*May 15, 2011*

| ID | Title | Organizer |
|----|-------|-----------|
| 53 | **Facilitating the use of the British Columbia Marine Conservation Analysis Products** | Nicolson, D. J |

The British Columbia Marine Conservation Analysis (BCMCA) is an example of collaboration among federal and provincial governments First Nation organizations, user groups, academics, environmental and non-governmental organizations to advance Canada's commitments for more integrated marine spatial planning and marine conservation. The inter-organizational project team has assembled much spatial data representing the distribution of ecological features and human uses in Pacific Canada along with focused analyses identifying areas of high conservation value. One of the goals of the BCMCA project was to provide open access to BCMCA products with appropriate and complete documentation. These products include: 1) digital atlas products; 2) GIS data and associated metadata; 3) reports and documentation; and, 4) Marxan analyses products. The creation of these cutting-edge BCMCA products was important, however, communicating the products effectively and providing access to these products is a challenge unto itself, yet it remains a crucial part of "making science matter". The focus of this workshop will be on communicating and disseminating often complex and highly technical information efficiently and effectively to a broad audience in order to facilitate well-informed resource decisions in the marine environment and to enable effective integrated marine spatial planning. Discussions will also include the challenges associated with the maintenance of highly variable datasets.

| 30 | **Advances and Good Practices in the Use of Decision Support Tools for Conservation Planning (2 Days)** | Coleman, H. |

The main goal of systematic conservation planning (SCP) is to locate, design and manage representative protected areas. A number of tools exist to inform SCP in marine environments, with varying degrees of user support. Marxan is one of the most commonly used decision support tools for marine protected area network planning. Although a User Manual and newly updated Good Practices Handbook (www.pacmara.org/tikiwiki) have been published for this tool, new globally applicable insights and preferred approaches deserve presentation and discussion. Other tools, such as MarineMap, are location-dependent and case studies can expand their applicability. In either case, a discussion of solutions to complex issues that are common to SCP tools, such as climate change, connectivity and appropriate target selection, can make decision support tools more globally accessible.

| 31 | **Keep Singing Songs About the Salish Sea! Using music to educate about marine conservation and inspire action** | Arntzen, H. |

The Salish Sea workshop demonstrates a proven model for using songs to engage youth, teachers and families in learning about marine conservation and taking action for ocean protection, both locally and globally. In-school music programs and activities culminate in community concerts where youth choirs perform with professional musicians for families and friends. The result is outreach to broad demographics, young and old, through a vehicle for imparting marine science information in a form that lay-people can understand. The award-winning Salish Sea project was pioneered in 2000 by the Artist

Response Team (ART), and funded by Canada's federal government, in order to raise public awareness about ocean protection, and generate broad support for the establishment of a National Marine Conservation Area in the Southern Strait of Georgia (the Salish Sea). Holly Arntzen and Kevin Wright of ART show how to use the Salish Sea CD and Educators' Handbook that provides activities in science and social studies that are linked to song lyrics and fulfil prescribed learning outcomes - a vital tool for teachers. This workshop demonstrates how musicians can work with schools, marine scientists and environmental organizations, attract sponsor funding, produce exciting live cultural events and inspire communities to take action for the seas!

## 2    Visualizing Your Marine Data in Google Earth (4 Days)      Keen, T.

IUCN, the Sylvia Earle Foundation, Google, and other organizations have partnered to make information about marine science and conservation available to the world in Oceans in Google Earth. The Ocean layers in Google Earth contain important geo-located data and exciting multimedia content - critical to our global monitoring efforts. This workshop will teach you how to create data in Google Earth and contribute your data to the Oceans layers in Google Earth for the world to see. The workshop is designed for executive directors, communications managers, community members, data managers, scientists, researchers, GIS specialists, and other interested stakeholders who want to use Google Earth, with its bathymetric underwater Oceans in Google Earth, to communicate their conservation issues. Benefits of workshop participation - Learn effective technical skills for use in your work. - Greatly improve effectiveness of communication of marine conservation globally Training will include: - Creating & editing place marks, lines, & polygons - Creating polygons from GIS data (& area measurement) - Creating tracks with GPS data - Making your own Google Earth layer - Creating a narrated tour in Google Earth Please bring your own laptop if you would like to follow along any of the hands-on exercises.

## May 16, 2011

| ID | Title | Organizer |
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| 68 | **Where the Rubber Hits the Road: Stories from the Field on Innovative Conservation Financing Strategies** | Agardy, T. |

As new frameworks for marine and coastal resource management develop to complement existing frameworks, there is a parallel need for innovative financing mechanisms to ensure effective and full implementation of management and conservation activities. Because marine and coastal resources are generally public goods, traditional financing of marine and coastal resource management has largely been the responsibility of government. Yet, with decreasing government funds available and continued degradation of these natural resources, innovative and increased financial resources are needed to maintain and restore these valuable assets. The recent focus on ecosystem services has provided the needed shift for how we frame conservation and also for how we can capture for conservation purposes the total value that ecosystems provide to human wellbeing. This new framework also allows for analyzing tradeoffs between development and habitat conservation and the "return on investment" that nature conservation provides. Innovative financing examples from around the world are starting to demonstrate the effectiveness of public-private partnerships for protecting coastal and marine resources while incorporating the socioeconomic dimensions of resource

management and protection. By expanding how we conceptualize and finance marine and coastal conservation, we increase the suite of tools from which resource managers and conservation practitioners achieve their conservation goals.

| 30 | **Advances and Good Practices in the Use of Decision Support Tools for Conservation Planning (2 Days)** | Coleman, H. |
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## May 17, 2011

| ID | Title | Organizer |
|---|---|---|
| 27 | **EBM Tools Help Desk: Getting answers for your EBM project's persistent tool questions (2 Days)** | Carr, S. |

Ecosystem-based approaches to coastal and marine resource management are increasingly common among decision makers. Many decision support tools have been developed to incorporate an understanding of ecosystem processes into management. The transfer of knowledge about these tools is slow, however, because practitioners often lack the time and resources to fully research tool capabilities and developers often lack the funding, infrastructure and experience to provide effective outreach and training. In this workshop, we intend to build upon the successful EBM Tools Knowledge Café © at the 2009 IMCC which was designed to introduce participants to EBM tools. This workshop

will focus on providing specific, customized assistance to managers regarding which tools may be best suited to their individual needs and how those tools may be applied individually or in inter-operating toolkits. Each tool provider/expert practitioner will be stationed at specific, identified locations in the room. In the first session the tool experts will provide an overview and demonstrate basic functionality of their tools. Participants will then have the ability to sign up for 15-30 minute consultations with the tool experts for the second session. During the second workshop session participants will bring their specific tool application questions directly to the tool experts and have a direct conversation about their specific tool application issues.

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## May 18, 2011

| ID | Title | Organizer |
|----|-------|-----------|
| 28 | **MarineMap for Collaborative Marine Spatial Planning and Outreach** | McClintock, W. |

The Final Recommendations (July 19, 2010) of the Interagency Ocean Policy Task Force, appointed by the Obama Administration, provides a framework for integrated coastal and marine spatial planning (CMSP), which includes significant and meaningful stakeholder involvement. Science and technology are at the heart of CMSP and yet relatively few stakeholders are technicians or scientists. The MarineMap Decision Support Tool (DST) is the world's leading web-based MSP tool designed specifically for stakeholders. We argue that the open-source technology presented here is leading the way for non-technical stakeholders to harness the power of geospatial data visualization, geodesign, spatial analysis, and collaborative spatial decision-making. We also propose that this web-based geospatial technology may be scaled to include hundreds or tens of thousands of simultaneous users more efficiently than other technologies. Regional and national CMSP projects cannot and should not attempt to use technologies that cannot sustain large-scale public involvement. This workshop will (a) demonstrate how MarineMap has been used in large-scale MPA planning, outreach and education, (b) describe both theoretical and concrete ways in which MarineMap may be / has been repurposed for new CMSP projects, and (c) outline the technical requirements to develop and deploy MarineMap's free and

open source software stack. We believe that wide scale use of MarineMap will significantly facilitate marine spatial planning worldwide.

### 70  Using Digital Education to Enhance Outreach and Engage Youth in Marine Conservation                    Drew, J.A.

This workshop will use demonstrations and group discussion to explore the opportunities to expand conservation by combining education, emerging digital technologies, and original field based research. Digital media can be used to engage youth in marine conservation issues such as coral bleaching and over-fishing in a very real and powerful way. With planning for effective partnerships and carefully outlining learning goals, digital media and games can open primary research methods and results to a new audience. We will demonstrate two successful Field Museum conservation education programs: WhyReef and Conservation Connection. Both programs engage youth in the stewardship of coral reefs through involvement in the scientific process. Both programs typify the importance of partnerships and designing tractable learning goals. Demonstrations will include discussion of our lessons learned, partnering and implementation of digital programs, and Skype Q&A with youth currently involved in Conservation Connection. WhyReef is a simulated coral reef, located in the virtual world of Whyville.net that has a variety of activities to teach coral reef ecology and conservation such as exploring reef food webs, and effecting change in an unhealthy reef. Conservation Connection fuses virtual and real experiences using the simulated coral reef, web-casting, a customized social networking site, and guided visits to museums, aquaria, and live reefs to connect youth around the issue of environmental conservation.

### 72  Public Participation to Enhance Policy Implementation      Bennett, B.L.

This workshop will focus on public participation as a resource for policy makers addressing environmental decisions related to coastal marine conservation. Participatory processes are not only legally required and philosophically desirable, but also have the practical capacity to enhance the quality of policy decisions, strengthen the durability of policy implementation and build social capital for resilient and durable policy iteration over time. This workshop relies up on the National Research Council (NRC) publication: Public Participation in Environmental Assessment and Decision Making (2008), and draws upon thesis research on public participation in recovery planning for the Southern Resident Killer Whale in the inland waters of Washington State, U.S.A. as a case example. The workshop will use case studies of recent coastal environmental decision-making issues to explore the topic and will encourage participants to bring specific examples and issues for discussion. Participants will leave with information about best processes for public participation as proposed by the NRC report.

### 27  EBM Tools Help Desk: Getting answers for your EBM project's persistent tool questions  (2 Days)           Carr, S.

Ecosystem-based approaches to coastal and marine resource management are increasingly common among decision makers. Many decision support tools have been developed to incorporate an understanding of ecosystem processes into management. The transfer of knowledge about these tools is slow, however, because practitioners often lack the time and resources to fully research tool capabilities and developers often lack the funding, infrastructure and experience to provide effective outreach and training. In this workshop, we intend to build upon the successful EBM Tools Knowledge Café © at

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