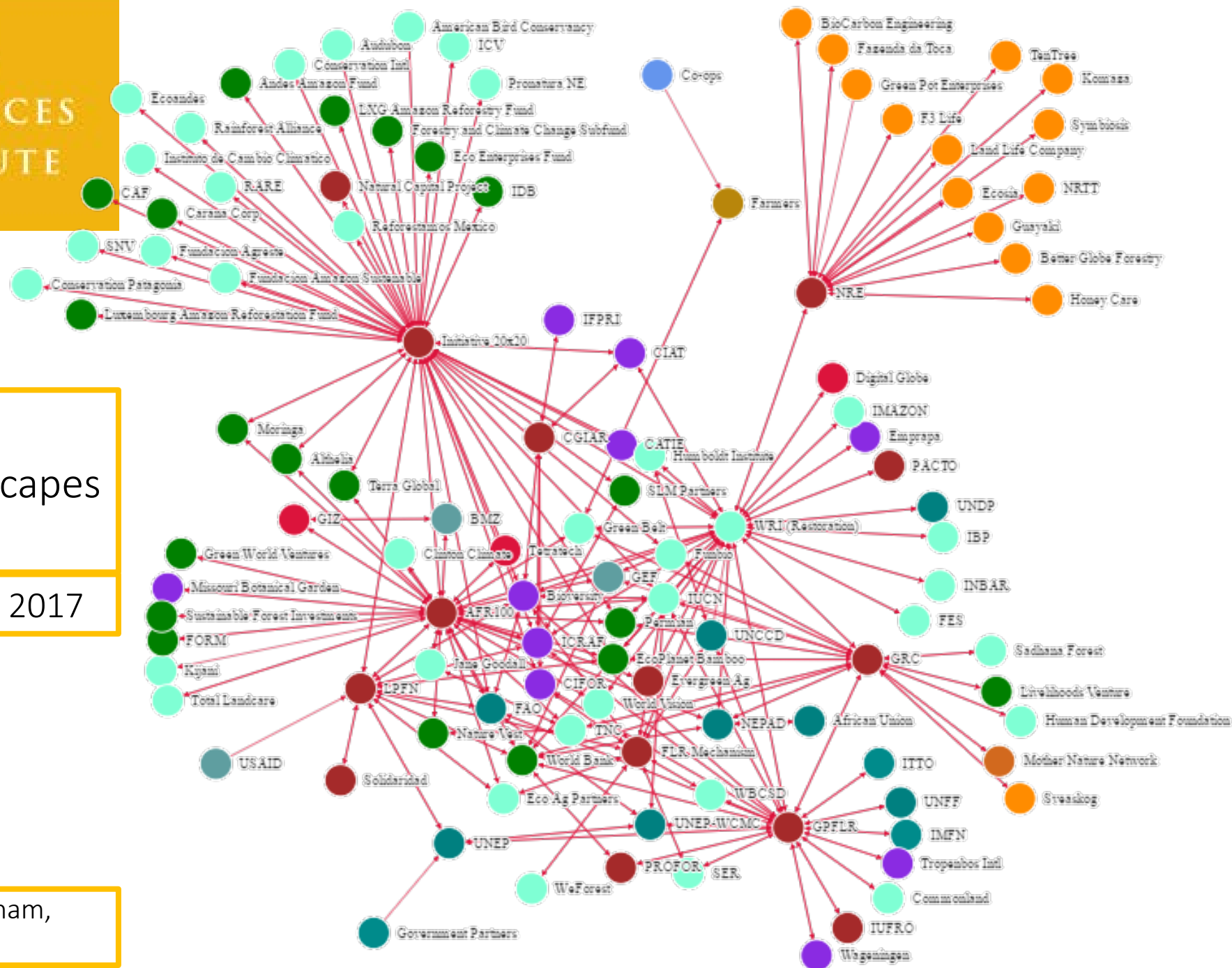




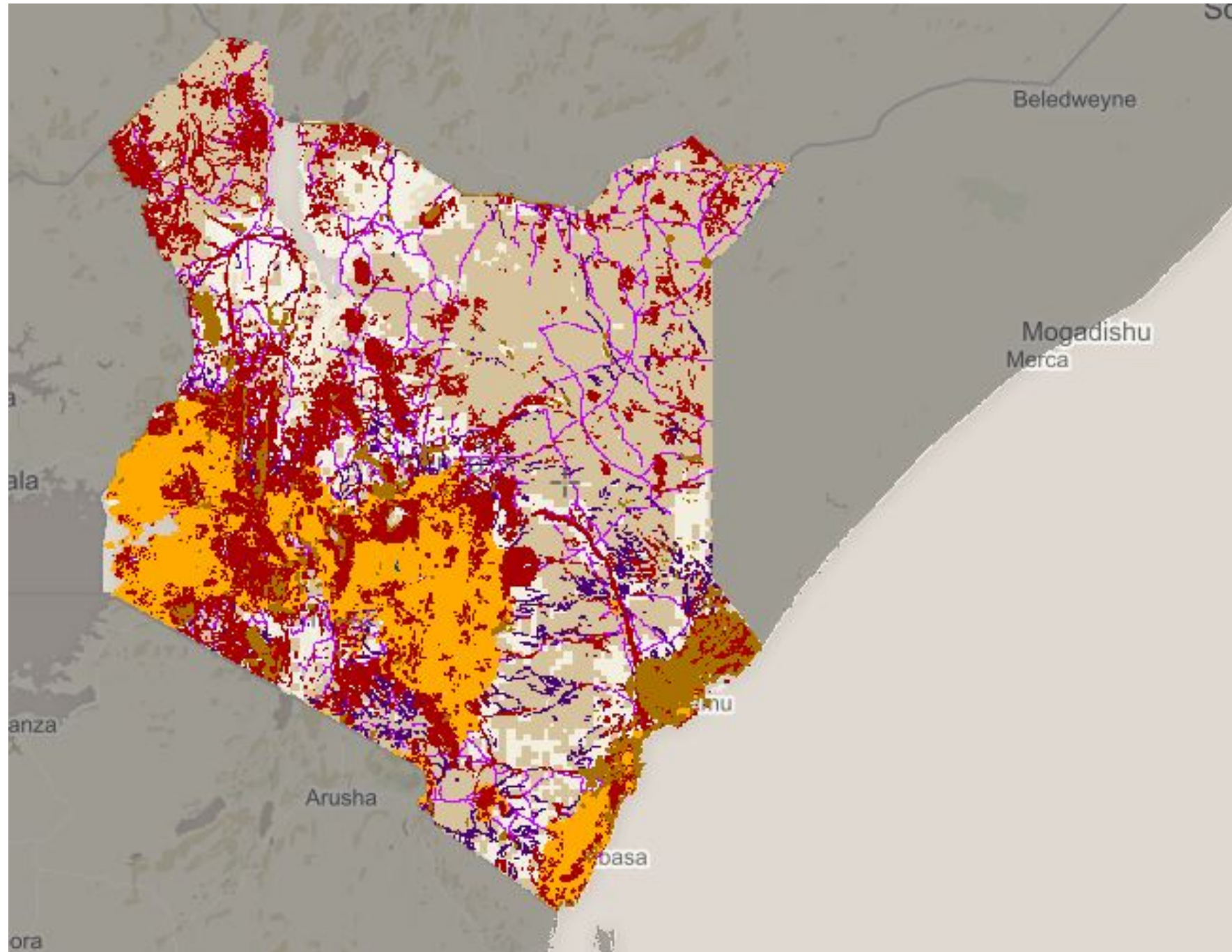
IUFRO International Conference 2017

Authors: Sabin Ray and Kathleen Buckingham,
World Resources Institute



What's Next After Opportunities Maps?

[From Kenya Forest Service's](#) Tree-Based Landscape
Restoration Potential Atlas



A photograph showing two men in the foreground, crouching and planting a small tree sapling in a dry, dusty landscape. The man on the left wears a colorful striped sweater and tan trousers, while the man on the right wears a white shirt and dark trousers. In the background, a large group of people is gathered, and there are trees and a clear sky. A blue plastic bottle lies on the ground near the man in the white shirt.

Social landscapes are as important as biophysical landscapes

GOVERNANCE



GOVERNANCE

```
graph TD; G[GOVERNANCE] --- A[Actors]; G --- R[Rules]; G --- P[Practices]; A --- B[ ]; R --- B; P --- B; style B fill:#90EE90,stroke:#333,stroke-width:1px
```

Actors

Rules

Practices

GOVERNANCE

Actors

Interest

Influence

Capacity

Rules

Formal regulations

Rights

Access

Practices

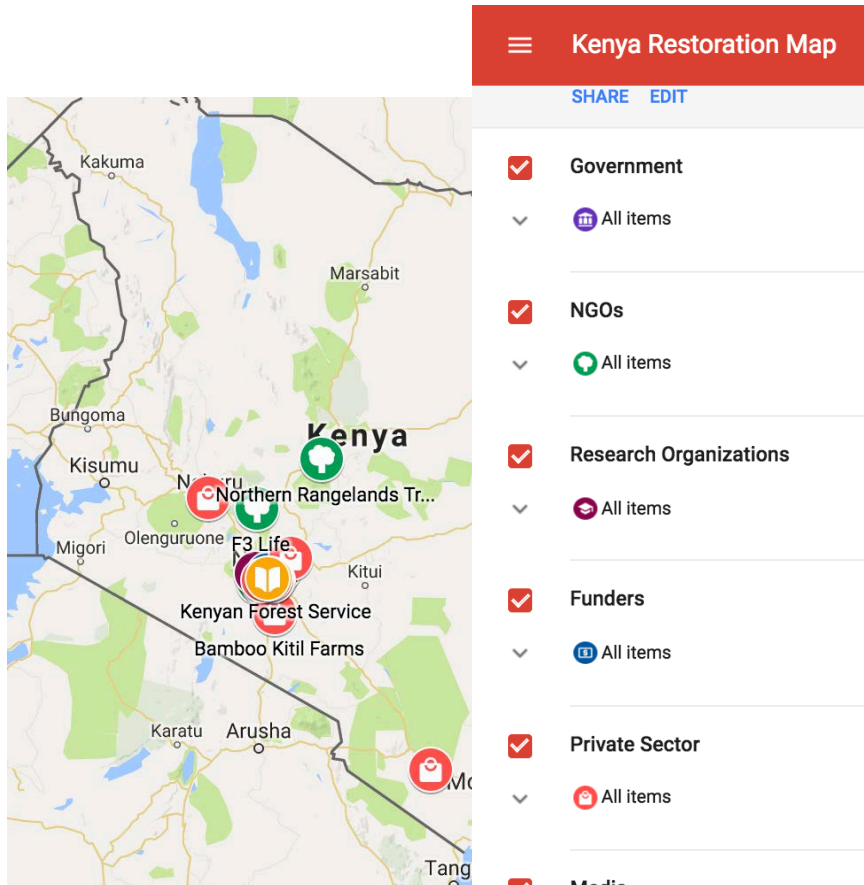
Values

Adaptation

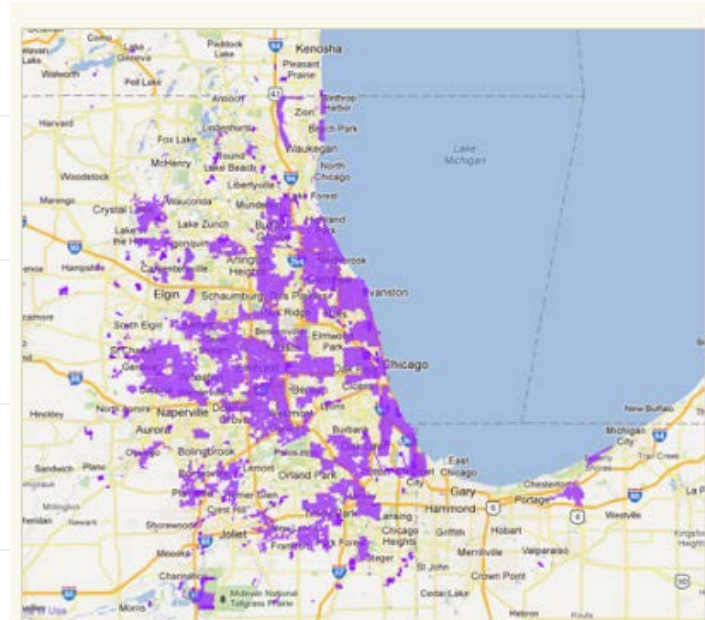
Transformation

How do we map social landscapes?

1. Mapping Organizations

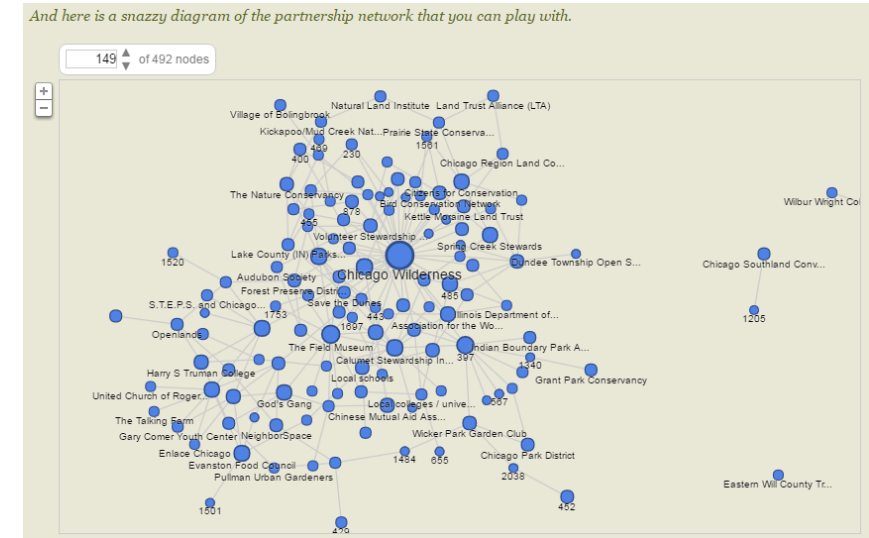


2. Mapping Stewardship Areas



3. Mapping Flows

- information sharing
- funding
- partnerships



US Forest Service: Stewardship Mapping and Assessment Project
[See more of the site here](#)

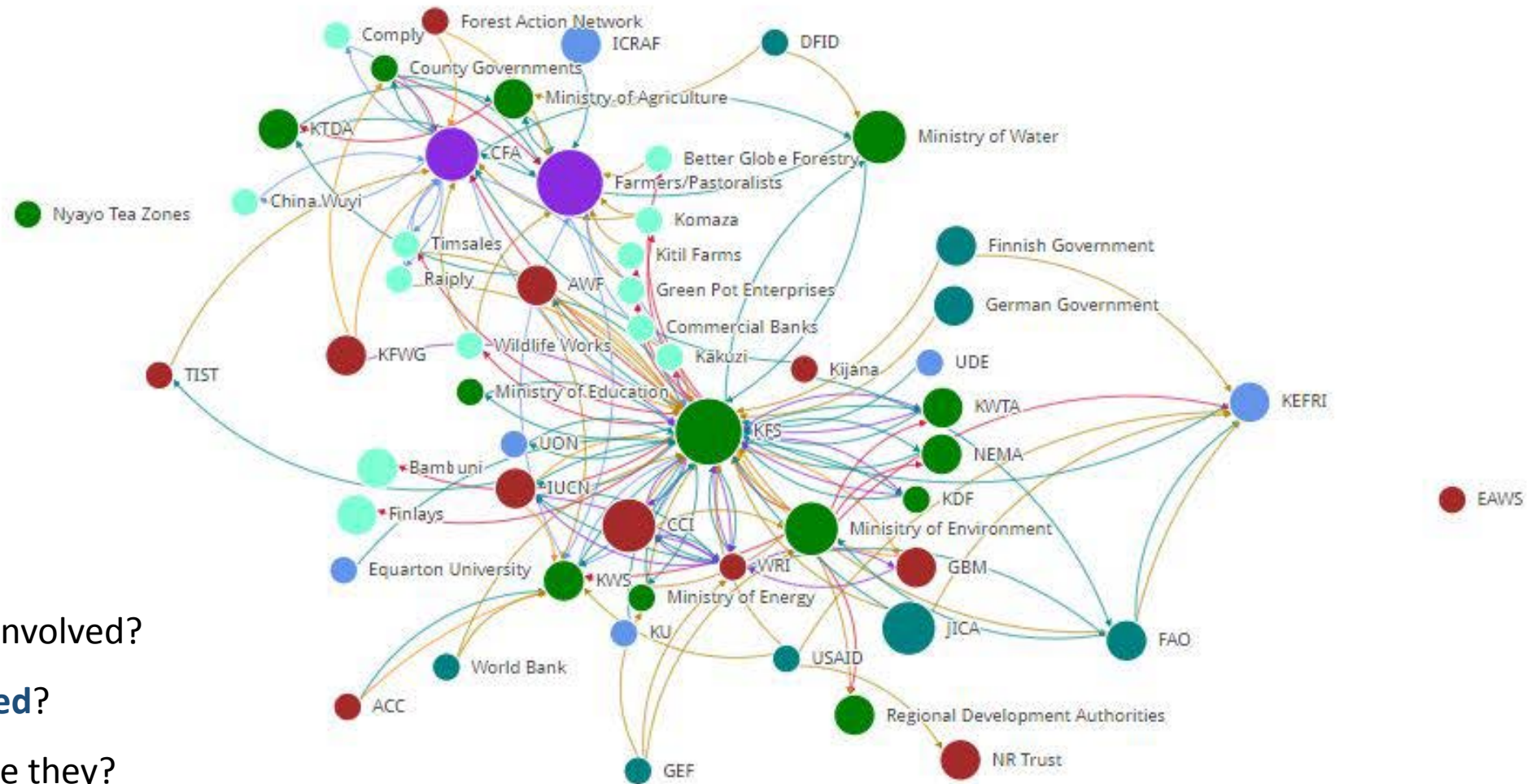
Why map the flows?

(i.e., conduct social network analysis)

1. **Which actors** are involved?
2. How are they **linked**?
3. How **influential** are they?
4. What are their **goals**?



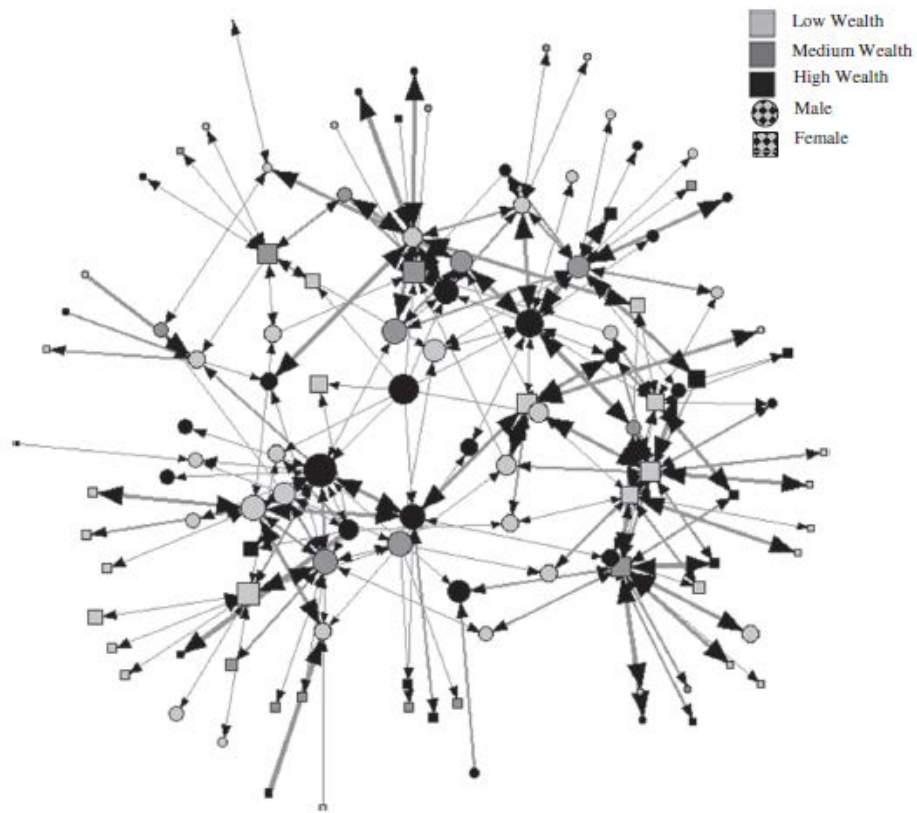
The Example of Kenya



1. Which actors are involved?
2. How are they linked?
3. How influential are they?
4. What are their goals?

What If...

... we could map from seed to collaboration networks



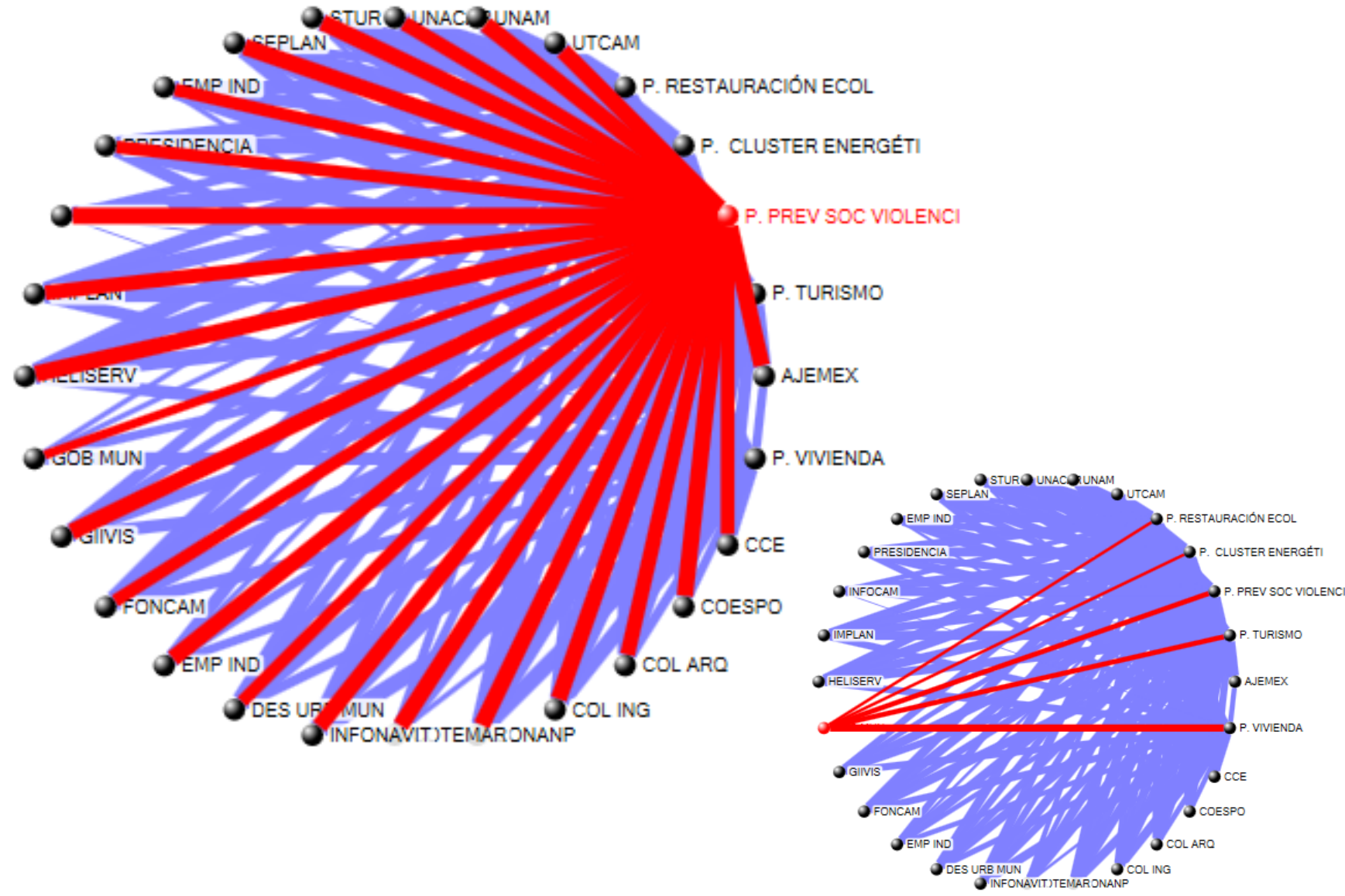
Examples at local scale and provincial scale: a) Social seed network in communities in Northern Ghana (Riccardi 2015);
b) Civic-civic networks New York (Svendsen et al. 2016).

... we could understand shareholders' values

QUESTIONNAIRE ON VALUE FLOWS FROM CARMEN CAMPECHE, MEXICO

Which of these are the
most urgent and the
highest priorities?
(-1 to 5+)

- Urban
- Social
- Economic
- Environmental



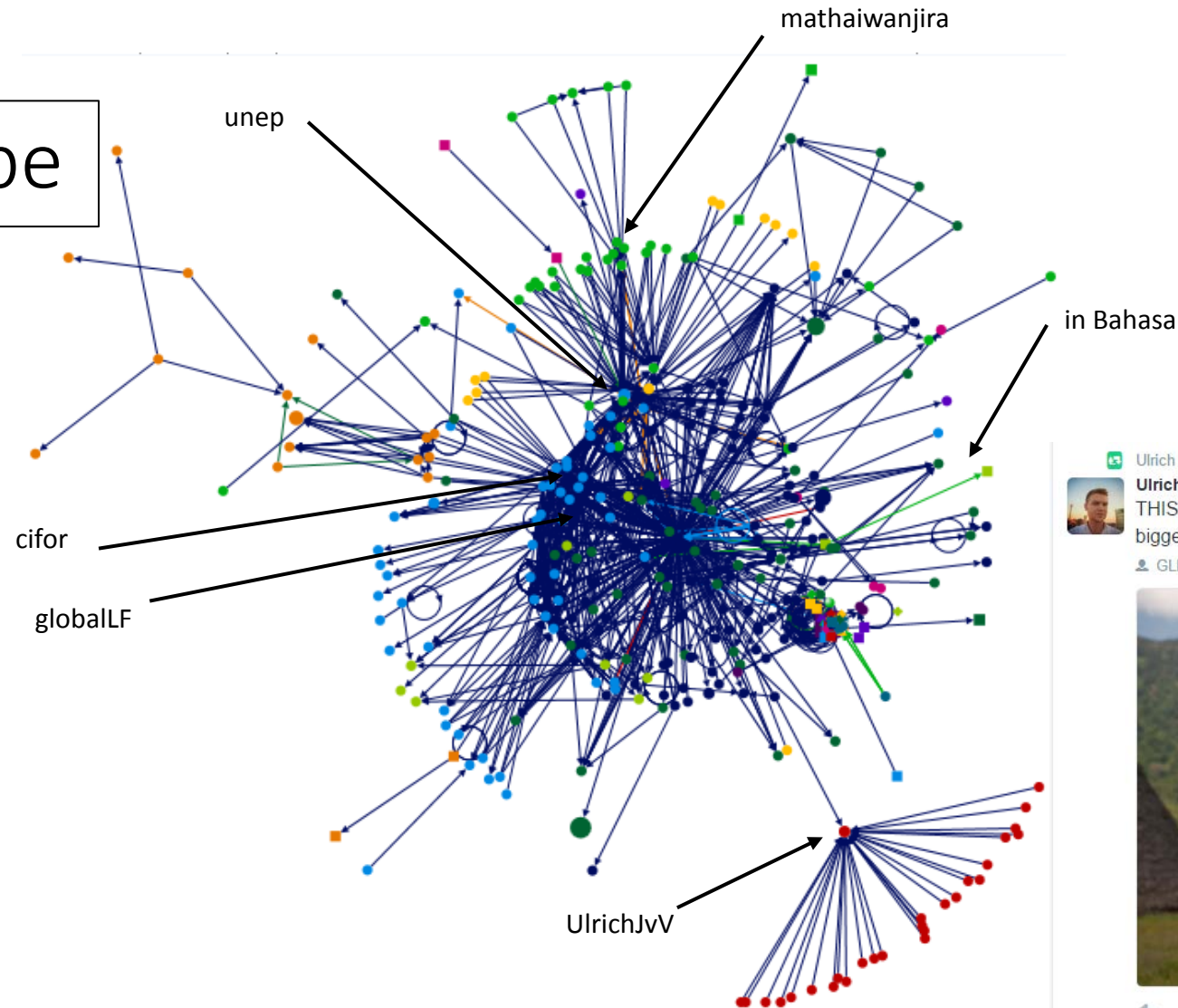
... we could identify online influencers

#thinklandscape

11-16 → 11-17

Cop 22 from Nov. 7-18, 2017

705 Tweets, Mentions, Replies



Ulrich J van Vuuren ✓

@UlrichJvV

Anthropologist ∞ Social & Environmental
Activist. Humanitarian Campaigner:
Radio | TV | Print | Web | Digital Media.
One human race. One love. One with
nature.

📍 Johannesburg, South Africa

🌐 [instagram.com/ulrichjv/](https://www.instagram.com/ulrichjv/)

📅 Joined October 2009

🎂 Born on March 20

300k followers



Ulrich J van Vuuren Retweeted

Ulrich J van Vuuren @UlrichJvV · 11h

THIS! "To find solutions to climate change, we have to look at the
bigger picture." tmsnrt.rs/2fUsiYX #ThinkLandscape #COP22 🙌❤️

👤 GLF, COP22, Dean Nelson and 7 others



🔄 130 ❤️ 184 ⋮

... we had a unified strategy to activate the media

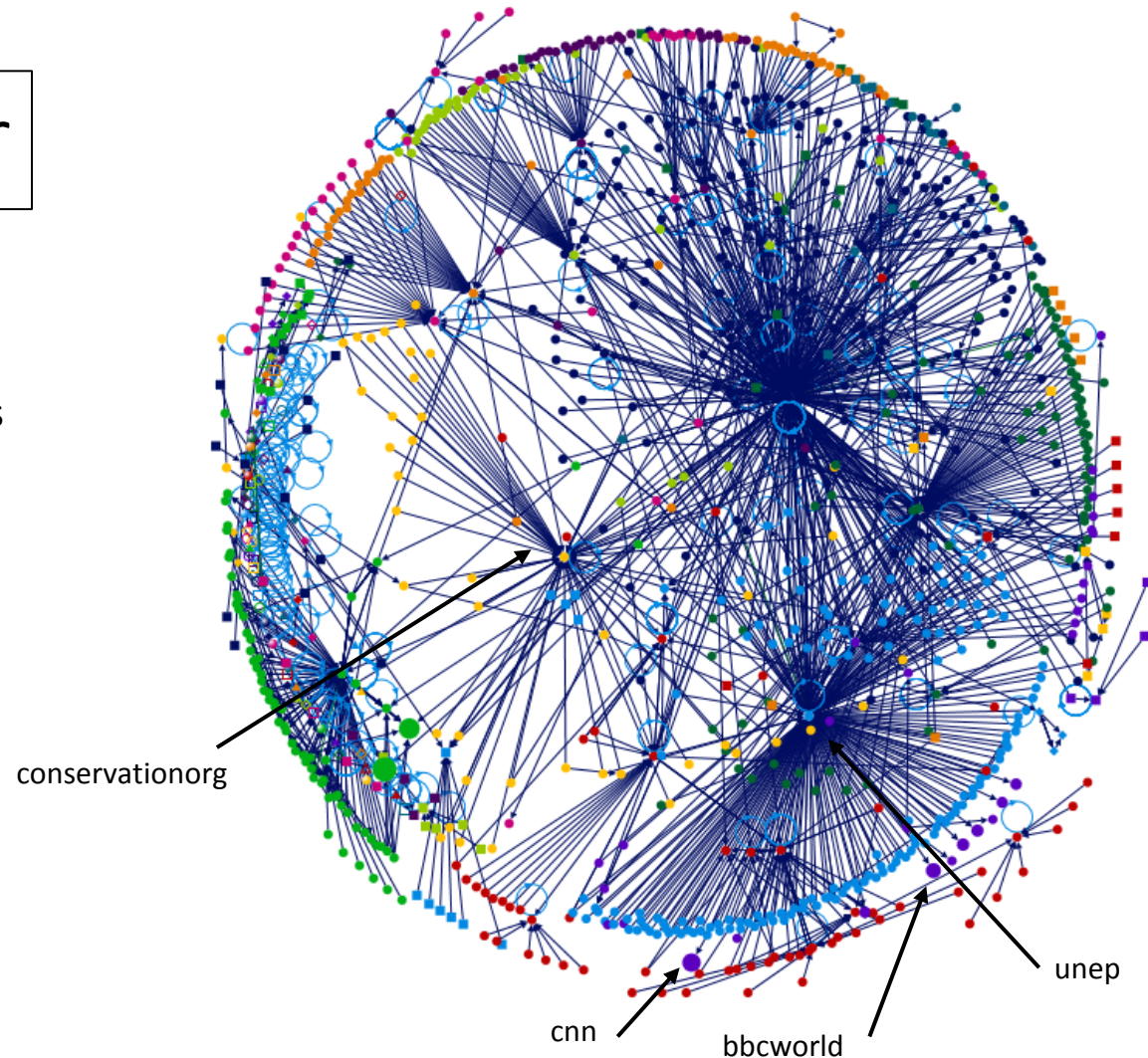
#forestsmatter

11-06 → 11-15

Nov. 8, 2017: Forest Action Day

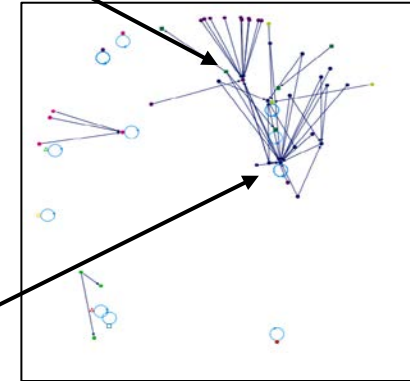
Twitter handle started by FAO

1,351 Tweets, Mentions, Replies

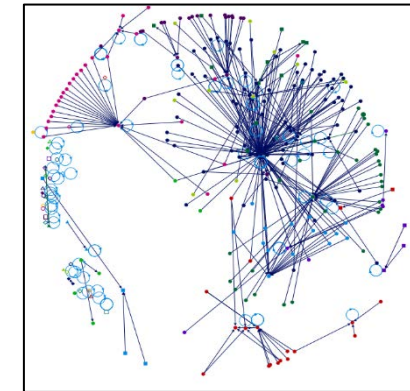


wwfforestcarbon

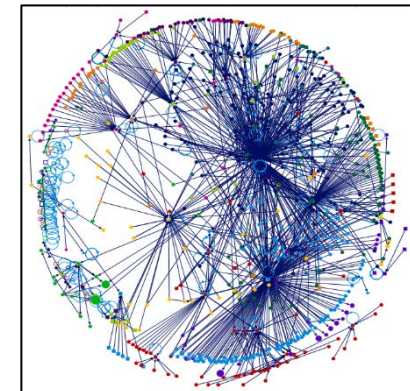
faoforestry



Nov 7 @12pm



Nov 8 @12pm



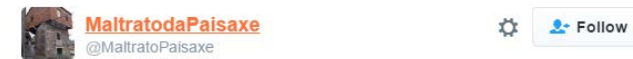
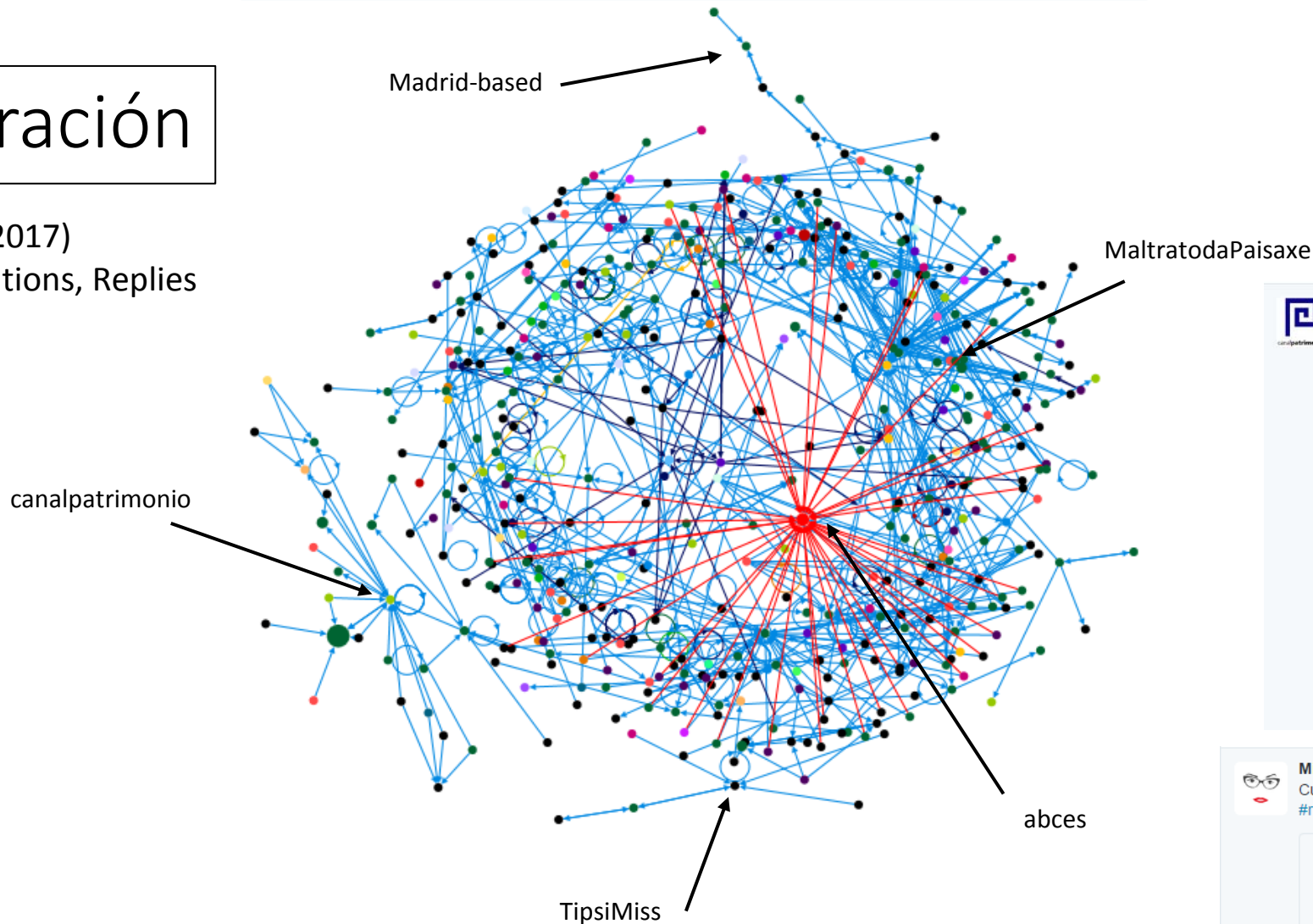
Nov 9 @12pm

... we could capture the right audience

#restauración

11-01 → 11-10 (2017)
539 Tweets, Mentions, Replies

Art
Culture
Food
Wine
Hotels



Qué opina sobre a **#restauración** da **#PonteRomana** de **#Ourense** ? @ourensan @COAGOUrense @LaRegion @OUendesarrollo @Xose85

View translation



Canalpatrimonio @canalpatrimonio · Nov 2
Alta cirugía para la portada de Ripoll **#restauración** **#conservación**
ccaa.elpais.com/ccaa/2016/11/0... via @el_pais

View translation



Alta cirugía para la portada de Ripoll

Eliminar la resina ennegrecida de una intervención anterior, principal escollo de la restauración de esta obra del siglo XII

ccaa.elpais.com



Miss Tipsi @TipsiMiss · Nov 8
Curiosidades que nos intrigan en **#MissTipsi**... ¡Buenos días! **#familiaMissTipsi** **#restauración** **#enología** **#vinos**

View translation



Carlos Aguila @Carlos7alella
¿En qué país cuesta de media más cara una botella de **#vino**? recetum.com/noticias/pais-... via @recetum

... we spoke the same language

#FLR

TubbySubby @TubbySubby · Nov 8
"A Male Honors Me By Suffering Pain & Humiliation." @Mistress_Ezada
#FemaleSupremacy #TPE #FLR #Fetish
Click Here: EzadaSinn.com

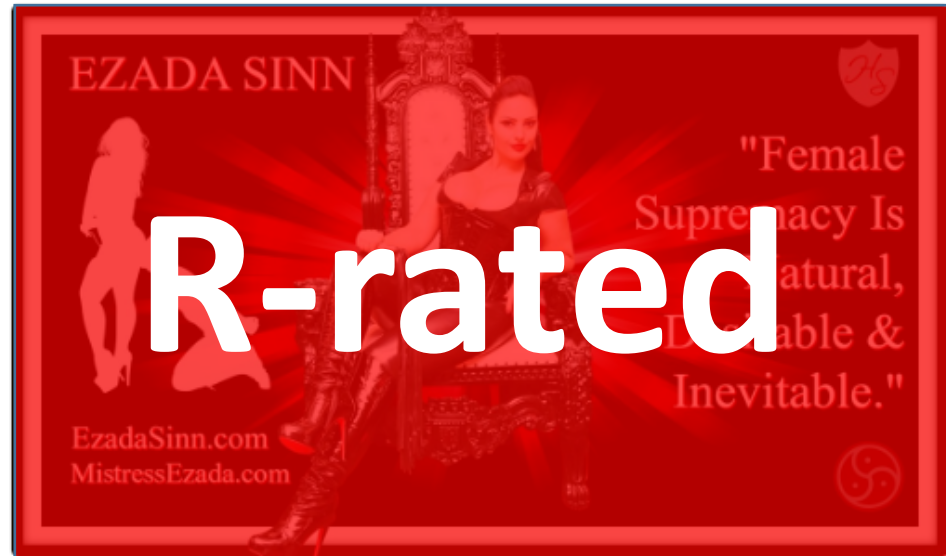
6 15

Conservation Intl and 2 others follow

IUCN Forests @IUCN_forests · Nov 8
At #COP22 #ForestActionDay: Land degradation affects countries differently but up to 12% GDP; #FLR becomes a priority solution

5 6

TubbySubby @TubbySubby · Nov 8
Over A 1000 Intense & Authentic Lifestyle Female Supremacy Clips
@Mistress_Ezada #FemaleSupremacy #FLR
Click4Clips: EzadaSinn.com



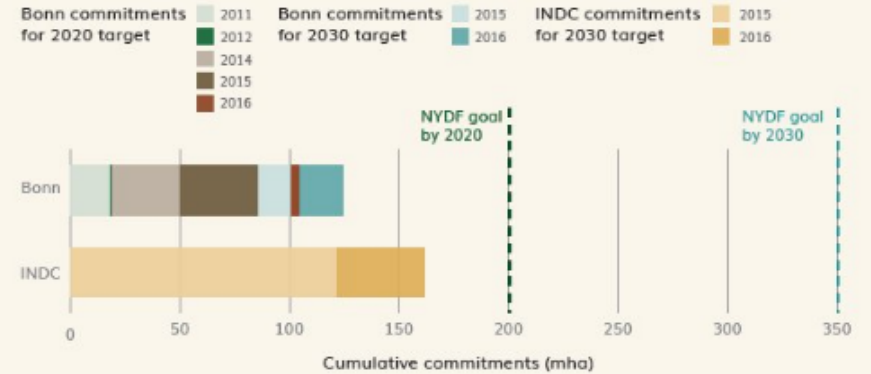
6 18



Alan Kroeger @AlanKroeger · Nov 3

Since 2015, #BonnChallenge has seen significant development by way of #FLR commitments toward the 150 Mha goal by 2020 #forestpledge

Annual and cumulative forest restoration commitments (mha) under the Bonn Challenge and INDCs



Source: Climate Focus analysis based on Bonn Challenge and INDC data in Oct 2016

Figure 5 Bonn Challenge forest landscape restoration commitments and INDC forest restoration, reforestation and afforestation commitments under the UNFCCC. (mha)

1



Miss Taphophile @Miss_Taphophile · Nov 3

#money is the ONLY acceptable compliment you can give a Woman. Anything else you offer is garbage. Up your game. #FemaleSupremacy #FLR

1 2

In reply to WOMANIA EMPIRE



Diener Anton @dieneranton · Nov 3

@WomaniaEmpire That YOU are interested & follow me makes me very proud & I feel honored. I believe in female domination & hope to find #FLR 🌹🌹🌹

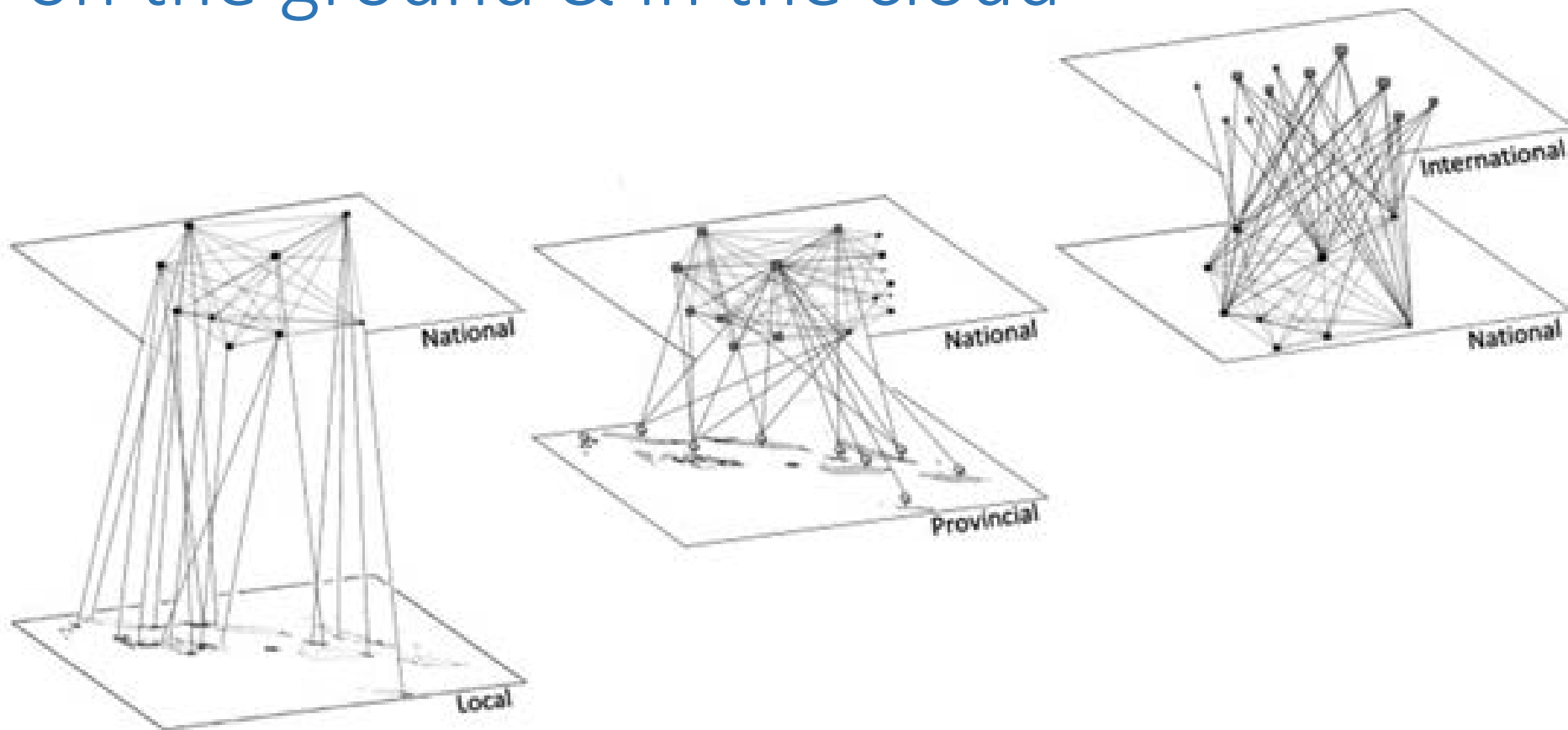
1



Living4Her @submitting2her · Nov 3

My wife and I are not into BDSM, we are into putting her on a pedestal. Obeying her without question. She is a Queen. #FLR #wifeledmarriage

... we could understand the resources
& connections across scales
both on the ground & in the cloud



How do we conduct the analysis?

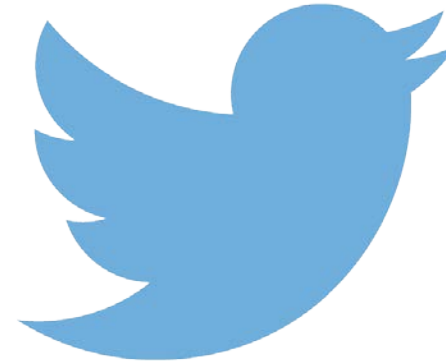
On the Ground

- Participatory approach (Netmap)
- Questionnaires

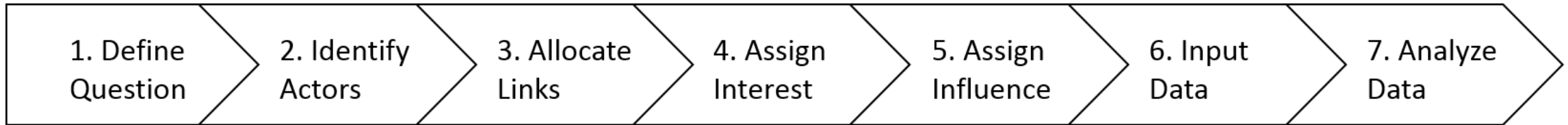


In the Cloud

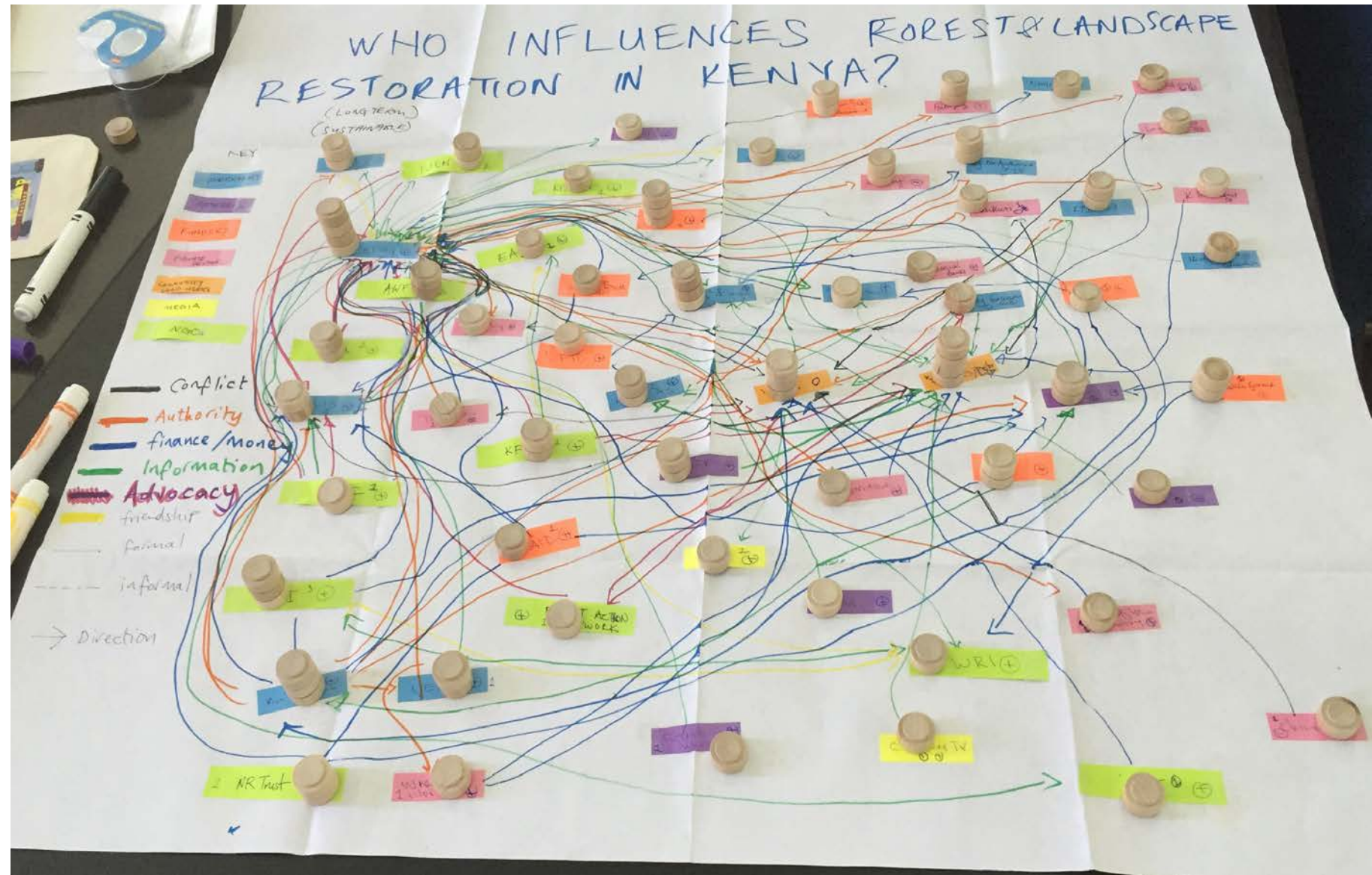
- Import from social media sites



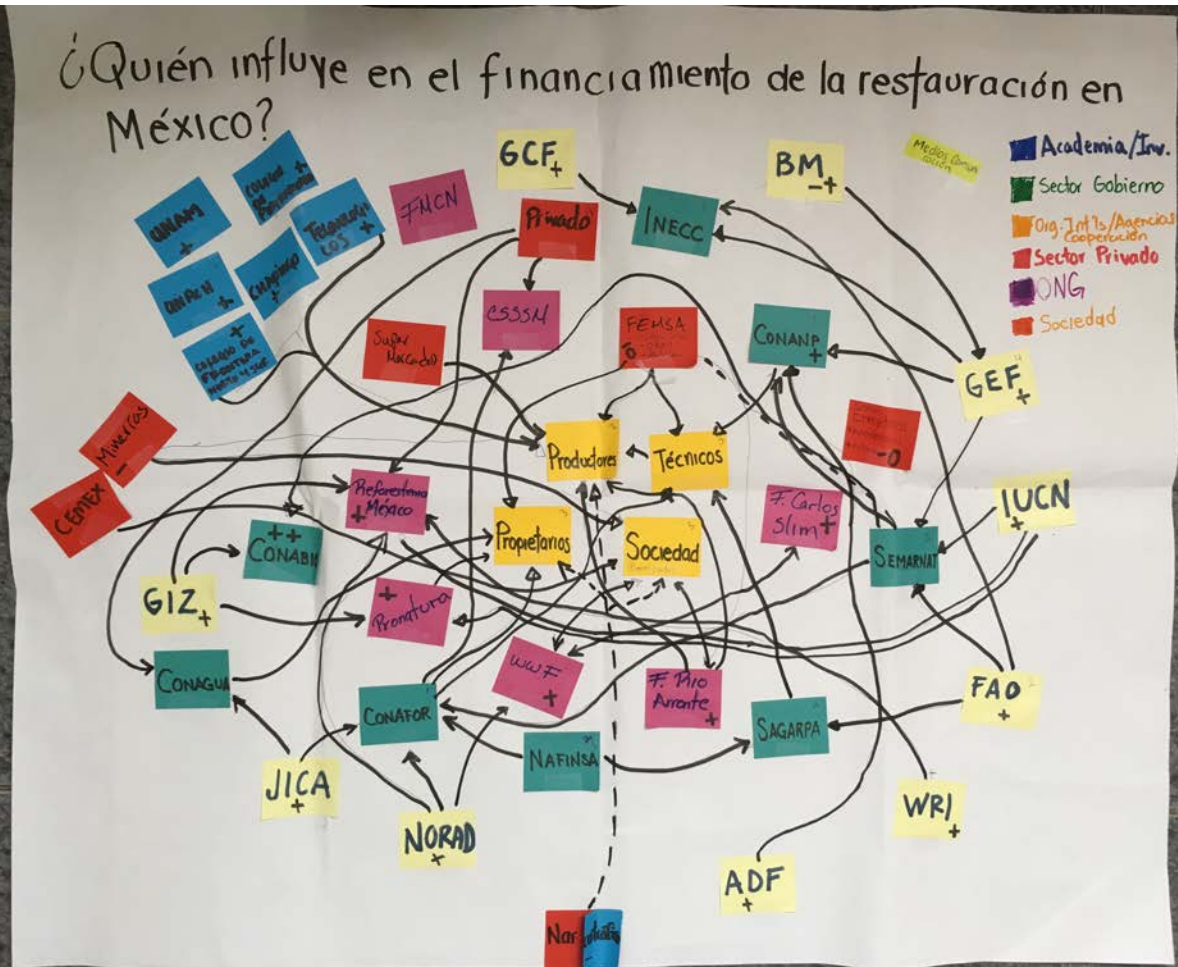
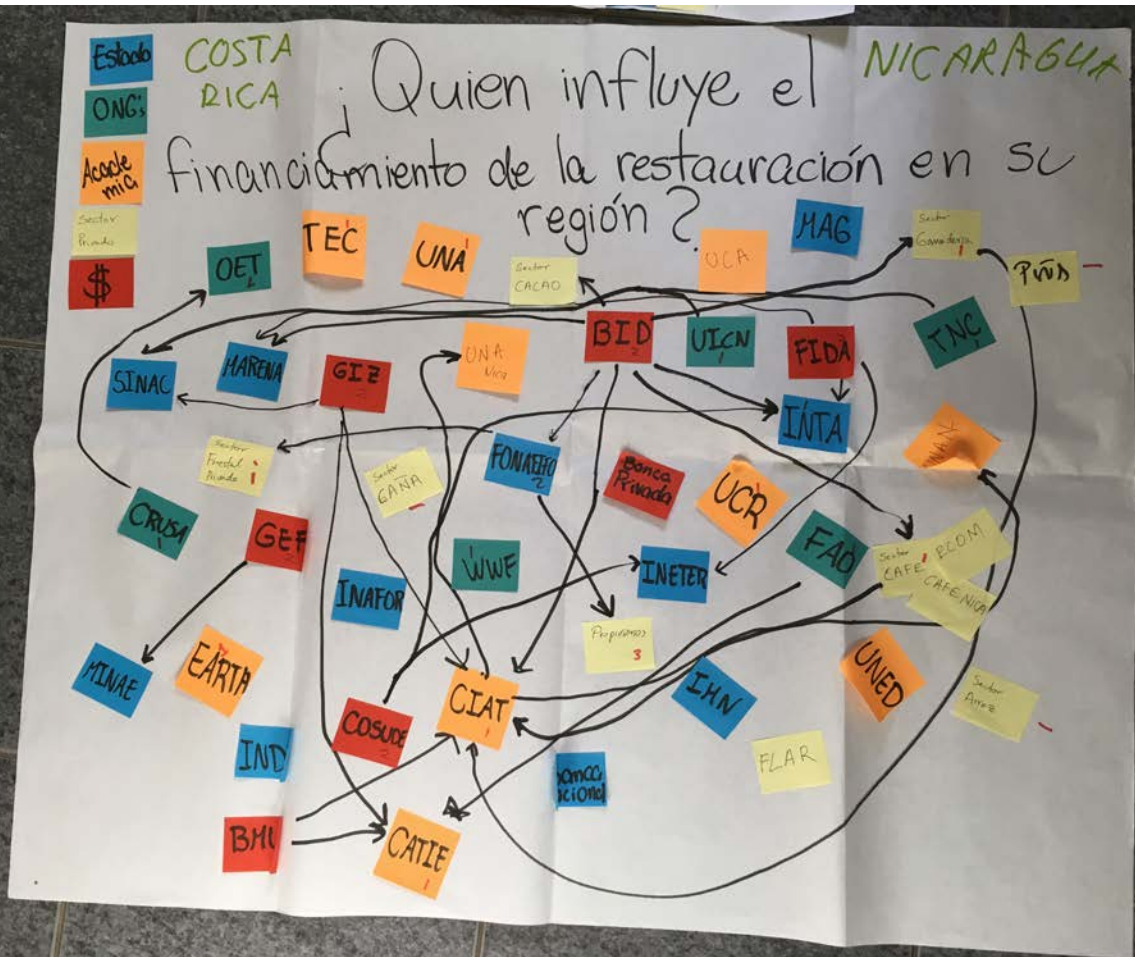
How do we make a Netmap?



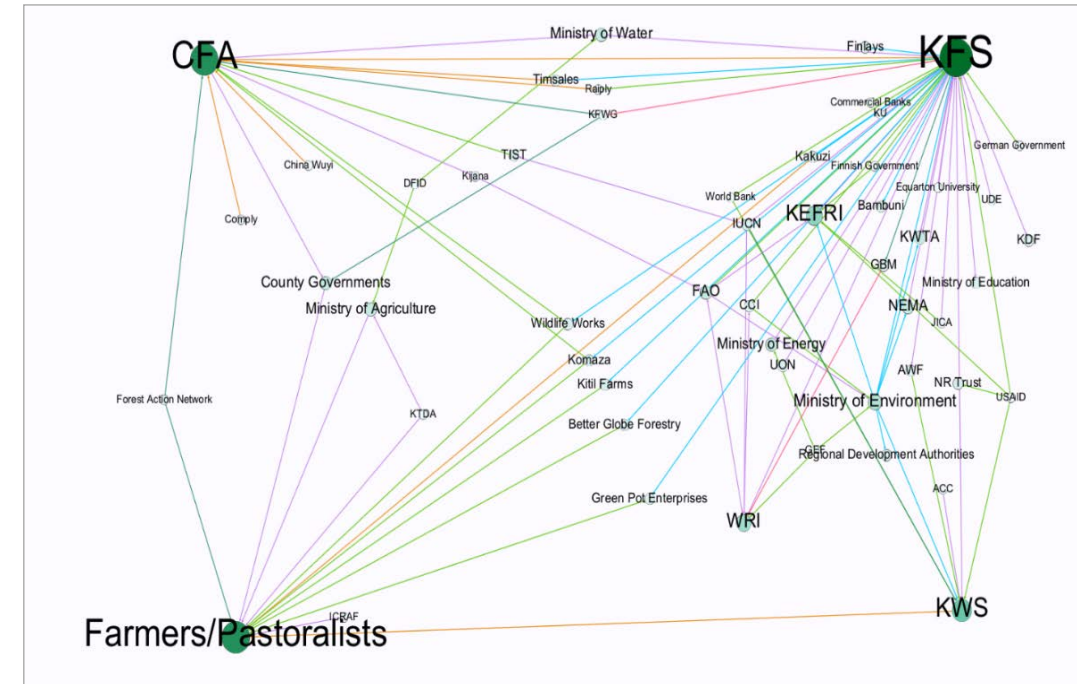
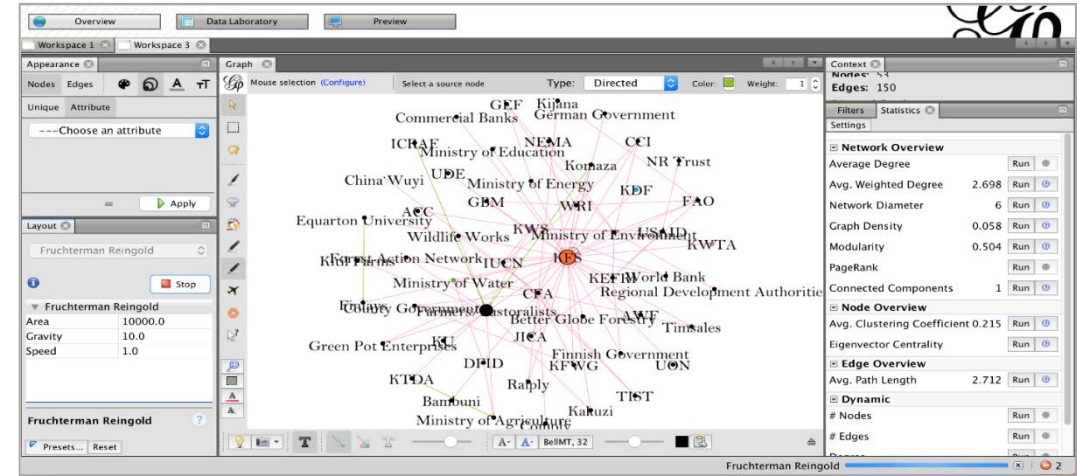
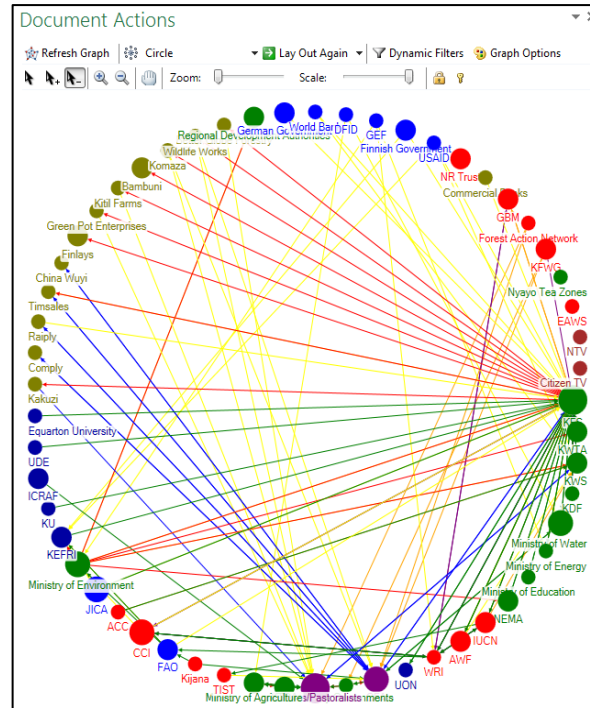
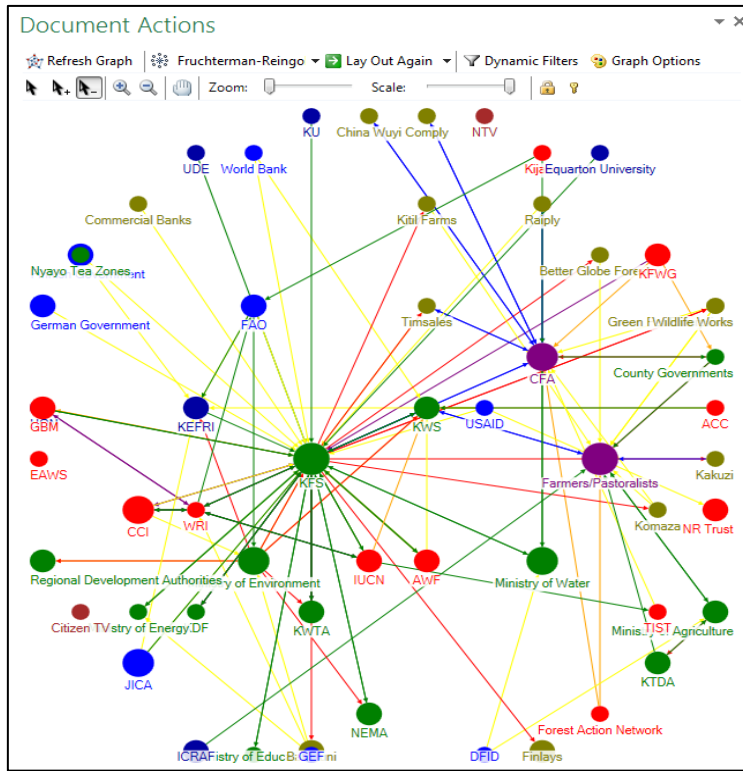
Output:
Who influences
forest and
landscape
restoration in
Kenya?



Output: Who influences finance in your country?

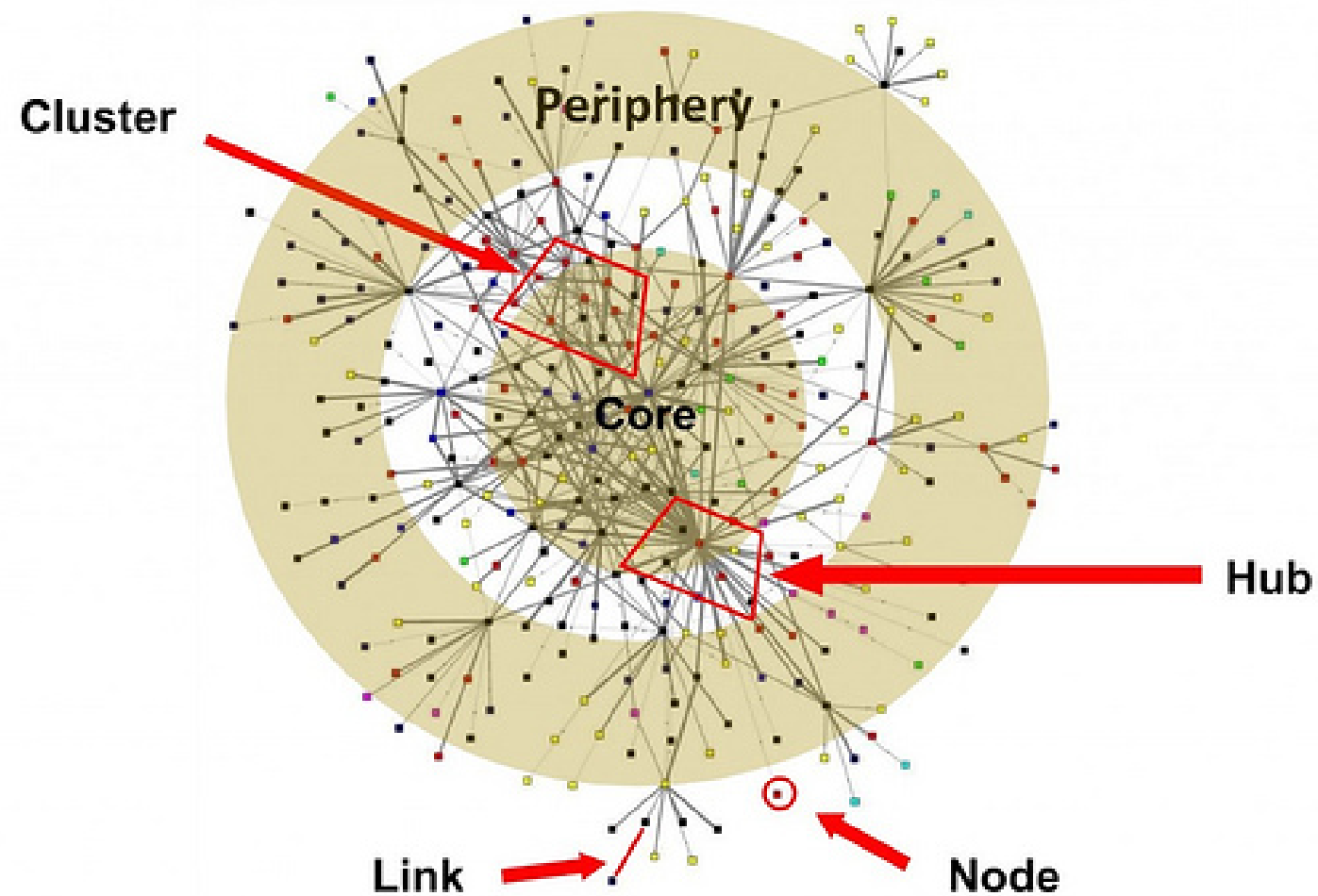


Node XL & Gephi Open-Source Maps

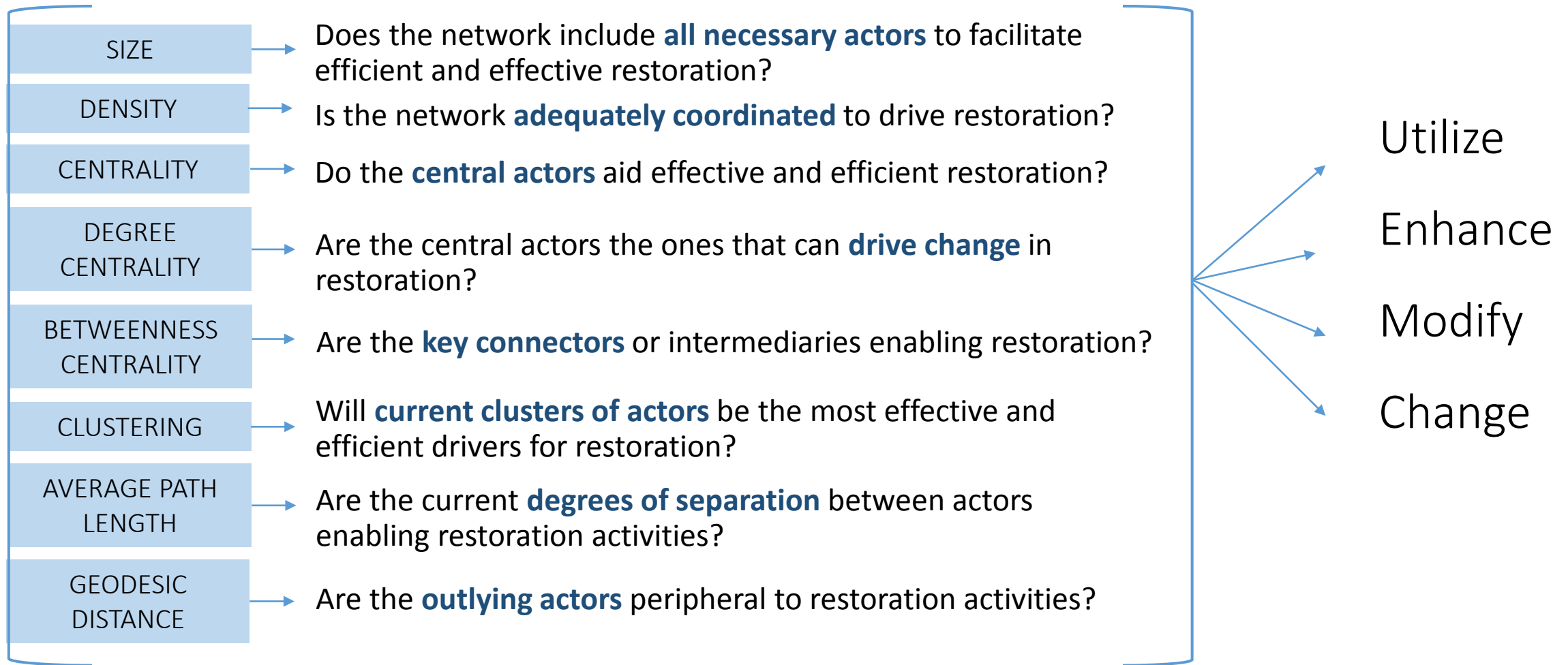


Can be used to analyze both physical and virtual networks

How do we analyze roles and values of actors?



How do we create a strategy for social landscapes?



1. Define Question

2. Identify Actors

3. Allocate Links

4. Assign Interest

5. Assign Influence

6. Input Data

7. Analyze Data

Reflections

What has been learned?

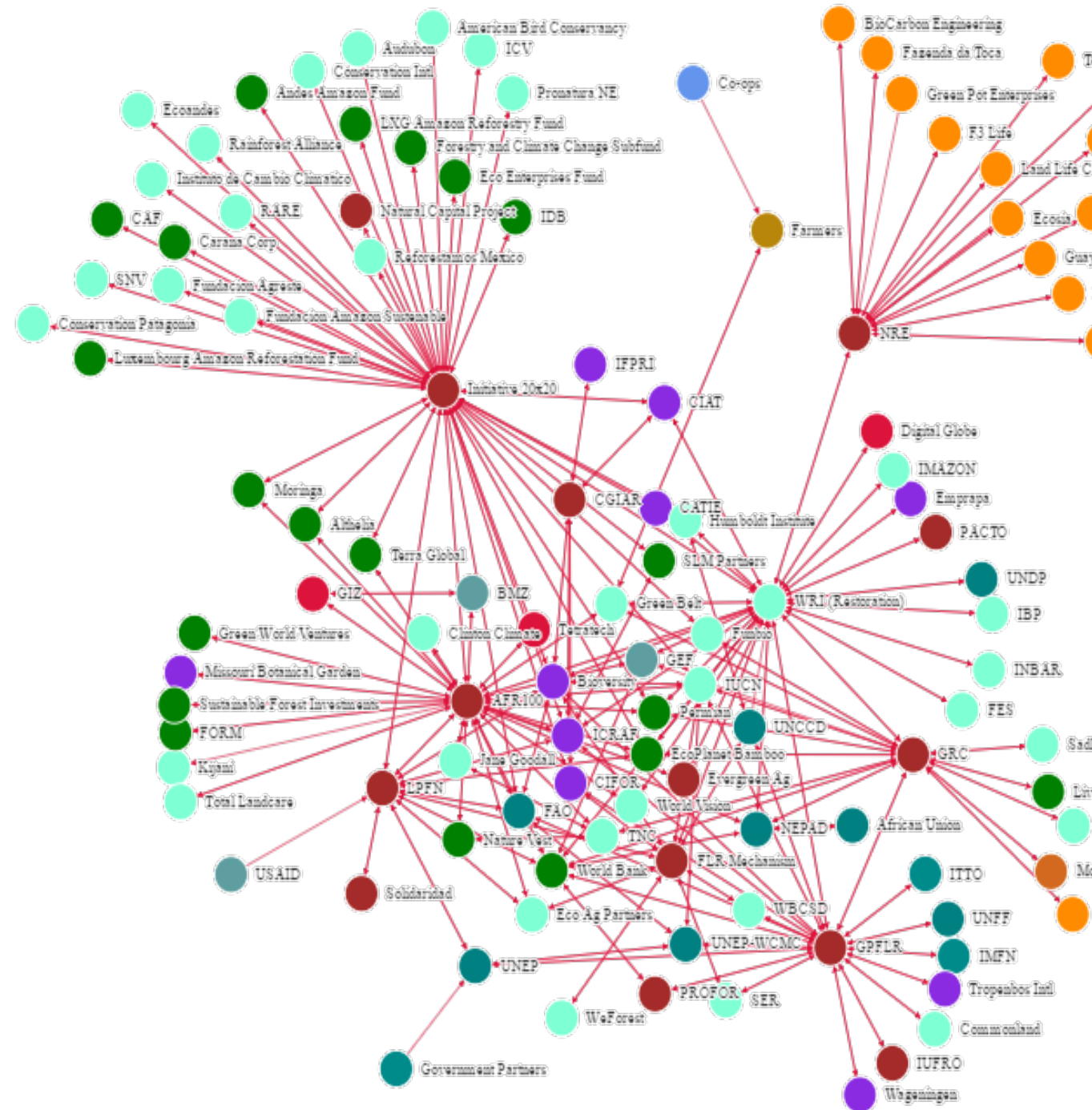
What are the knowledge gaps?

How can those knowledge gaps be filled?



Conclusions

- Social landscapes are as important as biophysical landscapes.
- The social landscape includes networks on the ground & networks in the cloud.
- Utilizing networks will be key to unlocking a modern restoration movement.





Sabin Ray
sabin.ray@wri.org



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