

Metro Denver Nature Alliance Partner Convening

February 8, 2018
The Denver Zoo



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NATURE ALLIANCE

Metro DNA Interim Steering Committee

- cityWLD
- Denver Botanic Gardens
- Denver Regional Council of Governments
- Denver Zoo
- Environmental Learning for Kids
- Great Outdoors Colorado
- Mile High Connects
- National Wildlife Federation
- Rocky Mountain Land Use Institute
- The Nature Conservancy
- The Trust for Public Land
- U.S. Fish & Wildlife Service
- U.S. Forest Service
- Volunteers for Outdoor Colorado



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Today's Purpose

- Co-design Nature Narrative projects that will highlight our work and showcase diverse understandings of nature
- Encourage broader participation in Metro DNA
- Build and strengthen connections among organizations working on nature-based efforts in the metro Denver Region



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Today's Agenda

- About Metro DNA
- Nature Narratives Workshop – Part I
- Break & Animal Demonstration
- Nature Narratives Workshop – Part II
- Conclusion & Next Steps
- Happy Hour



About Metro DNA

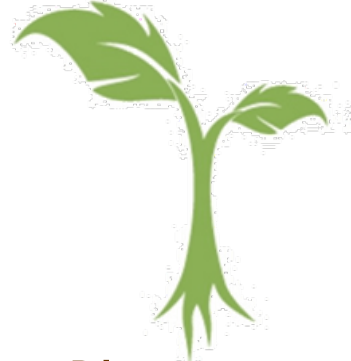


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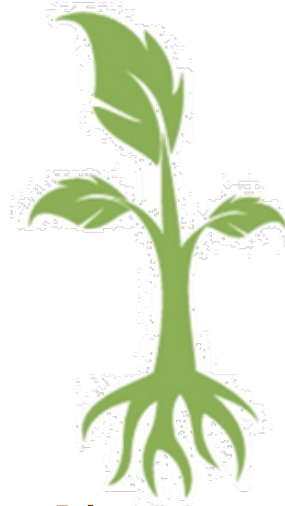
Growth of the Metro Denver Nature Alliance



Phase I:
Metro DNA
Founded
(2015)



Phase II:
Initial Projects
(2015-2017)



Phase III:
Strategic
Business Plan
(2017)



Phase IV
Partner Launch
(2018)



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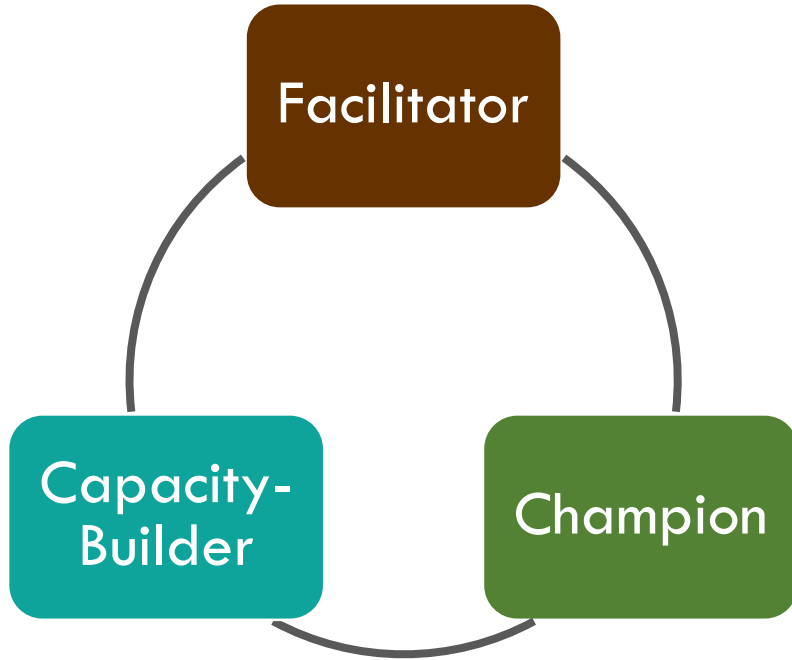
Metro DNA Mission

- Enhance the alignment and impact of nature-based efforts in order to:
- Champion more equitable access to nature and
 - Promote healthy people, communities, and natural places in the metro Denver region.



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Core Roles



- **Facilitator:** Fosters collaboration among diverse partners' efforts
- **Champion:** Amplifies partners' efforts and raises public awareness
- **Capacity-Builder:** Enhances partners' reach and impact



2018

Three-Year Efforts

2020

Support the integration of DE&I in nature-based efforts, promote coordination & alignment, and build greater support for healthy people, communities, and nature

Facilitate Nature Narratives

Continue to facilitate Nature Narratives

Facilitate co-creation of long-term regional vision of people & nature

Facilitate & support collaborative projects



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Co-creating Metro DNA's Storytelling Project: Nature Narratives



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Today, we will

- Co-create promising storytelling formats
- Identify unifying themes
- Discuss target audiences & intended platforms
- Gauge your level of enthusiasm for formats



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Development of Nature Narratives

May 2017

Aug 2017

Fall 2017

Dec 2017

TODAY!



We co-create
themes &
format



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Nature Narrative Goals

- Elevate the important work we are doing across metro Denver
- Highlight diverse definitions of nature & ways of engaging with nature
- Foster connections among our organizations
- Start to define diverse values of nature to ultimately build toward a regional vision of people & nature



Available Resources

Metro DNA Will Provide:

- Staff support & coordination
- Outreach to local resources (e.g., university partnerships)
- Research on best practices
- Leadership in pursuing funding
- Marketing on local websites

Metro DNA Will Not Provide:

- Direct financial contributions (i.e., grants)



Nature Narratives Workshop – Part I

Identifying Shared Themes



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Goals of Workshop – Part I

- Brainstorm key themes about nature & people in metro Denver region
- Discuss what key themes Nature Narratives should engage and share



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Instructions

Purpose: Our goal for this workshop is to generate a set of key themes and/or core questions that will serve to guide and, ultimately, to bridge diverse stories about people and nature from our very different and unique organizations

Steps:

- (1) Individual reflections
- (2) Group sharing
- (3) Categorizing
- (4) Prioritizing



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Guiding Questions: Individual Reflections

- ❖ As you reflect on your own experiences, what are some narratives that you have developed about nature and why it is meaningful to you? What themes or central questions would allow for these stories to surface?
- ❖ As you think about your organization, what narratives about how it works with nature & people would be valuable to collect, share, and/or highlight? What themes or central questions would elicit these stories?
- ❖ As you think about the region, what narratives about people and/or nature seem to be missing from public discourse? What themes or central questions would surface these narratives?



Break & Animal Demonstration



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Nature Narratives Workshop – Part II

Sharing Promising Formats



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Goals of Workshop – Part II

- Brainstorm & discuss promising formats
- Define project that would elevate our work & diverse ideas about nature
- Discuss possible platforms and intended audience
- Gauge your level of enthusiasm for different projects



Storytelling Goals

- Elevate the important work we are doing across metro Denver
- Highlight diverse definitions of nature & ways of engaging with nature
- Foster connections among our organizations
- Start to define diverse values of nature to ultimately build toward a regional vision of people & nature



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Storytelling Guidelines

- Respects the storyteller(s)
- Allows for authenticity
- Represents diverse perspectives
- Builds on existing work
- Supports organizations' missions
- Includes diverse platforms (e.g. multi-method)
- Reaches a regional audience
- Discrete in time and purpose
- Feasible to implement in 2018



Generate & Define Models

Purpose: To define a set of formats, as well as potential audiences and platforms, that we might use to communicate and share our Nature Narratives

Project Descriptions:

Project Title: What will you call this project?

Description: In 1-2 sentences, please describe your vision for this project

Rationale: In 1-2 sentences, please explain why you think this project is important

Audience(s): Please identify the audience(s) you are trying to reach

Contact Person: The name and organizational affiliation of a group member



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Gallery Walk



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Gallery Walk

Instructions

- Read through ideas
- Add comments/questions/additional ideas – post-it notes
- Complete survey [Hand out]



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Next Steps

- February/March: Steering Committee & Programs Committee select models generated today based on:
 - Expressed levels of enthusiasm
 - Alignment with project goals & guidelines
 - Logistical considerations
- March: Communicate decision
- March: Share ways to participate



Update



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Standing Committees

Communications Committee

- Dana Coelho (USFS)
- Delissa Padilla (USFWS):

Equity Committee

- Dana Coelho (USFS)
- Jes Ward (cityWILD)

Fundraising Committee

- Jennifer Riley-Chetwynd (Botanic Gardens):
- Stephanie Stowell (Denver Zoo):

Programs Committee

- Chris Hawkins (TNC):
cmhawkins@tnc.org



Metro DNA Partnership Benefits

- New connections
- Greater alignment across programs
- Increase capacity and resources
- Expand reach and visibility
- Attract more public and private funds
- Collaborate on projects
- Build along-term vision for people and nature



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Alliance Director Position



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Closing



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