

Flipping the Script on American Environmental Thought

New Jersey Watershed Conference • November 1, 2019



KELSEY MATTISON

MARKETING COORDINATOR

kmattison@princetonhydro.com

856-259-2238



Overview

Welcome

- ✓ Binary Thought Processes
- ✓ Binaries in U.S. Dam History
- ✓ Flipping the Script
- ✓ Values-Based Communication
- ✓ “Bad” Guy vs “Good” Guy Mentality
- ✓ Non-Traditional Partnerships
- ✓ Triple Bottom Line

Conclusion & Discussion/Q&A

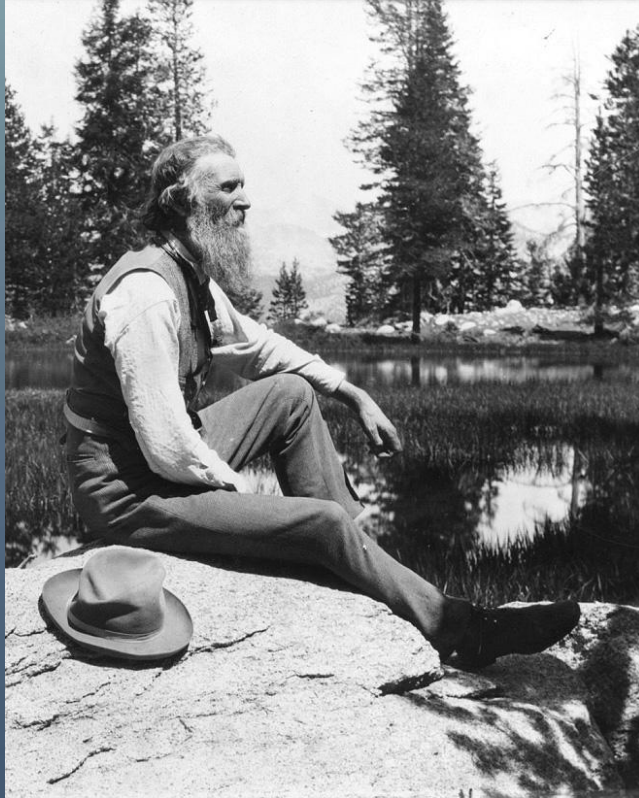


Binary Thought Processes

- What is a binary?
 - “consisting of, indicating, or involving two”
 - in a cultural context, the “two” are often opposites
- How do binaries shape our thinking?
 - causes us to view issues as one or the other, leaving little to no room for the possibility of blending the two
- Environmental example: preservation vs conservation



Preservation vs Conservation



John Muir - Father of Preservation

- author/naturalist
- advocate of the national park idea
- co-founder of Sierra Club



Gifford Pinchot - Father of Conservation

- forester/politician
- reformed management & development of forests

Dams in the U.S.



Dam History in America

- We have been building & removing dams since before recorded history
- Dams are used to support water supply, irrigation, navigation, flood control, mechanical & hydroelectric power, and recreation
- Historically, dams have also been widely controversial, both in building and removing them

How do we flip the script to be more inclusive?

Because we function better when we work together

Values-Based Communication

- Connecting with people from different groups with a different set of values can be done using communication techniques
 - involving *all* stakeholders, not just those with power
- This allows people with seemingly conflicting beliefs work towards a common goal
- Generally, people default to thinking there are only two sides of an issue, when there are actually various

Identifying Core Values

Environmental Justice
Protecting Communities

Habitat
Ecosystem Health

Family
Children

Business
Money

Education
Access to Information

Health/Wellness
Water/Air Quality

“Bad” Guy vs “Good” Guy Narrative

- ✓ Historically, advocacy organizations have told this narrative, pointing fingers at corporate entities for doing the “wrong” thing
- ✓ Sometimes, nonprofit organizations tell vastly different narratives than businesses, but actually have overlapping goals



Identifying Core Values

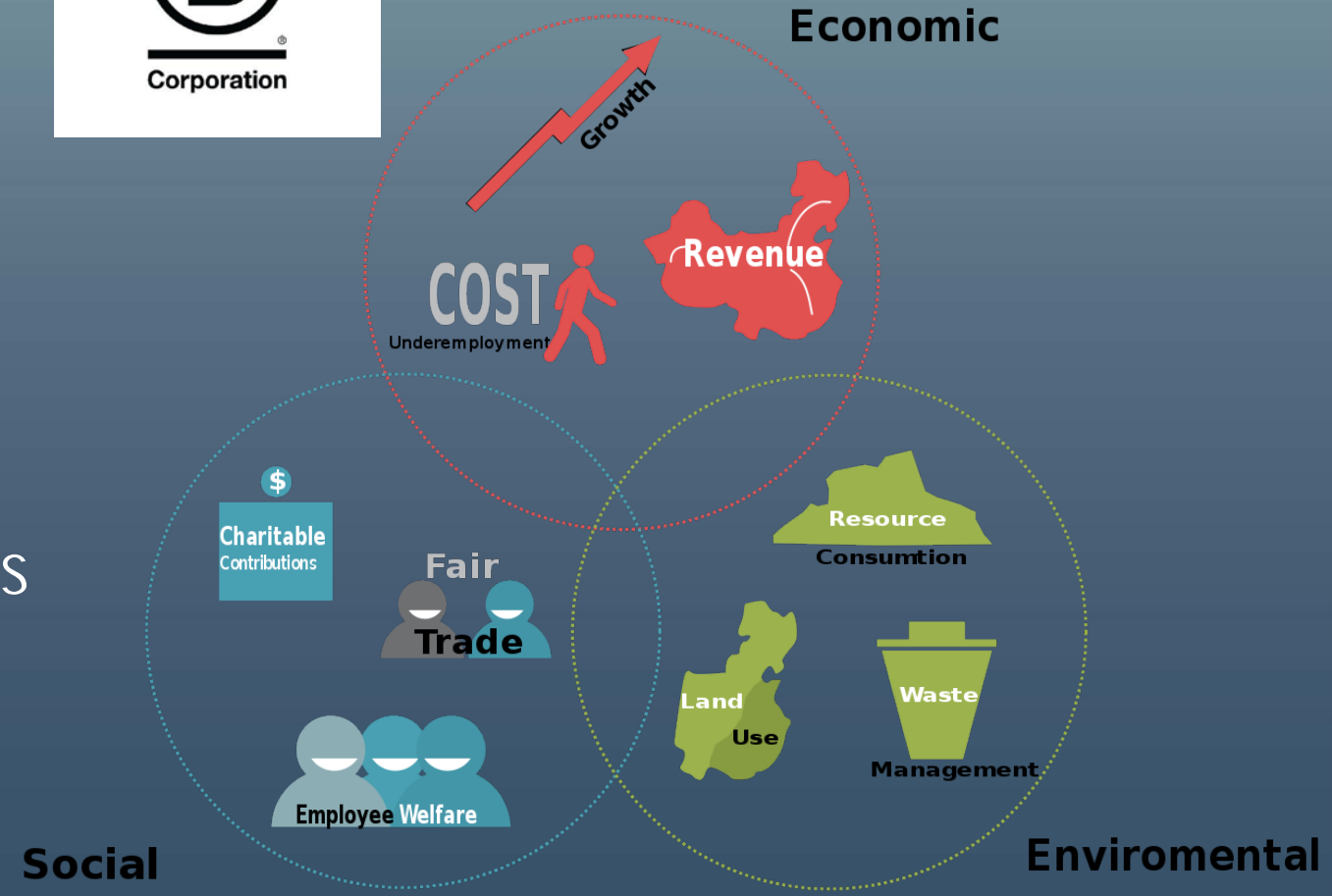
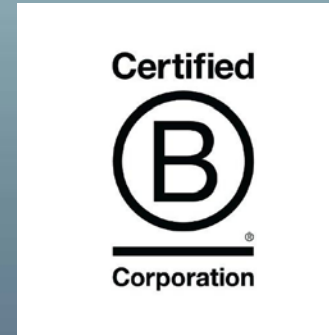


Non-Traditional Partnerships

- ✓ When we abandon binaries and the “Good” vs “Bad” Guy Mentality, strong partnerships form
- ✓ Ex. Brewery getting involved in a dam removal project because they are invested in water quality

Triple Bottom Line


- ✓ Many businesses are starting to adopt a triple bottom line of People, Profit, & Planet
- ✓ This effort attempts to deconstruct the “good” vs “bad” binary



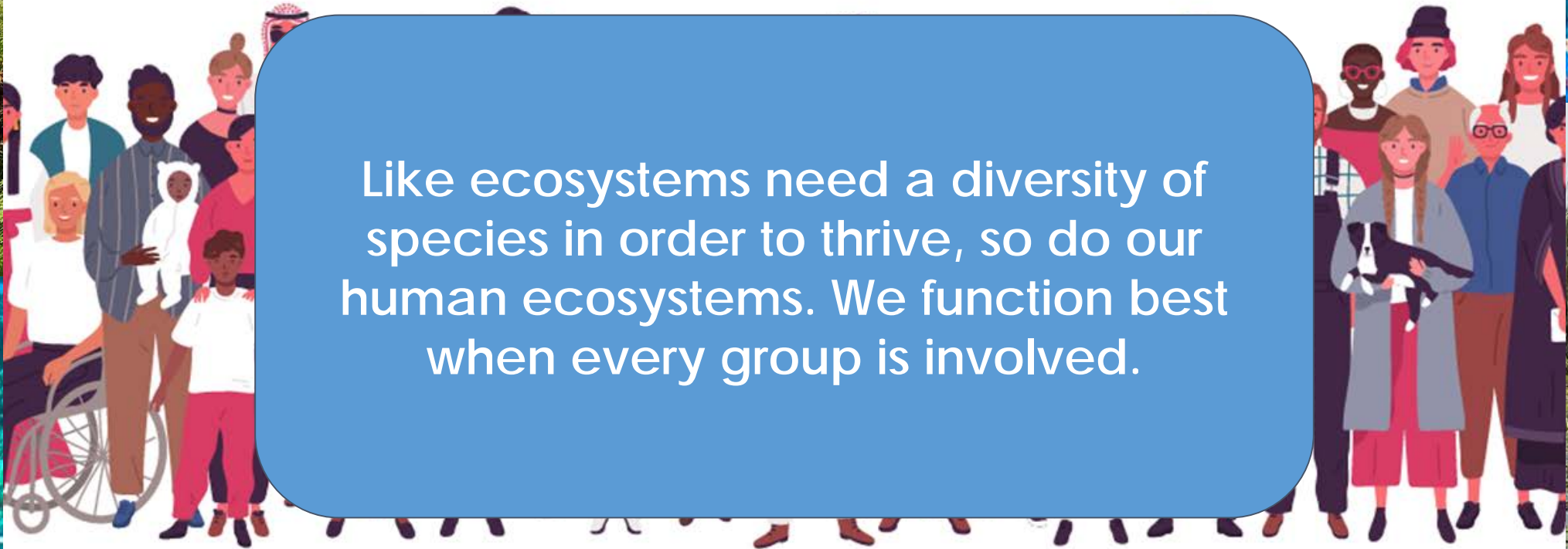
Conclusion

- Binaries tend to exclude various essential groups from the conversation
- Opening the dialogue to all involved parties enhances our toolbox to get work done
- It is key to not only bring everyone to the table, but to include them in the conversation



The background of the slide is a collage of four nature photographs. The top-left shows a dense forest with tall trees and some yellow autumn leaves. The top-right is an underwater scene with many small, yellowish fish swimming in clear blue water. The bottom-left is a close-up of a sea turtle's head and front flipper, showing the detailed pattern of its scales. The bottom-right shows a wetland area with green lily pads floating on dark water.

Like ecosystems need a diversity of species in order to thrive, so do our human ecosystems. We function best when every group is involved.



QUESTIONS?



KELSEY MATTISON

MARKETING COORDINATOR

Princeton Hydro, LLC

kmattison@princetonhydro.com

856-259-2238

*THANK
YOU!*

PRINCETONHYDRO.COM