

THE GUANABARA BAY REPORT CARD

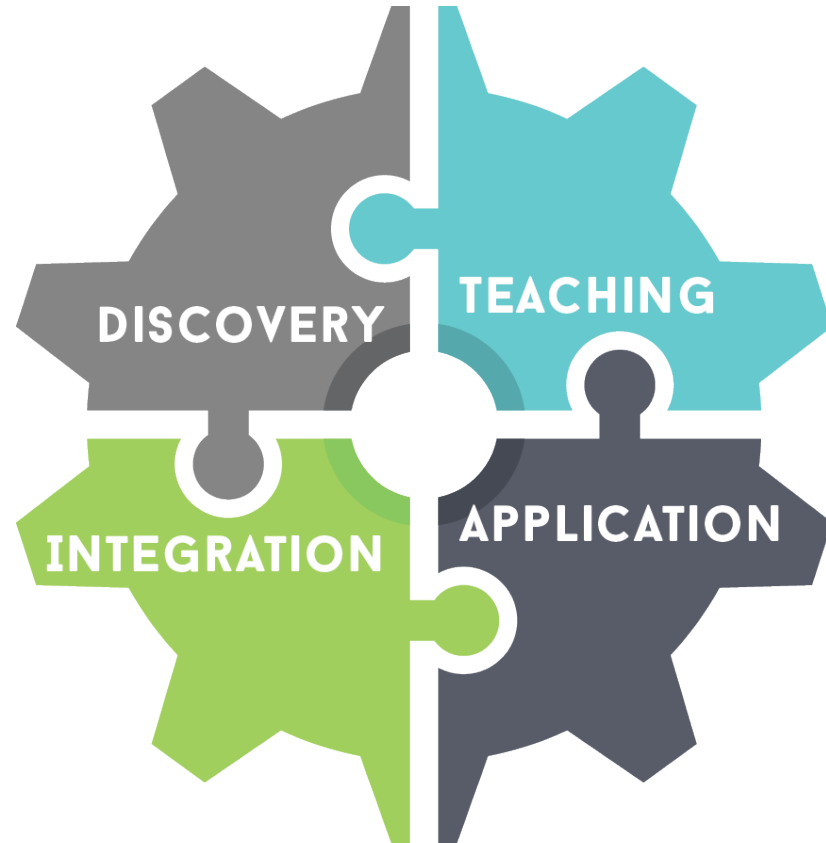


Bill Dennison

April 25th, 2016

UNIVERSITY OF MARYLAND CENTER FOR ENVIRONMENTAL SCIENCE AND THE INTEGRATION AND APPLICATION NETWORK

- UMCES formed in 1925 to provide practical environmental advice
- UMCES defines scholarship as discovery, integration, application, and teaching
- IAN was created in 2002 to address integration and application



WHO ARE WE?

IAN's aim is to enable better communication to empower change.



Integration & Application Network

Communicate better. Empower change.



WORK WITH US

IAN PRESS

ECOCHECK

TOOLS

PROJECTS

NEWS

LEARN

PEOPLE

CONTACT

ABOUT

SEARCH

COMMUNICATION



REPORT CARDS



TRAINING



Laguna de Bay
2013 Ecosystem Health Report Card

The first Report Card for Laguna de Bay in the Philippines is now available!

The banner features a photograph of a mangrove forest in Laguna de Bay, Philippines, with water in the foreground and trees in the background. The text is overlaid on the image.

NEWSLETTER

Video & Blog Highlights

A Look Inside New York Harbor poster released for classroom use

IAN kicks off collaboration with Cambodian Ministry of Environment on Mekong Flooded Forest Landscape Report Card

Texas coast pilot project workshop creates EcoHealth Metrics

OysterFutures project underway

On the Horizon

JOURNAL ARTICLES

Oyster delta N-15 as a Bioindicator of Potential Wastewater and Poultry Farming Impacts and Degraded Water Quality in a Subestuary of Chesapeake Bay

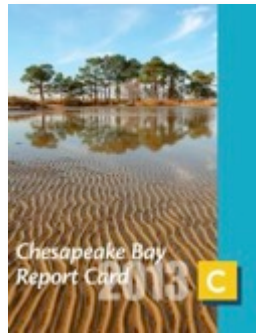
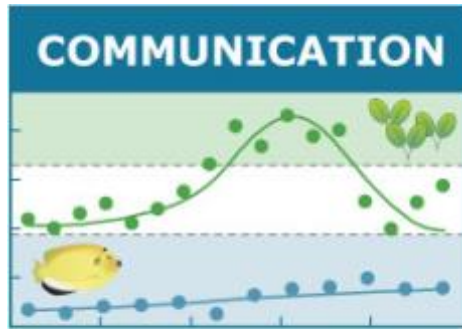


Innovation for a better future



ian

IAN HAS THREE MAIN FOCUS AREAS



Develop Science
Communication
products

Environmental
Report Cards

Science
Communication
Training

SOLVING, NOT JUST STUDYING ENVIRONMENTAL PROBLEMS

STUDY

- Dispassionate
- Embrace complexity
- Publish & funding via peer review
- Getting it right



SOLVE

- Passionate
- Simplify
- Publish & funding via stakeholders
- Getting it done

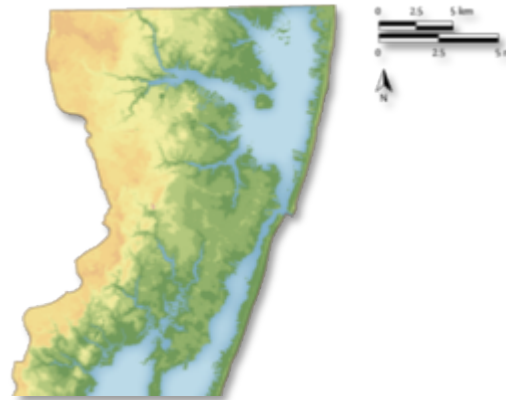
SYNTHESIZING INFORMATION FOR LESS TECHNICAL AUDIENCES

Synthesis



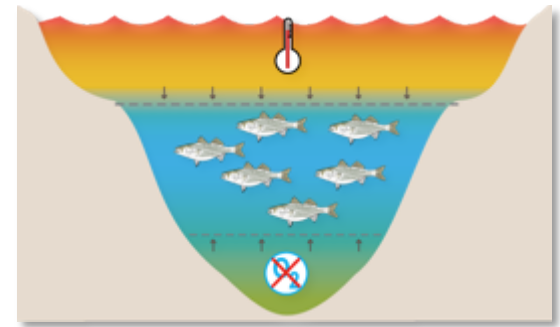
Synthesized data

Visualization



Illustrate key points

Context



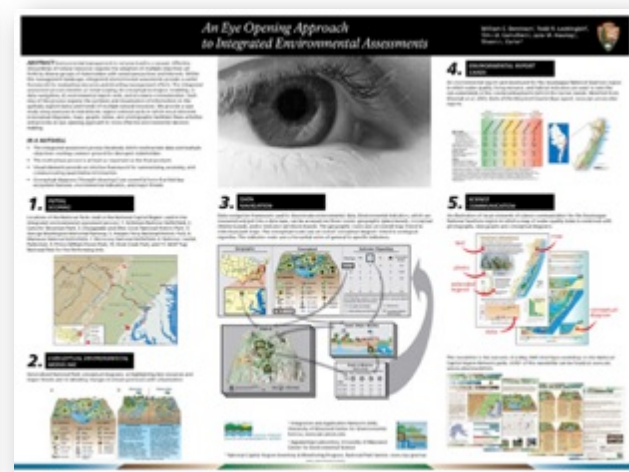
So what?

DEVELOPING A VARIETY OF SCIENCE COMMUNICATION PRODUCTS

Newsletters

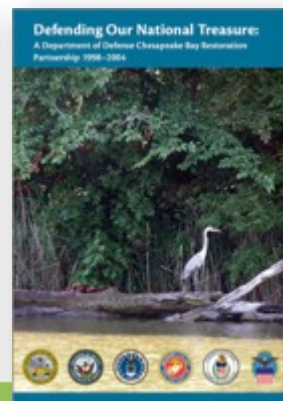
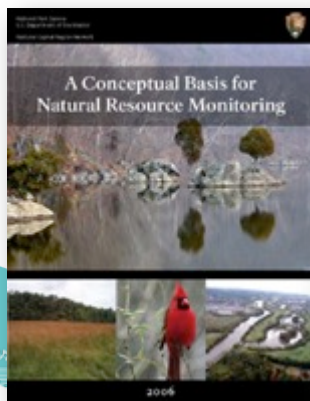
Science Journals

Posters

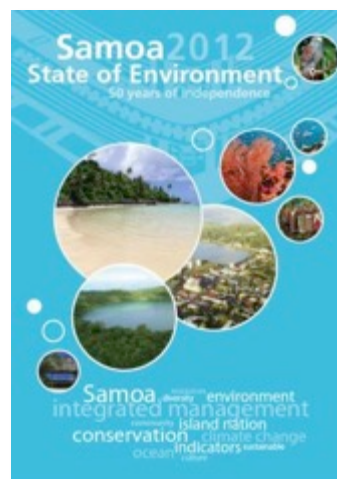
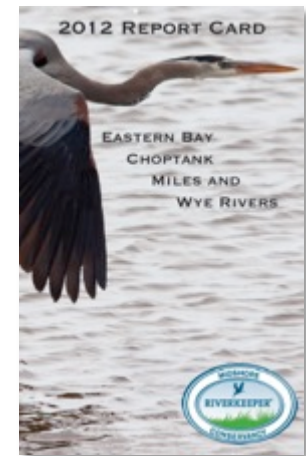
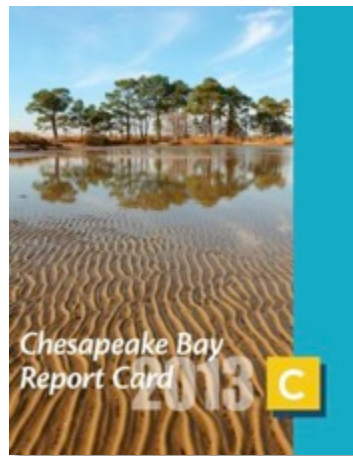
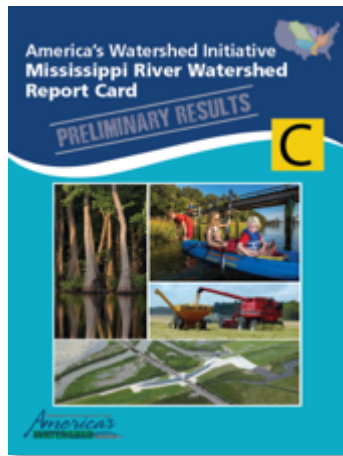


Reports

Books

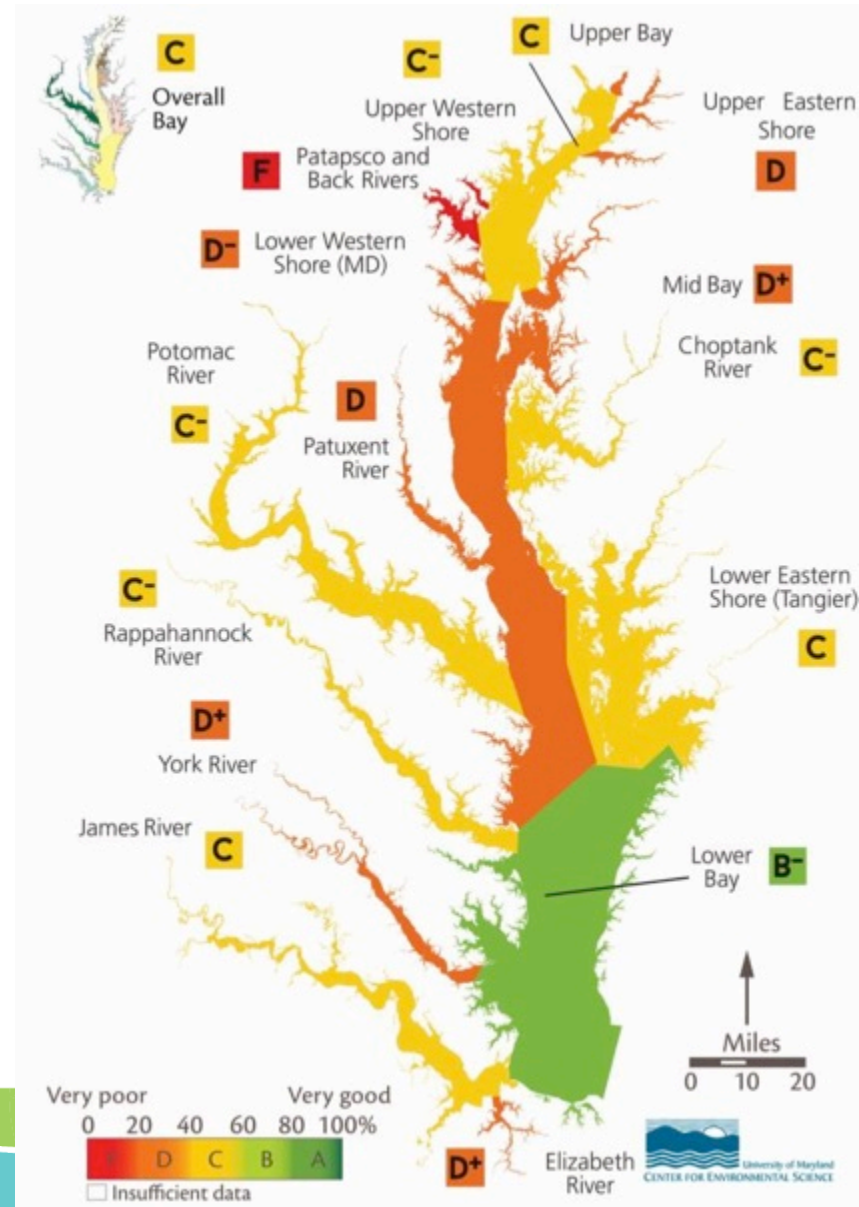


REPORT CARD EXAMPLES



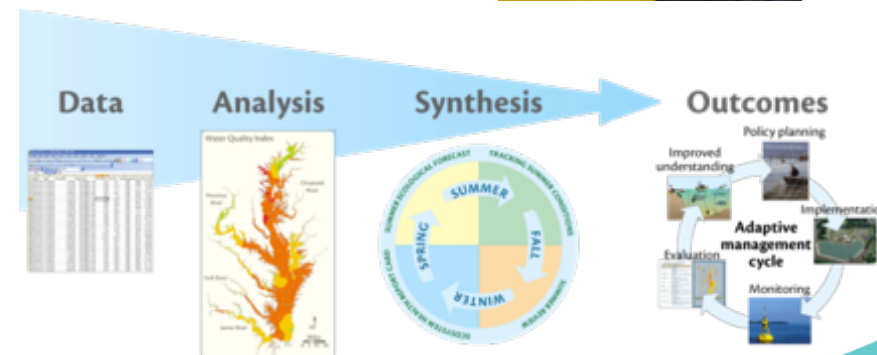
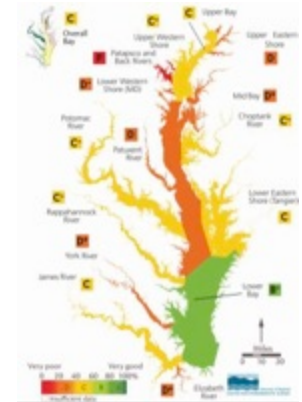
WHAT IS AN ECOSYSTEM HEALTH REPORT CARD?

- Broad-level assessments of a region or system
- Communicate complex information
- Based on real data: transparent and defensible
- Provide accountability
- Engage communities

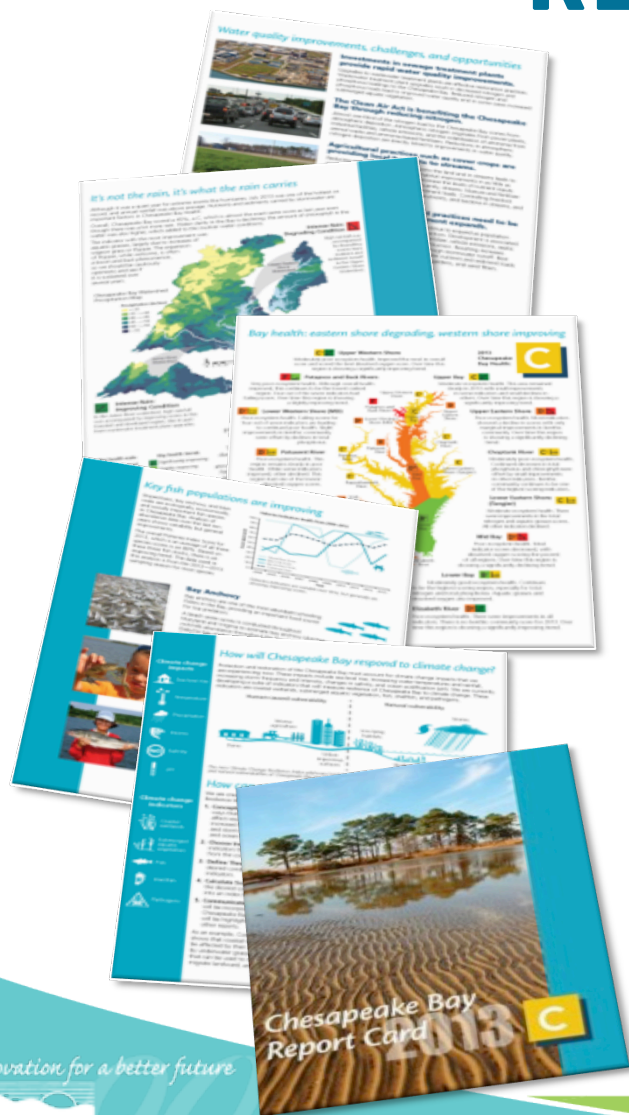


ECOSYSTEM HEALTH REPORT CARDS ARE AN EFFECTIVE COMMUNICATION TOOL

- Peer pressure is a powerful human motivator
- Educational report cards are a common experience
- Report cards synthesize large amounts of data



OUTCOMES OF ECOSYSTEM HEALTH REPORT CARDS



- Well received and influential
- Comprehensive package – goes beyond simple grading
- Visually appealing
- Being local – sense of ownership
- Educational

REPORT CARDS ARE A FIVE STEP PROCESS

1 Create a conceptual framework



Create a framework defining goals and major aspects of each goal that should be evaluated over time.

2 Choose indicators



Select indicators that convey meaningful information and can be reliably measured.

3 Define thresholds



Define status categories, reporting regions, and method of measuring threshold attainment.

4 Calculate scores

Source	Station	Region	Date	DO Value
DNR	CCC0000		4/29/09	9.00
DNR	CCC0000		4/29/09	9.50
DNR	CCC0000		4/29/09	9.70
DNR	CCC0000		5/28/09	8.90
DNR	CCC0000		5/28/09	9.00
DNR	CCC0000		5/28/09	9.00
DNR	CCC0000		6/18/09	8.80

Calculate indicator scores and combine into index grades.

5 Communicate results



Communicate results using visual elements, such as photos, maps, and conceptual diagrams.

REPORT CARD SUPPORTS GUANABARA BAY MONITORING AND RESTORATION

- Top tier = Report card
- 2nd Tier = Newsletter, website
- 3rd Tier = Technical reports, scientific literature
- Base = Data



WORKSHOP AGENDA AND GOALS

- Agenda
 - 1 Day
 - Hands-on
 - Data rich
 - Fun!
- Goals
 - Review goals and objectives
 - Conceptualize the system
 - Identify values and threats
 - Identify indicators and data to be used
 - Mockup potential product

