

Notes from PIF V Group Facilitator Meeting
Sunday 25 August – 10:00 – 12:30

Led by David Younkman
Notes by Dan Casey

Note: All groups should use the passcode 098D73 for the I-bahn conference wifi link.

David gave a summary of the expectations for the Breakout Groups, the process, and the follow-up. The group provided input (brainstorming) on each of these elements. Topics discussed included:

1. Walk-through of the Conservation Business Plan elements
2. Time management within the sessions
3. Tips for facilitators
4. Where do we go from here?

We can't save the world this week. But hopefully we will generate about 40 projects that can be implemented, at multiple scales, the benefits of which "the birds will know".

The following bullets are paraphrased from the comments and discussion contributed by the group (about 80 people attended) regarding group expectations, philosophies and approaches to this effort:

- Capture what we know – but in a format that is easily transferable/understandable outside of PIF partners – products need to be easy to read.
- Come away from the week with unified partnerships.
- Take care of species declines not yet well-addressed by our ongoing/prior efforts, across the life cycle.
- Demonstrate that we can make a difference.
- We need to "Get Sexy" in our presentation, to raise money and apply it to high priority migratory bird conservation, married to the needs of priority endemics.
- Build support by not just "talking to ourselves", with realistic action plans that make the case for funds and actions.
- Come away with a clear idea of what follows PIF V.
- Help move beyond the constraints of government funding issues.
- Human Dimensions – Identify and incorporate non-traditional partners.
- Hone our "Sales Pitch".
- Develop strategies for "production lands", or working landscapes (e.g. agriculture, grazing, timber...).
- Develop plans that parallel other political/economic business plans: find creative ways to emphasize that "Birds are Good Business".
- Expand our influence by adopting a business mentality.
- Develop a meaningful and diverse portfolio of projects: various cost levels, various landscape levels; varied in timing, cost and scope.
- Summary sections need to give a clear overview of complex systems, keeping audience(s) in mind.
- Be sure to elucidate not just threats, but fixes.

- CBP should be something between detailed (lengthy) implementation plan and a snapshot marketing tool: A Road Map for moving forward.
- Should include a mix of existing and new projects.
- Identify non-traditional (to us) metrics: societal benefits, sustainability, etc.
- For the working sessions, perhaps use a project worksheet as an alternative to the matrix (see Carol Beardmore)
- Project focus may be species, habitat, ecosystem, landscape...but relationship between threats and projects needs to be clear.

The proposed schedule of events and timeline during and beyond the PIF V meeting was discussed, and revision to the original timeline for final business plan development was proposed, as follows:

4 Sept: "Ugly Notes" due
 31 Oct: Edited plans up in Griffin Groups
 31 Dec: Comments back from reviewers
 1 Feb 2014: Final Plans due
 Spring 2014: Plans "published"

- Following the sessions, each group will provide, along with the "ugly" notes, enough of a synopsis of the process and decisions to engage those that were not here.
- We need to consider when these will be revisited: Five years?
- It was pointed out that the current PIF structure (particularly of committees and processes) makes it difficult for Latin American partners to fully engage.

Finally, the group agreed that some short session to share the outcomes, pitfalls, and process from each breakout group would be worthwhile, to look for commonalities and to make best use of our time together. This was scheduled for 5:00 pm on Wednesday, at a site to be determined. This "debriefing" would include discussion of what worked, and what didn't, which will also serve continued post-meeting conservation planning efforts.