

Difficult
conversations
with coastal
communities



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Background

- Earlier this year, coastal practitioners from around the country participated in workshops on ‘challenging conversations on the coast’
- This workshop builds on some of the learning



Some points from this morning



- You'd have to go a long way round the world to find anywhere more beautiful – Tony Flux
- Within adaptation we need to know how to involve communities – Toni Powell
- There's some difficult conversations we need to have with communities including tourists and seasonal residents – Dave Picksley
- We need the tools to have meaningful conversations with communities about the need to adapt – Alan Frampton
- At the end of the day, young people are going to be living with coastal change the longest – Saskia Elliott
- To get respect from a community, you have to show respect – Tracey Churcher
- Stakeholder buy-in is absolutely key for CTAP to work – Ross Fitzgerald
- A huge opportunity to engage people and connect them to nature – Julian Gray

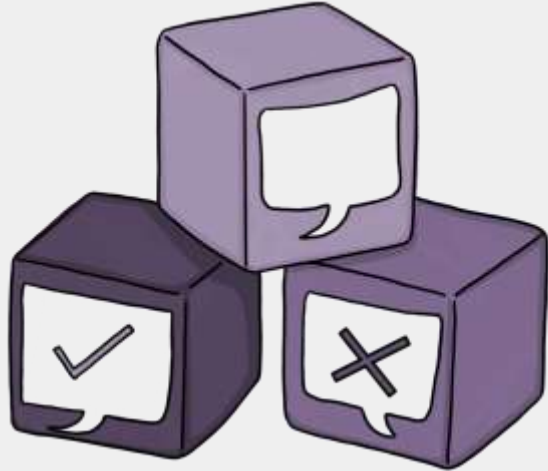
Opening
question

What challenging
conversations around coastal
change do you anticipate, with
communities and other
stakeholders, in the coming
years?



Effective coastal conversations

- Understanding and empathising with stakeholders
- Creating a safe context for conversations
- Telling the story early and often
- Being clear about how much influence stakeholders have



**Segmenting
stakeholders**

**Low interest/
High
influence**

**High interest/
high influence**

**Low interest/
low influence**

**High
interest/low
influence**

**Inclusive
segmentation**

**Low
exclusion/
High emotion**

**High
exclusion/
high emotion**

**Low
exclusion/
low emotion**

**High
exclusion/
low emotion**

Empathy

- In other people's shoes
- See things from their point of view
- Not agreeing with everything they say
- Not feeling sorry for them
- Empathy helps you respond effectively



Empathy

Empathy activity:

- I want
- I expect
- I feel



Creating a safe context

- Psychological safety is the belief that you won't be punished or humiliated for speaking up with ideas, questions or concerns
- In your conversations you need to feel safe and help others feel safe too



Starting with
you

What do I need
to feel safe?

What do I need
from others?

What changes
when you
don't feel
safe?

Tell your story

- Tell your story early and often



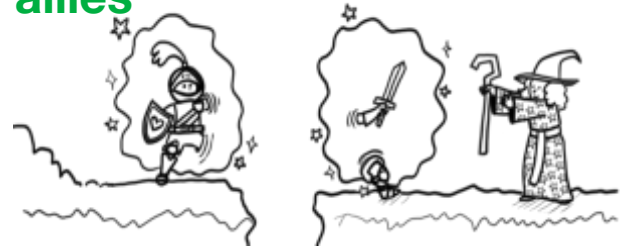
Telling our stories



1) Call to action



2) Finding allies



3) Overcoming obstacles



6) Sharing learning

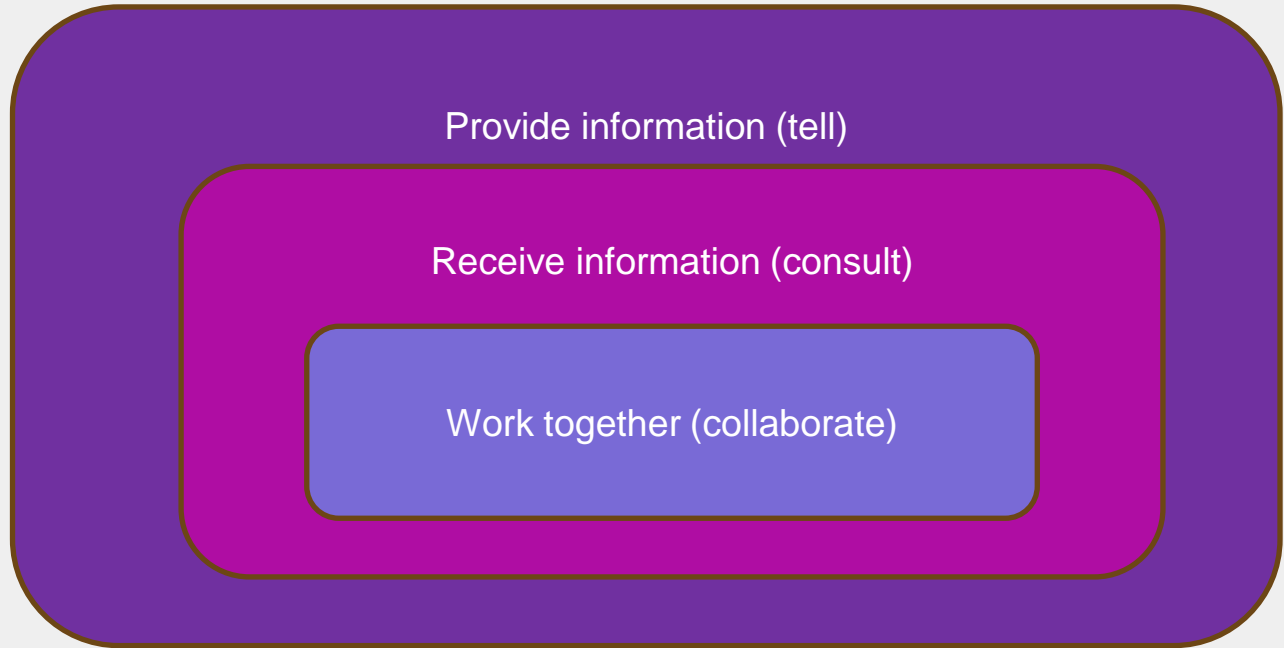


5) Successful return



4) Facing challenges

How will we
engage?



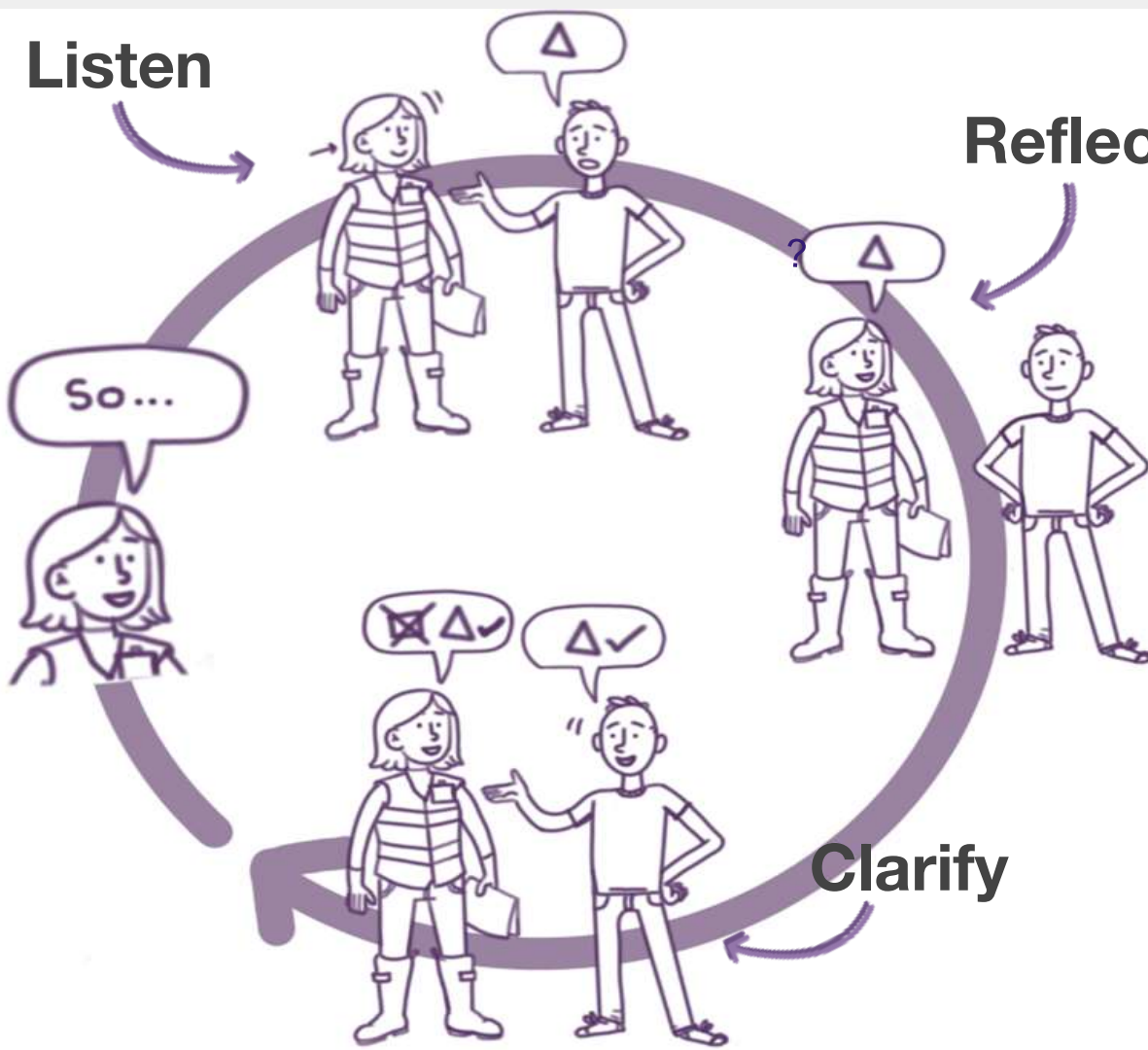
Listening to stakeholders

Listen

Reflect

Respond

Clarify



Closing
question

What methods and approaches do you most need to develop to have effective conversations around coastal change in the coming years?

