

# THE NATURE CONSERVANCY

The Nature  
Conservancy



Protecting nature. Preserving life.

JEFF DEQUATTRO  
DIRECTOR OF RESTORATION  
GULF OF MEXICO PROGRAM

---

# THE NATURE CONSERVANCY

MAKING THE CASE FOR BRINGING NATURAL  
INFRASTRUCTURE TO SCALE

Wednesday, July 30

CEER 2014

New Orleans, LA



---

## WE NEED EACH OTHER

### WHY SHOULD WE TAKE THIS ON?

There is growing evidence that natural defenses, can reduce risk to life and property

Places and ecosystems are being restored in ways that help reduce risk and improve resilience.

Economies can be enhanced by guiding smart development and investments to reduce damages from natural disasters.

The biggest barrier to change when it comes to managing risk, is that the market tends to only see value in gray infrastructure

---

# HOW DO WE MAKE THE CASE?

## CONSERVANCY AND PARTNER RELATED ACTIONS and the book of 'P'

### PARTNER

- Quality Based Selection Process
  - Collaborative Partnerships
  - Gulf Services Agreements

### PLAN

- Support Watershed and Whole-System Approach
- Engage Partners/Stakeholders

### PRIOTIZE

- BAS – Best Available Science
- ID Threats and Gaps

### PREPARE

- Assemble proposals and teams
- Push for good restoration

### PROJECTS

- Measures framework and attribute catalog
- Demonstration sites

### PERFORMANCE

- Universal metrics
- Long-term monitoring
- Flood mitigation/coastal protection models

### PEER REVIEW

- Analyze and compare results

### PUBLISH

- Analyze and compare results

### PROMOTE

- Utilize relationships
- Engage partner clients
- Science speaks
- Outreach kits for engineers and policy makers

### PERSUADE

- Learning exchange
- Field guides

### POLICY

- Drive the market



---

## 3-YEAR QUALITY BASED SELECTION PROCESS

### COLLABORATIVE AGREEMENTS

- AECOM
- CH2M Hill
- ESA (Environmental Science Associates)

### GULF SERVICE AGREEMENTS

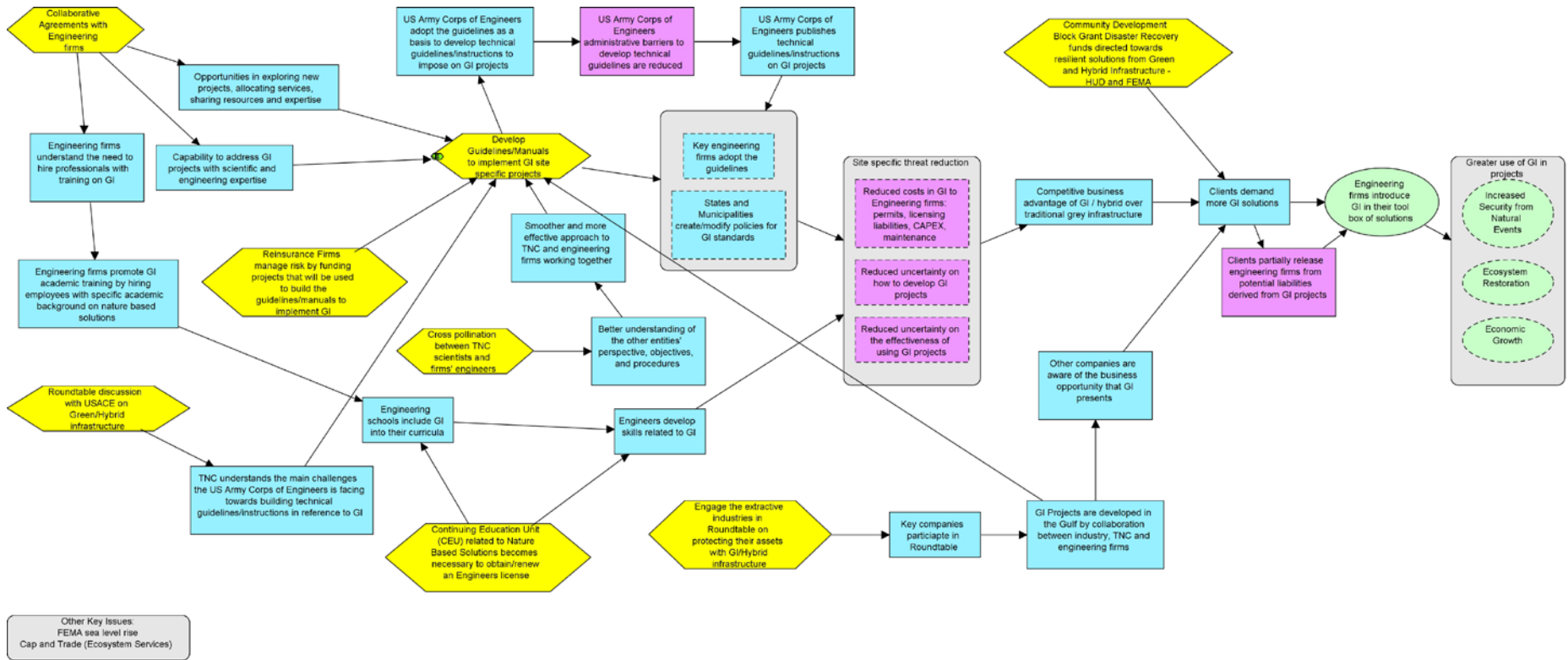
- AECOM
- CH2M Hill
- Ecology and Environment
- HDR



Photo by Jeff DeQuattro

# RESULTS CHAIN FOR ENGAGING THE ENGINEERING SECTOR

RAFAEL ROCA © TNC





# BIKES



Photo by Jenn Greene



