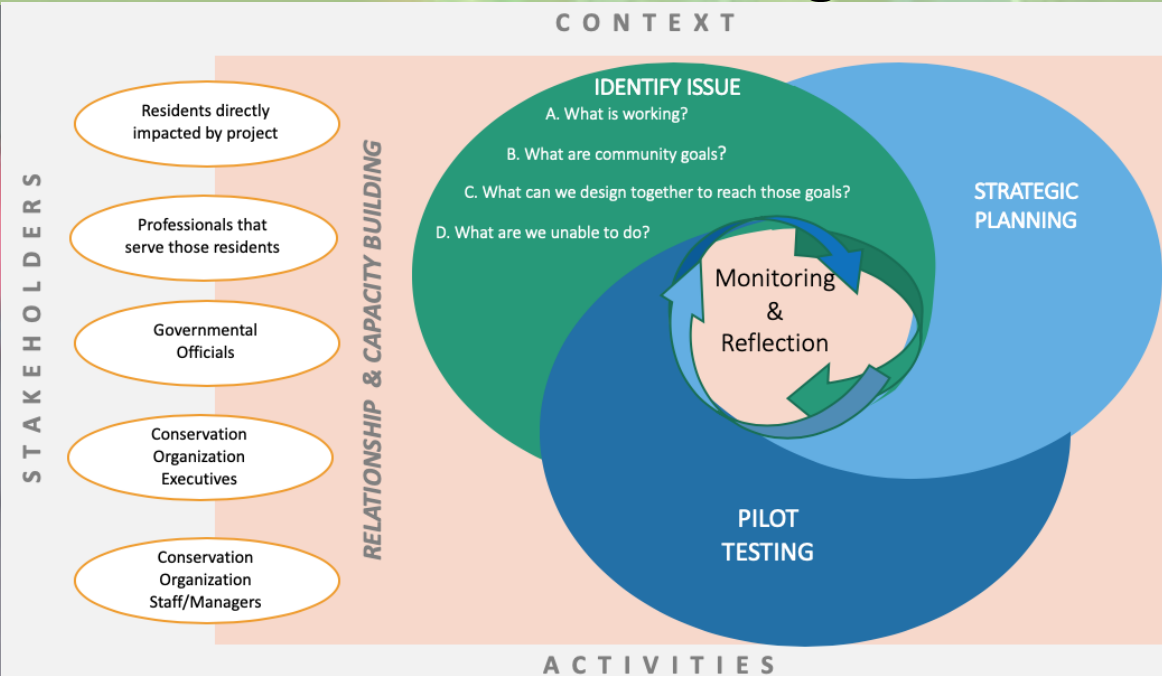
Continue to engage after “Identifying the Issue”...

Within the residential community:

Ask them if/how they want to continue working together

What updates do they want throughout planning and testing?

Within the conservation organization:



Advice from the front lines...

From community side:

#neighborsnotsaviors

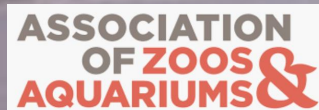
Continue to hire people from the community as AmeriCorps

Partner with professionals who know how to do it right

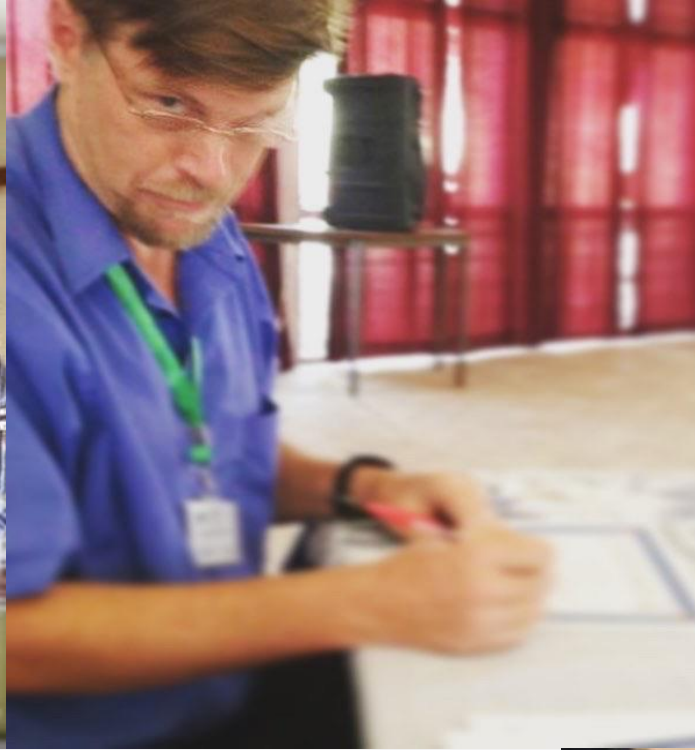
Continue to attend community meetings

From organizational side:

In context of COVID-19



A few spots left for coaching available April 6
Partner on research to scale this up?



Thank you to the many faces of community accountability!

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Thank you for joining us for the
2020 Conservation Psychology Webinar Series

More information about our 2021 Webinar Series coming this Summer

Join us next month for the second webinar in our new
webinar series on Diversity and the Environment



Diversity and the Environment Webinar Series

Combating Incivility, Harassment, and Sexual Assault in
Environmental Fields and Fieldwork

TUESDAY, APRIL 21, 2020 – 12:00-1:00 PM ET

Register at: <https://conta.cc/3aeACzx>

Contact Us

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We are here for you!

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