



From Antagonists to Forces for Change

Why Listening is the First Step Toward Sustainability

Bill Stanley, 5/12/2020



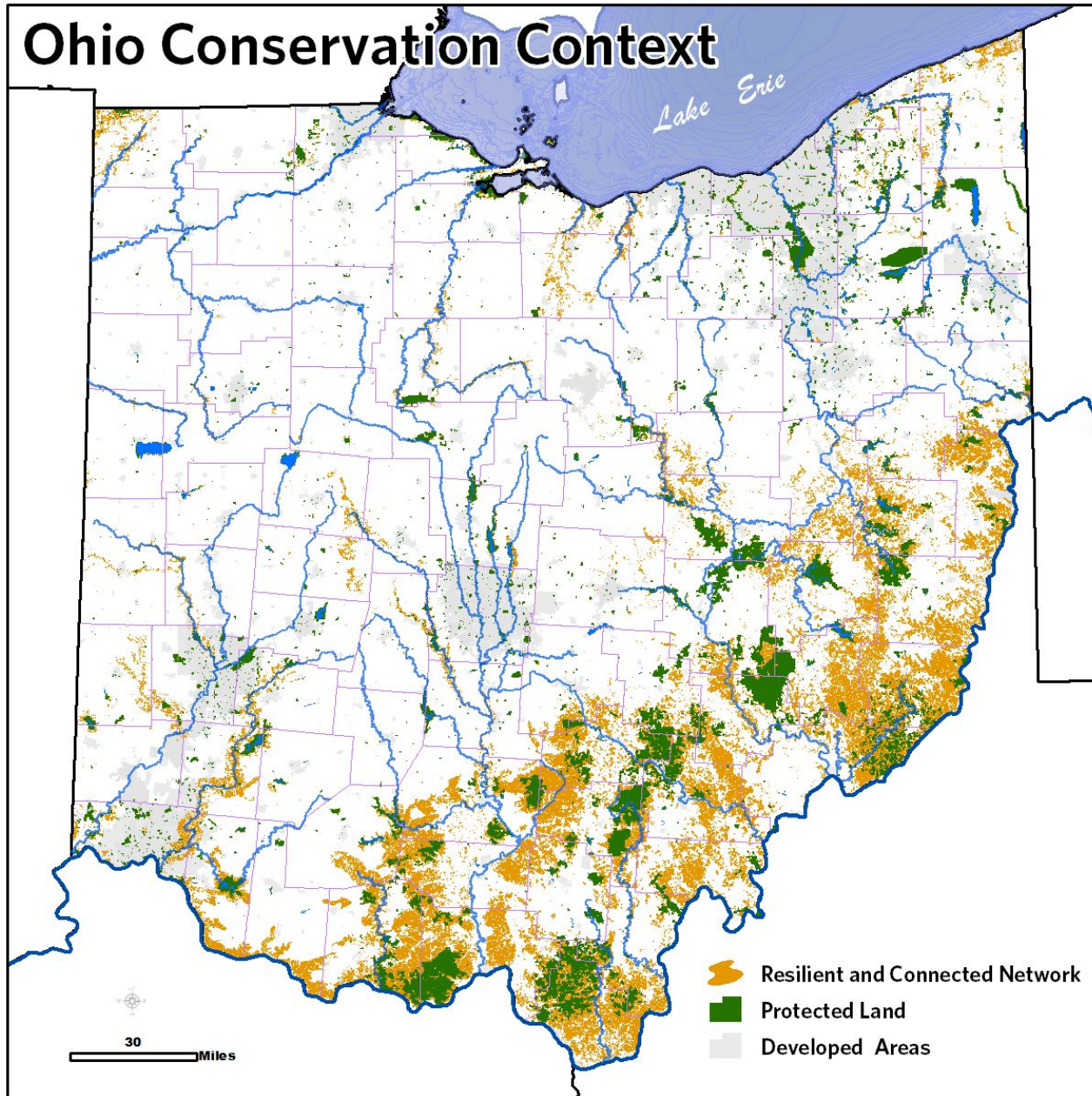
Could the
truffula
forests have
been
managed
sustainably?





Protected Forests in Ohio, 2020

Ohio Conservation Context



Forests
Needed for a
Resilient and
Connected
Network



Clean Water and Agriculture



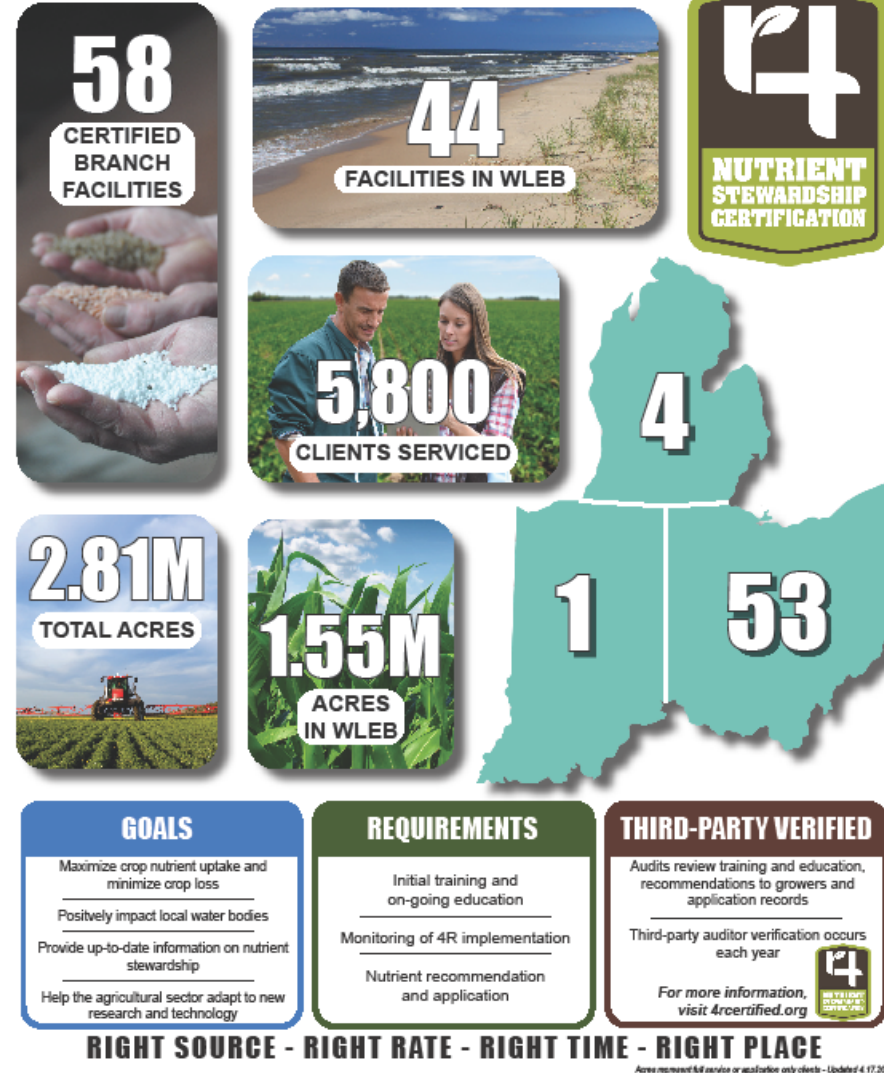


4R Nutrient Stewardship Certification Program

- Right Source at the Right Rate, the Right Time and in the Right Place
- March 2014 – Began in WLEB in Ohio, Michigan and Indiana
- Expanded to:
 - All of Ohio
 - Ontario, Canada
 - New York
 - Florida
 - Considered in 8 other U.S. states

4R NUTRIENT STEWARDSHIP CERTIFICATION PROGRAM

Voluntary program in Western Lake Erie Basin (WLEB) and entire state of Ohio for agricultural retailers & nutrient service providers implementing the 4Rs



4R Relationships Set the Stage for H2Ohio

With DeWine's Leadership

\$172 M

+ hopefully more in the future



H2Ohio
Targeted Priorities

h2.ohio.gov

 **MIKE DEWINE**
GOVERNOR OF OHIO

www.Governor.Ohio.gov



Reducing Phosphorus



Creating Wetlands



Addressing Failing Septic Systems



Preventing Lead Contamination





Cumberland Plateau of KY, TN, and VA

- 250,000 acres
- Conservation, sustainable timber management, carbon offset sales

“Winning the environmental war is a whole lot tougher challenge by far than winning any other war in the history of Man.

Our goal is not just an environment of clean air and water and scenic beauty. The objective is an environment of decency, quality and mutual respect for all other human beings **and** all other living creatures.”



- Gaylord Nelson, Earth Day Founder in 1970

From Antagonists to Forces for Change

- 1) BE OPEN TO FINDING THE ANSWER FOR PEOPLE, PLANET **AND** PROFIT. Don't perpetuate the false choice between the environment **or** the economy.
- 2) LISTEN TO UNDERSTAND. This is not a competition. You need a diversity of perspectives to achieve sustainability.
- 3) CO-CREATE. Go slow to go fast. Take time up front to find common ground. Get a win under your belt, even a small one, and then go bigger.





Thank you

The Nature
Conservancy 
Protecting nature. Preserving life.