



19 March 2014

**INTRODUCING MORE URBAN PEOPLE TO THE NATURAL WORLD:
CROSS-PROMOTION BETWEEN URBAN PROTECTED AREAS AND
NATURAL HISTORY MUSEUMS AND SIMILAR INSTITUTIONS**

***PROPOSAL FOR A TEN-MONTH PROJECT,
MARCH-DECEMBER 2014***

BACKGROUND

Cross-promotion between urban protected areas and natural history museums and similar institutions is an effective but little-used strategy that can encourage urban people to experience and understand the natural world.

Protected areas located in or at the edge of metropolitan areas provide opportunities for large numbers of urban residents to experience nature, including many who may not be able to visit more remote protected areas. Metropolitan areas also have several kinds of institutions, often heavily visited, aimed at educating people about the natural world: natural history museums, science centers, zoos, aquariums, and botanic gardens. Although such institutions may work with protected areas in scientific research and resource conservation, they seldom cooperate with them in sensitizing people to the natural world.

Cooperation can start with “cross-promotion,” a technique from the business world in which customers of one product are targeted with promotion of a related product. For example, a natural history museum can provide visitors with information about natural places to visit. An example is Chicago’s Field Museum, where visitors can use an interactive map table to locate a natural area to explore near where they live. Conversely, visitor centers and exhibits in protected areas can direct visitors to museums.

This project builds on a decade of experience by InterEnvironment Institute in pioneering research, discussion, and communication on urban protected areas. This started with preparations for a workshop at the last World Parks Congress (Durban, South Africa, 2003), which resulted in an influential publication, *The Urban Imperative*

(2005). The workshop was funded by the Santa Monica Mountains Conservancy. It led to formation of what is now the Urban Specialist Group of the World Commission on Protected Areas (WCPA) of the International Union for Conservation of Nature (IUCN).

The proposed project was inspired by research for *Urban Protected Areas: Profiles and Best Practice Guidelines*, a forthcoming volume in the Best Practice Guidelines Series of WCPA. That volume was written by InterEnvironment Institute President Ted Trzyna and is sponsored by the WCPA Urban Specialist Group. SMMC is one of five co-sponsors of the volume, along with InterEnvironment Institute and the national park agencies of Brazil, the Republic of Korea, and South Africa. The book project was funded by the Korea National Park Service.

OBJECTIVES

This project is narrowly focused on cross-promotion between urban protected areas and natural history museums and similar institutions. It is concerned with the process, or “how,” of such cross-promotion, rather than the content of education and interpretation. Its objectives are to:

1. Encourage such cross-promotion in metropolitan Los Angeles.
2. Encourage such cross-promotion in the international nature conservation and museum communities, including at IUCN’s 2014 World Parks Congress, to be held in Sydney, Australia, in November 2014. Held every ten years, the World Parks Congress is an important event for introducing new ideas into the global conservation community and shaping protected area policy.

PROCESS

Over ten months (March-December 2014), the Institute will:

1. Collect examples of cross-promotion worldwide through IUCN and other networks.
2. Examine the Field Museum example in Chicago in depth.
3. Participate in a meeting to decide on final plans for the World Parks Congress, to be held in Cuernavaca, Mexico, in late March 2014.
4. Collect information and make contacts at the annual meeting of the Alliance of American Museums, to be held in Seattle in May 2014.
5. Collect information in London, England, in May 2014 during a personal trip by the project director.
6. Conduct interviews with key actors concerned with management of urban protected areas in California—federal, state, and local—and key natural history museums and

similar institutions. These interviews will focus on metropolitan Los Angeles, but will also include meetings in Sacramento and the San Francisco Bay Area. They will be aimed at identifying opportunities for cross-promotion. In addition, interviews or contacts will be made with officials of potential allies, such as local governments and health agencies and foundations.

7. Convene an invitational workshop in Los Angeles for senior representatives of the key organizations mentioned in (6) above to present the benefits of cross-promotion, discuss strategies, and decide on next steps.

8. Participate in the 2014 World Parks Congress in Sydney, Australia, from 12-19 November. This will include:

- Organizing and conducting a workshop, “Urban Protected Areas and Natural History Museums: New Connections for a New Generation.” The workshop will emphasize encouraging urban young people to experience and understand the natural world. Speakers will present (1) a success story, probably about Chicago’s Field Museum and regional conservation coalition; (2) preliminary results of this project as it relates to achieving similar cooperation in metropolitan Los Angeles; and (3) results of a global survey of such cooperation. Emphasis will be on the “how” of accomplishing such cooperation. Adequate time will be reserved for discussing and supporting a Congress Recommendation.
- Drafting, introducing, and promoting a formal Recommendation (resolution) of the World Conservation Congress on cross-promotion.
- Sponsoring an exhibit booth in the Congress exhibition hall. This is an effective way of reaching the thousands of people who will be attending the Congress. The booth will be professionally designed, and staffed by a combination of Institute Board members and paid local students. Posters designed for the Congress will be distributed.
- Designing, printing, and distributing the poster.
- Holding informal discussions with key leaders attending the Congress. This is often the most productive means of introducing new ideas to people who are able to act on them.

OUTPUTS

This project will result in:

1. Ongoing discussions among officials of Los Angeles-area museums and protected areas about moving toward cross-promotion (expected).
2. Contributions to IUCN publications that will emerge from the World Parks Congress.

3. A formal Recommendation of the World Parks Congress (expected).
4. A separate publication reporting outcomes of the project as they relate to the potential for cross-promotion in metropolitan Los Angeles.
5. World Parks Congress participants informed about cross-promotion, and about the value of urban protected areas generally.
6. Decisions about next steps, both by Los Angeles-area participants (expected) and by the IUCN World Commission on Protected Areas.
7. Posting results on the Institute's website, www.InterEnvironment.org.

INTERENVIRONMENT INSTITUTE

InterEnvironment Institute, founded in 1969, is an independent, nonpartisan public policy center based in Claremont and affiliated with Claremont Graduate University. The Institute, which has 501(c)(3) status, has a long history of working with California state agencies and IUCN. Details are posted at www.InterEnvironment.org.

URBAN SPECIALIST GROUP OF THE WORLD COMMISSION ON PROTECTED AREAS

The World Commission on Protected Areas (WCPA, www.iucn.org/wcpa) is the world's premier network of protected area expertise. Its Urban Specialist Group (www.iucn-urban.org) works to strengthen the ability of the protected areas community to serve urban people, urban places, and urban institutions. The group promotes and exchanges experience about urban protected areas as a distinctive type of protected area, exchanges information and ideas, and produces and contributes to publications. Members are drawn from many professions and academic disciplines.

KEY STAFF AND ADVISORS

Ted Trzyna, project director, is President of InterEnvironment Institute. He founded and co-chairs the WCPA Urban Specialist Group. Biographic information is posted at www.trzyna.info.

Two other Board members of InterEnvironment Institute will participate in this project, including as delegates to the World Parks Congress. They are Elisabeth Kersten, former longtime Director of the Senate Office of Research, California Legislature; and Michael Papanian, Deputy Treasurer, State of California. Both have served as Institute delegates to IUCN congresses.

Contact:

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BUDGET

Personnel

Project director (Ted Trzyna), 40 days at \$800 per day \$32,000

Travel by project director

Within California (L.A. area, Bay Area, Sacramento) 2,500

Chicago (Field Museum and Chicago Wilderness coalition) 1,200

Seattle (Alliance of American Museums annual meeting, including reg. fee) 1,600

Chapultepec, Mexico (World Parks Congress planning meeting) Paid by IUCN

London (museum and nature reserves) Covered by project director

Sydney, Australia (World Parks Congress)

-- Airfare LAX-Sydney-LAX; airport van 1,725

-- Per diem at U.S. Government rate, \$343, 10 days 3,430

-- Local transportation 200

Other expenses

Workshop in Los Angeles (coffee, etc.) 300

World Parks Congress registration fee, project director 677

Exhibit at the Congress (estimate for preparation, shipping, fee, staffing) 4,000

Printing (poster for World Parks Congress; final report) 500

Miscellaneous and contingencies 1,868

Indirect expenses

Office, communications, supplies, etc. Contributed by InterEnvironment Institute

TOTAL **\$50,000**