

# Communicating Conservation Effectiveness: Balancing Optimism, Trade offs, and Realism in Conservation Success Narratives

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## Supplemental Online Material 1: Questionnaire

### SECTION A: RESPONDENT INFORMATION

1. What is your current Position Title?
2. What is the name of your organization?
3. What is your area of expertise? (Select all that apply) [PRACTITIONERS]
  - *Research, monitoring and reporting*
  - *Strategic planning and business development*
  - *Legislation and policy development*
  - *Selection, evaluation, and design of protected areas*
  - *Management direction*
  - *Operations and development*
  - *Education, interpretation, and outreach*
  - *Communications and marketing*
  - *Other (please specify)*
4. What is your research area of expertise? [RESEARCHERS]
5. How many years have you been involved in protected and conserved areas?
6. What is the highest degree, certificate, or diploma you have obtained?
  - *No certificate, diploma, or degree*
  - *Secondary (high) school diploma or certificate*
  - *Registered apprenticeship or trades certificate or diploma*
  - *College, CEGEP or other non-university certificate or diploma*
  - *University certificate or diploma below the bachelor level*
  - *Bachelor's degree*
  - *Master's degree*
  - *Doctoral degree*
7. In what ecozone(s) do you identify your area of expertise? **Select all that apply.**
  - *Arctic Cordillera*
  - *Northern Arctic*
  - *Southern Arctic*
  - *Taiga Plains*
  - *Taiga Shield*
  - *Boreal Shield*
  - *Atlantic Maritime*
  - *Mixedwood Plains*
  - *Boreal Plains*
  - *Prairies*

- *Montane Cordillera*
- *Pacific Maritime*
- *Boreal Cordillera*
- *Taiga Cordillera*
- *Hudson Plains*
- *Tundra Cordillera*
- *Atlantic Highlands*
- *Semi-Arid Plateaux*
- *Strait of Georgia*
- *Southern Shelf*
- *Offshore Pacific*
- *Northern Shelf*
- *Arctic Basin*
- *Western Arctic*
- *Arctic Archipelago*
- *Eastern Arctic*
- *Hudson Bay Complex*
- *Newfoundland and Labrador Shelves*
- *Scotian Shelf*
- *Gulf of Saint Lawrence*
- *Great Lakes*

8. Before completing this survey, to what extent do you consider yourself knowledgeable on the topic of conservation bright spots?

- Not knowledgeable
- Somewhat knowledgeable
- Neutral
- Knowledgeable
- Very knowledgeable
- Extremely knowledgeable

## **SECTION B: PROTECTED AND CONSERVED AREA BRIGHT SPOTS**

1. In your own words, how would you define a bright spot in relation to the conservation goals and objectives of protected and conserved areas?

2. Based on your answer to QUESTION 1, describe the factors or outcome-measures that would identify this as a bright spot.

3. Based on your answer(s) to QUESTION 1 and QUESTION 2, to what extent do you agree or disagree with the following statements about bright spots in protected and conserved areas.

*Please select one option for each statement.*

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Profiling bright spots enhances the impact of biodiversity education programming	1	2	3	4	5
Reporting on bright spots helps to better demonstrate return on conservation investment	1	2	3	4	5
Sharing bright spots helps other protected and conserved area organizations to achieve similar conservation successes	1	2	3	4	5
Examining bright spots helps protected and conserved area organizations to leverage conservation success knowledge	1	2	3	4	5
A Canadian protected area registry/database of bright spots would be a useful knowledge resource to protected and conserved area organizations	1	2	3	4	5
Bright spots support the blending of knowledge systems	1	2	3	4	5
Protected and conserved areas lack adequate resources to identify bright spots	1	2	3	4	5
Bright spots are common and widespread, but they are seldomly documented	1	2	3	4	5
We should be cautious about promoting bright spots because conservation outcomes may regress	1	2	3	4	5

4. Describe any potential risks that may result from publicly profiling bright spots.

5. Many conservation success stories continue to be shaped by traditional knowledge and Indigenous leadership. What opportunities or challenges do you perceive with the use of bright spots in relation to the contribution of Indigenous knowledge, values, and perspectives in elevating conservation success?

## **SECTION C: COMMUNICATING AND SHARING CONSERVATION SUCCESS STORIES**

Many protected and conserved area organizations in Canada routinely showcase "success stories" from their conservation efforts through a variety of media (e.g., annual reports, blog posts, social media, newsletters). Grand initiatives often get a lot of attention (e.g., establishment of a new protected area, etc.) while other success stories tend focus on the "quieter", "smaller-scale" achievements.

6. What are the types of success stories in protected and conserved areas that should be further elevated, and why?
  
7. To what extent do you **AGREE** or **DISAGREE** with the following statements about the communication of conservation success in protected and conserved areas.

*If applicable, please select one option for each statement.*

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Sharing conservation success stories creates benefits for protected and conserved areas	1	2	3	4	5
Sharing conservation success stories helps protected and conserved areas to enhance biodiversity education and awareness programming.	1	2	3	4	5
Conservation success stories should be shared more frequently	1	2	3	4	5
It is important to balance optimism and realism when communicating conservation success	1	2	3	4	5
More resources are needed to share conservation success stories effectively	1	2	3	4	5
Conservation success in protected areas is a topic we don't talk enough about	1	2	3	4	5
Sharing conservation success stories helps protected and conserved areas to achieve biodiversity targets and objectives.	1	2	3	4	5
Sharing conservation success stories helps protected and conserved areas to enhance ecological integrity outcomes.	1	2	3	4	5
It is challenging to find successful conservation outcomes to profile	1	2	3	4	5
It is challenging for protected and conserved areas to effectively communicate successful conservation outcomes.	1	2	3	4	5

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
We should be cautious about communicating conservation success because this may reduce the perception of risk and urgency.	1	2	3	4	5
We should be cautious about communicating conservation success because positive outcomes may regress in the future	1	2	3	4	5

8. What are the **ADVANTAGES** to protected and conserved areas when successful conservation efforts are communicated? *Provide detail about the audience type where applicable.*
9. What are the **DISADVANTAGES** to protected and conserved areas when successful conservation efforts are communicated? *Provide detail about the audience type where applicable.*
10. In what ways can knowledge from conservation successes be better used to improve biodiversity communications, education and awareness?
11. In what ways could researchers further collaborate with protected and conserved area organizations to mainstream conservation success?