



Using Volunteer Observer Networks to Monitor Precipitation & Wildfires

Communications' Perspective

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cec.org

Communications Goals

1. Promote the collection and sharing of environmental observations, based on a standardized methodology, to support preparedness and response to extreme events across North America
2. Motivate environmentally conscious individuals to go beyond straightforward environmental actions like recycling & start collecting data
3. Incentivize observers to become citizen scientists & to participate in a new North American network
4. Create a community of people dedicated to better equipping ourselves for and better responses to emergencies created by extreme weather events

Monarch Blitz

- Multi stakeholder approach involving partners across North America
- Joint press release and call to action in all three countries



Canadian Geographic ✓
@CanGeo

The @CECweb finished its Trinational Monarch Monitoring Blitz last month. 32,883 monarchs were recorded in Canada, U.S. and Mexico by 1,436 volunteers! A blitz like this recalls the volunteer-fuelled discovery of monarch migration in 1976. #MonarchBlitz



Chasing butterflies

In 1976, my husband's grandparents solved one of the world's great natural mysteries: the monarch butterfly migration. Four decades later, we retraced their ...

canadiangeographic.ca

LEO Observer Network

- Media relations
- Social media pack
- Intro video (Animated video with value proposition)

TIMES COLONIST

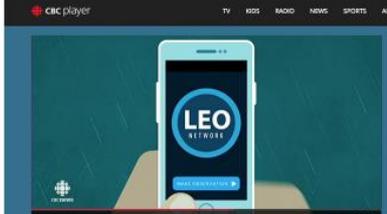
Online hub launched in Victoria to watch for environmental changes

AMY SHAWT / TIMES COLONIST
JUNE 15, 2017 10:30 AM



The Local Environmental Observer Network conducts a training session at the University of Victoria. Photo courtesy of Commission for Environmental Co-operation. Photograph By: [Name]

CBC player



CBC News: Northeast
June 9, 2017 | 3:27

Every weeknight, we take the pulse of the North and reflect its diversity.

FAST COMPANY

06.14.17

This Network Of Indigenous People Is Reporting From The Front Lines Of Climate Change

The Local Environmental Observer (LEO) Network collects reports on how the world region is transforming in response to climate change.



"The thing is, with climate change, everything is changing." [Photo: Lucas Payne/Design Pica/Getty Images]

BY EILLIE ANZILOTTI | 3 MINUTE READ

Year 1 Recommendations

- Stakeholder engagement: communicate to broad base of stakeholders involved with the CEC's extreme events work with project updates to build momentum
- Develop a new website & application that is slick and user-friendly for an existing network
 - Scaled to include all of North America (trilingual)
 - Improve the tool to include all desired data
 - Leverage one or multiple existing networks
 - Communications could help with web/app developer Request for Proposals

Year 2 Recommendations

- Grow the network by launching the new website & app across North America
- Develop a 6-month promotional campaign highlighting the new tool and its benefits:
 - Enlist the help of stakeholders to promote
 - Send out a media release
 - Launch a social media campaign



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Three countries. One environment.

