Module 9.
PREPARE TO WRITE NEW CASE STORY

Expand Portfolio of Cases
Cross Cultural Communication:
Communities & Conservation

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Brainstorm Potential Topics

- View available cases on website &/or dropbox
- Think about your own experiences & interests
- Identify gaps in the list
- Dialogue with others
  - generate ideas
  - identify areas of synergy
- List potential topics for your case story
• Usually the conservation challenges that confront us are a combination of multiple problems
• In choosing a topic to write a case story for this series, your challenge is to frame the problem in a manner that is both:
  – Narrowly bounded, i.e. feasible for a 2-4 page write-up
  – Of general interest such that others recognize a similar problem in their own set of experiences
• Look at your list of potential topics and cross off the ones that do not meet these criteria
Community of Stakeholders

• For your topic, list stakeholder groups/lenses in the community

• Match these groups to each of the following general categories:
  – Local residents & landowners
  – Environmental advocates
  – Regulatory agencies
  – Economic developers

• Add or delete categories to best describe the community
Stakeholder Lenses re. “Tool-kit”

- Make a list of the “tools”
- Construct a matrix of stakeholders views with:
  - “tools” as columns
  - “stakeholder lenses” as rows
- write in how each group would perceive each tool
  - Notice the complexities of diverse opinions in each group
  - Notice which groups align with similar perspectives
To help your readers better understand the conservation challenge and stakeholder perspectives

Options for readings:
  – Your own publications
  – Articles on a similar topic (conservation challenge)
  – Information about bio/cultural diversity in the region
  – Websites explaining a particular stakeholder viewpoint

If you cannot identify any relevant readings for a particular topic, cross it off your list of potentials
List potential topics for your case study

Frame the problem for one “most promising” topic

Construct a matrix of stakeholders (rows) by tools

For each row, fill in perspectives on each tool

Decide whether you have enough information about your topic (identify relevant readings, personal experience and contacts)