

# 3BB Unprecedented Coalition Discussion 8/18

## 11:30am

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Bringing Back 3 Billion Birds: 5 Game Changing Paradigms  
US NABCI Meeting

Discussion Group Leads: Todd Fearer and Tammy VerCauteren

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### Strengths:

Many examples already that span conservation, science, and communication (JV8, 5 JV murmuration, broader grassland coalition from the Central Flyway summit, 3 Billion Birds Comms group,) w/ good participation from many NABCI members (ABC, Audubon, Bird Conservancy of the Rockies, Cornell, DU, several state and federal agencies)

Development of novel partnerships that could grow into/contribute to larger coalitions (ABC partnerships w/ SFI, Birdlife International; MJBVs w/ General Mills and ConocoPhillips)

### Weaknesses:

Potential for redundancy and overlap

Coalition (partnership) fatigue – organizations getting stretched too thin

**Needs/Opportunities:** What are the unprecedented collaborations (JV8 and Grasslands Summits, or something more, or both)? What's NABCI's role in them? What's missing?

- How to best contribute to coordination/integration among these efforts-
  - **Keep priorities in front of the bird conservation community**, show progression and identify where we are headed.
  - Step outside and keep others engaged versus our self-interests first. **Build non-traditional coalitions and be open to other ideas and compromise.** Take efforts in bites and not all one swipe.
  - Having national priorities laid out is key and having alignment across groups and revisiting to ensure we stay on track. **Provides an endorsement for priority work we need to address.** Joint common priorities help us stay focused.
  - How best recognize operational structures we work within and integrate into coalition so each individual organization is integrated? **Make sure orgs/people are emphasizing strengths, leading where they have expertise, being recognized for work, roles are clear.**
  - **NABCI is the place where representatives from diverse groups are coming together and sharing and seizing opportunities for cross pollination.**

- **Tri-national efforts are critical**, need other countries besides MX involved.
- **Private landowners are crucial** and having NACD involved is critical. Consolidated messages, hit hard to get the message to the people who own land and provide resources for them to do the work that needs to happen.
- USFWS Urban Initiative and non-traditional partners to engage and **address full life cycle needs of birds- have to think beyond our borders.**
- Diversify partnerships-people that love birds are more diverse than partnerships we have represented. **NABCI help bring in more diverse partners and building broader, stronger coalitions.**
- Unprecedented coalitions- **need unprecedented progress-** what are elements that need to change? Look at waterfowl/wetland examples- what lead to success? What is the commitment of resources into conservation? Migratory Bird Conservation Fund, WRP, NAWCA for wetland conservation that rolls up to \$500 million/year over 30 years. Came about because coalition came out of NAWMP. **Need unprecedented coalition modeled after wetlands that occurs at scale and grasslands likely good place to focus.**

# 3BB Road to Recovery Science Discussion 8/18

## 11:30am

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US NABCI Meeting

Discussion Group Leads: Ken Rosenberg, Pete Marra, and Tom Will

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### KEY QUESTION for the Group:

How can we use the power of NABCI—bringing together federal, state, and NGO partners in the same room—to **work as a community to focus efforts** to collect the critical science necessary for identifying the causes of decline for those bird species that we are most likely to lose if we fail to act? [The question has two key components: (1) focusing the science to get at the root causes of decline, and (2) coordination—NABCI's role as an inclusive partnership.]

### Pete Marra's Road to Recovery Context Summary:

One doesn't publish a paper like *3 Billion Birds Lost* and go back to your day job. One needs to focus in—what are we going to do about this? Something about bird conservation isn't working. Relative to so many other animals, bird conservation is way ahead... and it still isn't working. So let's dissect out the problem and try to understand where we can start to chip away at the problem. *5 Game Changers* sets the larger framework, but from a different perspective we wanted to start looking at the bird conservation pieces. So first, what are the ultra-priority species and figure out what's causing the declines. How can we be much more strategic about where, when in the annual cycle are they being limited? Is it one or multiple limiting factors. And where can we be much more strategic in implementing conservation action to get the biggest bang for the buck. That's the essence of this first prioritization process—to identify those species where we may have to go out and collect more data to figure out what we are doing and how we can do it. Now there's a lot of new science and technology available—game-changers in the science realm. So we can actually figure out what's limiting these species: e.g., is it a place on the non-breeding grounds where if we actually changed something up, our impact will be 20x greater than if we did the same thing during migration or on the breeding grounds. We need to take a species-specific approach for this set of highly vulnerable species.

So the critical question for this group: How can we use the power of NABCI—bringing together federal, state, and NGO partners in the same room—to work as a community to focus efforts to collect the critical science necessary for identifying the causes of decline for those bird species that are most likely to go extinct (or decline to the point where we won't be able to bring them back) if we fail to act?

The question is how can NABCI as a group really help with this science, help support the science, help us get the science done?

### Breakout Summary:

When Tom, Ken, and Pete started thinking about their response to the 3BB issue, one of the things they decided to do was figure out which of the species were declining most rapidly and how do we bring the latest science—and there's a lot of really cool science that wasn't around 10 years ago—how do we bring that to bear to figure out where our conservation actions can be

most impactful. So that's the goal of this paradigm, the first step—prioritizing the science to determine the limiting factors. So the question we posed to the group: How can we use the power of NABCI—bringing together federal, state, and NGO partners, that public/private sweet spot—to work as a community to focus our efforts to collect the critical science necessary for identifying the causes of decline for those bird species that we are most likely to lose if we fail to act?

We had a good discussion, and we came away with 3 key takeaways:

1. Really using the power of NABCI to bring together a public/private, federal/non-federal response that goes out to the world for what we're going to do around 3 billion birds. We need to do a formal response to this problem. This is a crisis—just as it was in the early 1900's when we were losing herons, just like with DDT, just like 1989 when the Robbins et al. paper came out. There needs to be a full-on response to this crisis. What's our stake in the ground.
2. Whatever we do, there's got to be a piece that includes human dimensions. It's got to be the [biological] science, but it's also got to be human dimensions [social science]. We have to create this really unique, interesting socio-ecological paradigm that goes along with the science. That's really going to be important if we're ultimately going to be successful here.
3. We need to come up with new funding mechanisms. The old funding mechanisms of the past are just not going to be successful. NSF's not it. We've got to engage academia, NGOs... and we've got to provide sufficient funding—not in the \$10-20K realm, this is going to cost hundreds of thousands if not millions of dollars to do the kind of work that we need to do—at an international scale. So we've got to bring novel partners from a funding perspective, could be corporate, could be private, could be federal. But we've got to come up with those plans.

## 3BB Road Maps Discussion 8/18 11:30am

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Discussion Group Leads: John Alexander and Geoff Geupel

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### **Take Home for Full Committee**

It is important to have a common understanding about why these conservation investments strategies are novel and just not another set of business-as-usual plans

Recent efforts to use a common language (with specific cost estimates) and well described targets, strategies and conservation actions as part of conservation planning (Salafsky et al. 2008) provides a novel opportunity to integrate disparate efforts by groups and agencies with different values, charters and missions.

NABCI can assist with these efforts by:

1. Helping integrate state SWAPs (and implementation through RAWA (or similar)) with Bird Conservation Initiative efforts. This may involve increasing capacity to help complete and integrate plans (PIF has a proposal to hire 3 positions across the US to assist states in this effort)
2. Investigate or create big picture, big dollar efforts that can be supported by new legislation (overlap with game changer # 4). The 2020 Grassland Roadmap Summit (<https://www.grasslandsroadmap.org/>) is an excellent example.
3. Helping “line up” key audiences and collaborators including those with deep pockets. If key organizations, especially those with funding capacity are missing these planning efforts often don't succeed.
4. Partner organizations in NABCI use large regional landscape scale efforts to guide smaller project funding and implementation. How do small projects fit into large regional efforts?
5. Make planning efforts relevant to diverse audiences. Include “human well-being targets” using NABCI Relevancy Toolkit (overlap with game changer #5).

## 3BB Legislative Agenda Discussion 8/18 11:30am

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Discussion Group Leads: E.J. Williams, Jennifer Cipolletti, and Catherine Rideout

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- Topic: Bold, new legislative agenda (Recovering America's Wildlife Act, North American Grasslands Conservation Act)
- Overarching questions: for all paradigms are why is a particular action a game changer, what would it take to make them happen, what part should NABCI be taking on, and what (if anything) is not being captured by the paradigms?

Take Homes:

- Pursue policies to strengthen recent successes
- RAWA is clearly linked to SWAPS - can NABCI advance policy to regionalize SWAPs, where states can look beyond their borders and their agencies to work with others such as state forestry agencies with their plans
  - Underpinning of RAWA is State Wildlife Action plans - SWAPS need to be seen as valuable to more constituents and also linked together at larger scales; perhaps we have not yet met that level of urgency to implement the plans yet
  - If RAWA is implemented what projects/efforts do states have in terms of being shovel ready? The RAWA scale is large and there may be a need to stitch together the State Wildlife Action Plans - for example in the Southeast, there are the Southeast Conservation Adaptation Strategy and the Blueprint. NABCI may have a role to helping states integrate and see beyond their borders.
  - SWAPs have been underutilized in the JV implementation plans and this might be a good way to use them regionally - strengthening their use in JV plans
- In terms of RAWA funding, the Guide to Partnerships should address policy and partnerships that will help the bird conservation community address match needs and also pool funds at scales that make the most sense

# 3BB Unified Messaging Discussion 8/18 11:30am

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Discussion Group Leads: Ruth Bennett, Scott Sillett, Nicole Michel, Ashley Gramza (notetaker)

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- Paradigm = Unified messaging to bring back 3BB
  - Phase 1= Sound the alarm (Paper and media blitz)
  - Phase 2= 7 simple actions
  - **Phase 3= Create a sustained and unified communications strategy for bringing back 3 billion birds**

TAKE AWAYS:

1. Unified Messaging that is inclusive to all people. #livebirdfriendly
  - **“Live Bird Friendly”**
    - Network of Conservation Solutions
    - Bird friendly coffee, other products, bird friendly actions
      - Forming bird friendly coalition to coordinate on messaging, communication, science, outreach
    - How to link bird conservation outcomes with industry sustainability initiatives
      - Give industry a reason to cater their products to a market
2. **Help identify audiences and develop targeted messaging for specific audiences**
3. **Need NABCI to host and promote this shared messaging**
  - Actions so far:
    - “Why care about birds?” campaign
    - “Why birds matter” promotional material
    - Relevancy toolkit (see notes below)
      - Need to make strong connections about why care...
      - **How to connect this to relevancy?**
        - Is there an opportunity to bring it back to other messages and other messages (e.g., ecosystem good and services)?
        - Resilient ag systems
        - Strategy to connect with a broader audience
        - I support thriving water/forests
4. How can NABCI move forward unified?