

Social Science Perspectives in Preparation for Local Government Forum

LGAC Meeting
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Amy Handen, EPA

Presentation Overview

- Conservation social sciences overview
- Benefits of including social sciences in conservation
- CBP Draft Social Science Strategy
- Collective impact framework overview





HISTORY

SOCIOLOGY

THEORY

PSYCHOLOGY

LAW

ARCHAEOLOGY

SOCIAL

SCIENTISTS

POLITICS

ECONOMICS SOCIETY

ACADEMIC

SCIENCE

EDUCATION

STUDY

RESEARCH

DISCIPLINE


ANTHROPOLOGY

METHODOLOGY

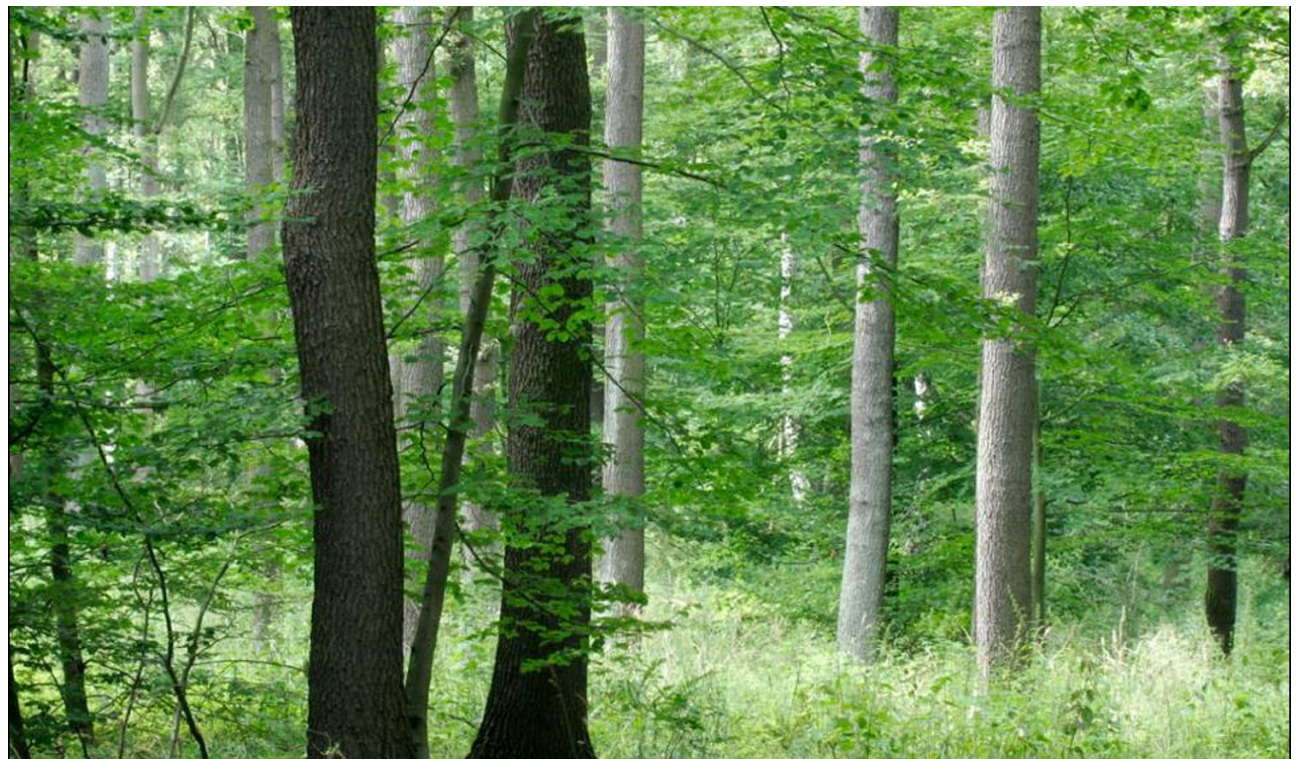
KNOWLEDGE

LINGUISTICS

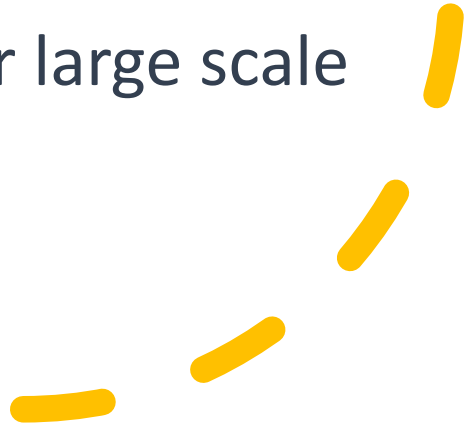
FIELD



“The **conservation social sciences** are a rigorous set of disciplines, theories and methods for systematically understanding and characterizing the human dimensions to facilitate evidence-based conservation.” (Bennett and Roth, 2018)



Benefits of Social Science Inclusion


1. Understand and enhance outcomes of conservation
 2. Evaluate and improve governance and decision making
 3. Understand local context to shape approaches to conservation
 4. Provide big picture insights for large scale efforts
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CHESAPEAKE
WATERSHED
AGREEMENT

2 0 1 4

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“We commit to exploring using social science to better understand and measure how human behavior can drive natural resource use, management and decision-making.”

(2014 Chesapeake Watershed Agreement)

DRAFT Social Science Strategy



Define social science as it pertains to our work within the partnership



Incorporate social science theory and practice into the partnership structure and function




Integrate social science into outcome implementation




Build capacity for social science integration into the watershed



Support/fund social science indicators



“Collective impact describes an intentional way of working together and sharing information for the purpose of solving a complex problem.” (Stern, 2018)





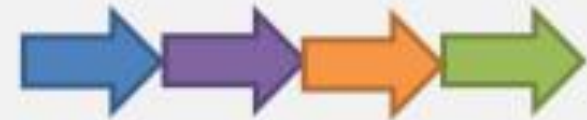
**DISORDER &
CONFUSION**



**INDIVIDUAL IMPACT
in isolation**



**COORDINATED IMPACT
with alignment**



**COLLECTIVE IMPACT
with collaborative action**

Differences Between Collective Impact and Traditional Efforts

Traditional Efforts

- Involve a single organization or group of organizations
- Each organization pursues their own organizational goals and collaborates to leverage their impacts where opportunities arise

Collective Impact

- Long-term commitments from a group of influential actors from different sectors
- Working together toward the resolution of a specific issue or challenge



Why Use Collective Impact



Many of our challenges span multiple jurisdictions and often lie beyond the scope of a single organization



Investing in the learning and long-term relationship building enhances ability to address more complex problems and influence long term change




Funding sources are finding it to be an increasingly more effective investment for long term success



DRAFT Local Government Forum Problem Statement

*As communities face the increasing challenges of **competing local priorities**, there is a growing need for local decision-makers to **broaden cross-sector coordination** and reconsider individual agendas in favor of **a collective approach for community support**. Making the case to community partners on common priorities tied to improving community well-being is paramount to achieving greater success. **No single organization or local government can accomplish this mission alone** and gaining the commitment from relevant sectors with a centralized infrastructure, dedicated staff and a structured process will lead to a common agenda, shared measurement, continuous communication and mutually reinforcing activities among all participants.*





Thank you!

Handen.Amy@epa.gov