Understanding Social Landscapes

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What’s Next After Opportunities Maps?

From Kenya Forest Service’s Tree-Based Landscape Restoration Potential Atlas
Social landscapes are as important as biophysical landscapes.
GOVERNANCE

- Actors
- Rules
- Practices
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**?
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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
... 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
... we could capture the right audience

#restauración

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

Art
Culture
Food
Wine
Hotels
... we spoke the same language

#FLR

#Female-led relationship

R-rated
... 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?

1. Define Question
2. Identify Actors
3. Allocate Links
4. Assign Interest
5. Assign Influence
6. Input Data
7. Analyze Data
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?

Source: Grant, H, Scearce, D. 2009. Monitor Institute
How do we create a strategy for social landscapes?

- Does the network include all necessary actors to facilitate efficient and effective restoration?
- Is the network adequately coordinated to drive restoration?
- Do the central actors aid effective and efficient restoration?
- Are the central actors the ones that can drive change in restoration?
- Are the key connectors or intermediaries enabling restoration?
- Will current clusters of actors be the most effective and efficient drivers for restoration?
- Are the current degrees of separation between actors enabling restoration activities?
- Are the outlying actors peripheral to restoration activities?

Utilize
Enhance
Modify
Change
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.