



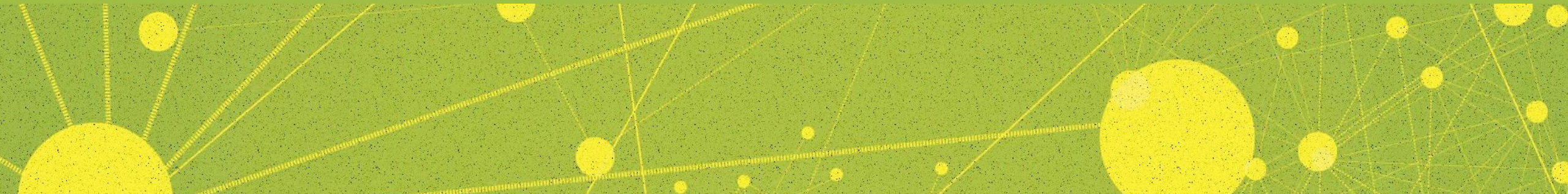
Network Building for Social Change

Unleashing Collaborative Action



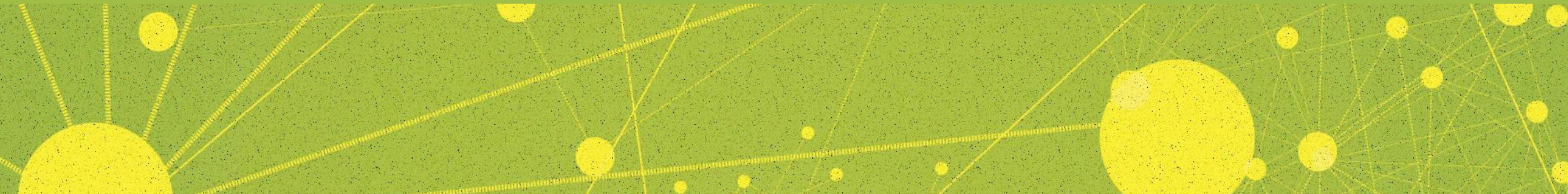
We envision a future


where all children
experience a meaningful
daily connection to nature



We believe a network approach

is valuable in letting go of control and encouraging people to act out of passion and inspiration that results in more action and greater impact.



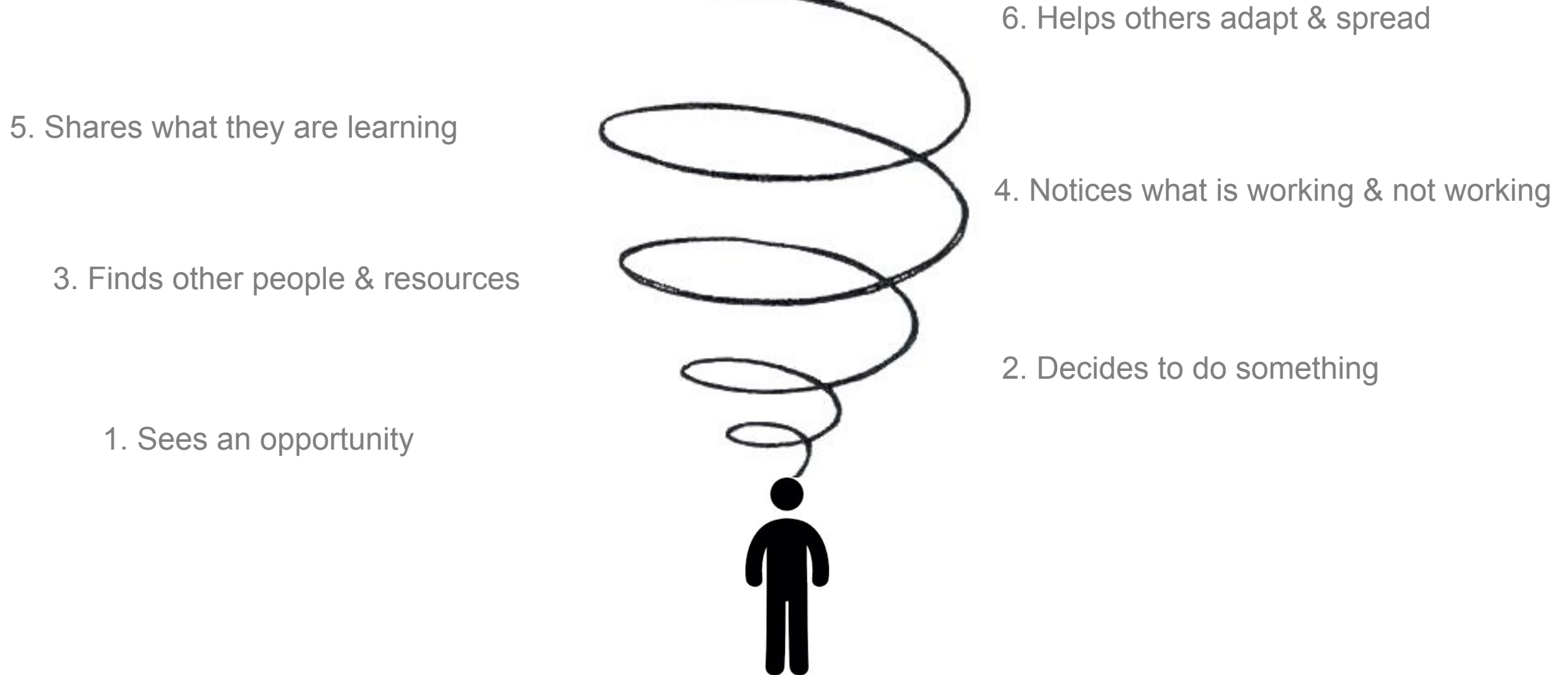


“ The emerging movement to reconnect children and nature is grassroots. It is diverse. It is worldwide. It is spontaneously generating, and self-organizing.

— Cheryl Charles

Defining Self-Organizing

DEFINING SELF-ORGANIZATION



Five ways self-organizing leads to transformation

- Gets more people involved
- Creates trust and expands leadership
- Builds culture of innovation
- Inspires breakthroughs



CASE STUDY: POGO PARK IN RICHMOND, CA

Seeing an
opportunity

Deciding to act

Connecting with
others interested



Inspiration to make this abandoned park into
a safe and vibrant place for children

CASE STUDY: POGO PARK IN RICHMOND, CA

What worked?

Changing the approach from
“Build it and they
will come!” to
“Come and build it!”



Seven years of neighborhood mobilization,
design, and construction

CASE STUDY: POGO PARK IN RICHMOND, CA

What is Working

Elm Lot Park now serves more than 3,500 children who live within a seven minute walk of the park



Children play soccer and chess, speed down the zip-line, build forts, invent stories, create art projects and do homework.

CASE STUDY: POGO PARK IN RICHMOND, CA

Sharing
experience and
learning




Based on their experience, Pogo Park built another nearby park in just six months

CASE STUDY: POGO PARK IN RICHMOND, CA

Helping others
through
developing a
model of
community
engagement



Transforming lives by transforming public
space



“ Self-organizing is, without a doubt, the aspect of networks that is most likely to bring transformation.

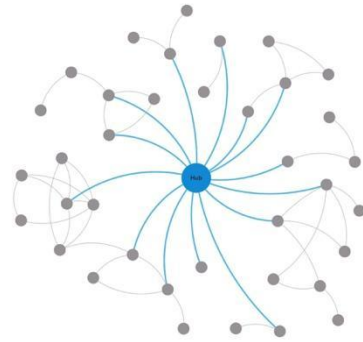
— June Holley

**Self-Organizing Helps
Build A More
Effective Network**

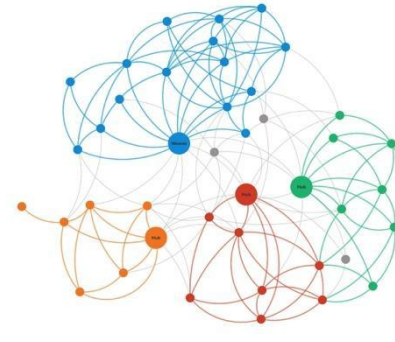
SELF-ORGANIZING AND NETWORK DEVELOPMENT



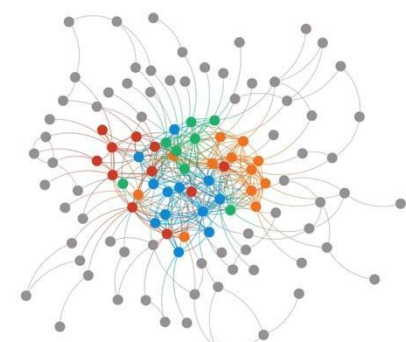
Scattered clusters



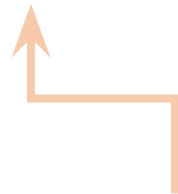
Hub-and-Spoke



Multi-hub

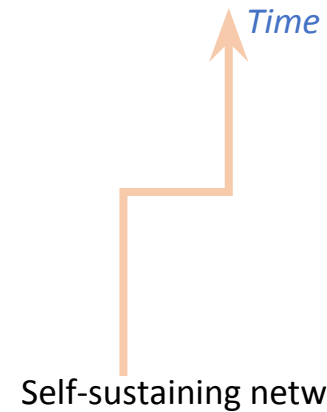


Smart Network



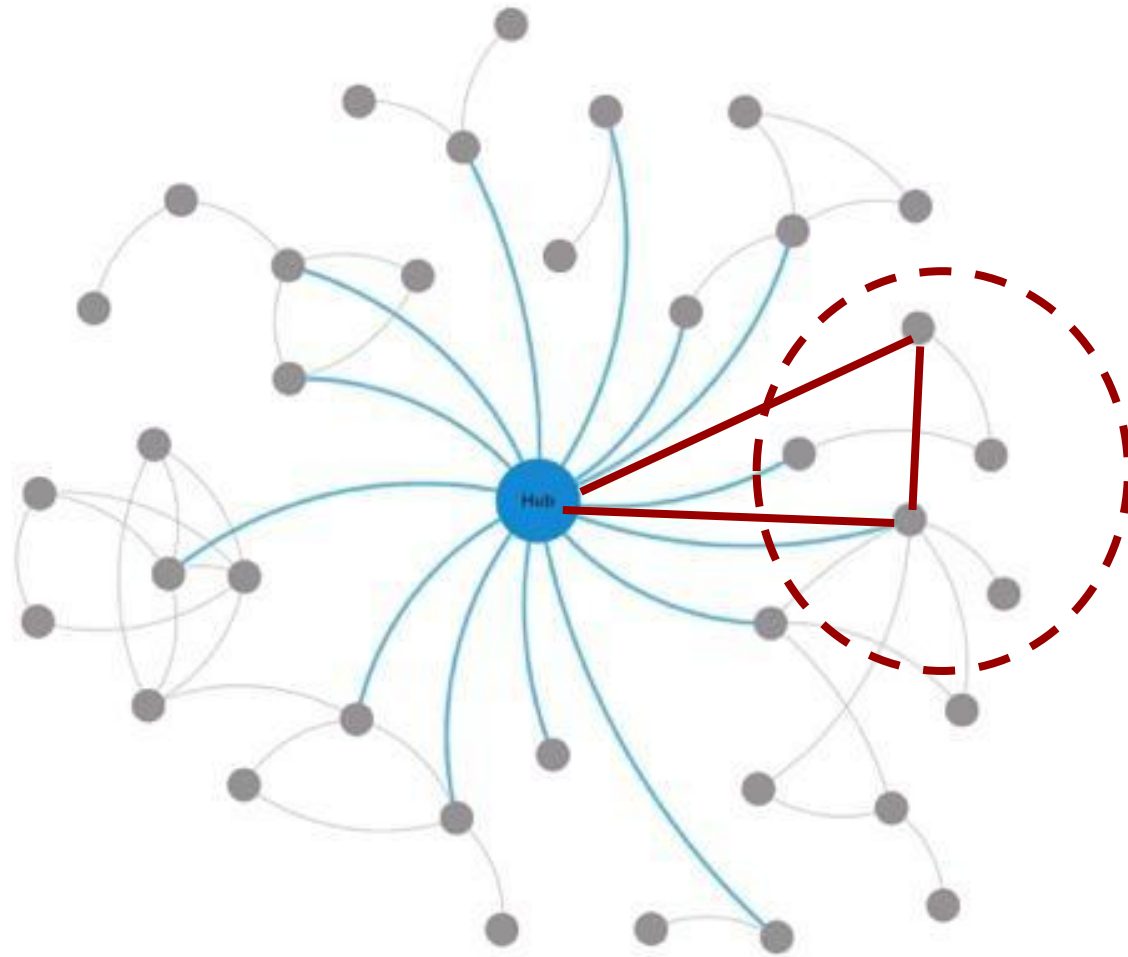
Where most network-building begins

This is where
self-organizing
starts



Self-sustaining network

SELF-ORGANIZING AND NETWORK DEVELOPMENT



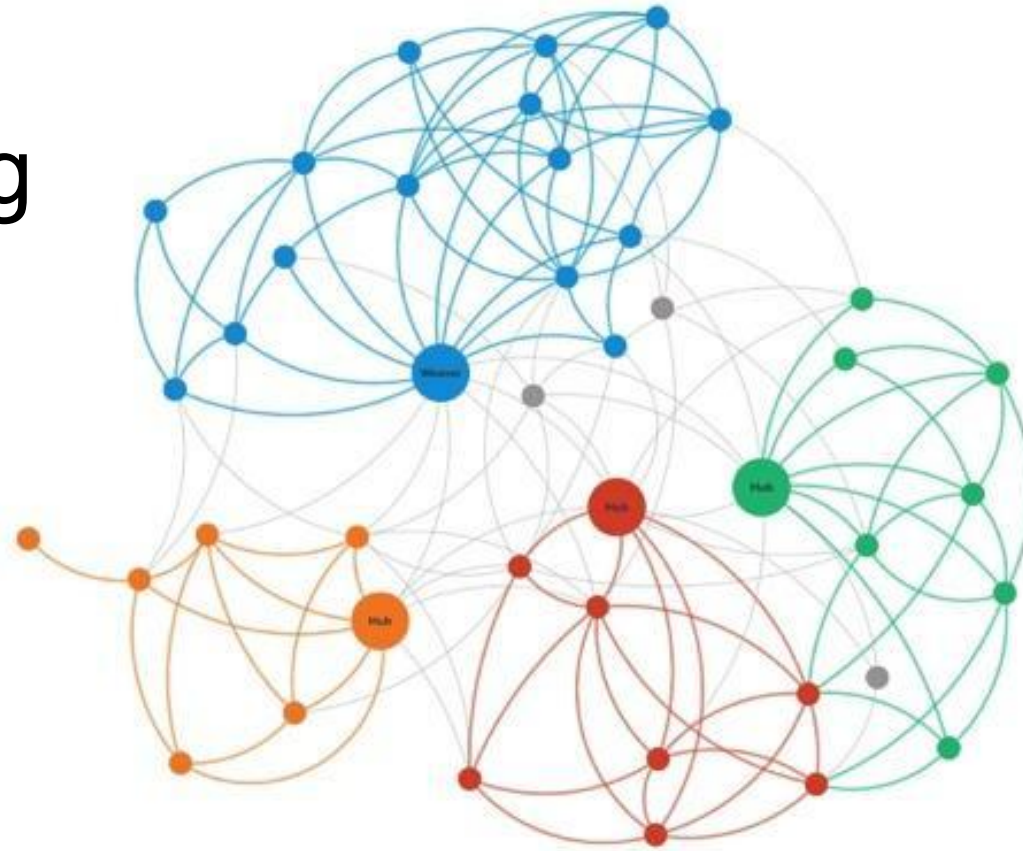
Develop Your Relationship

Connect two people with interests
(Twosies)

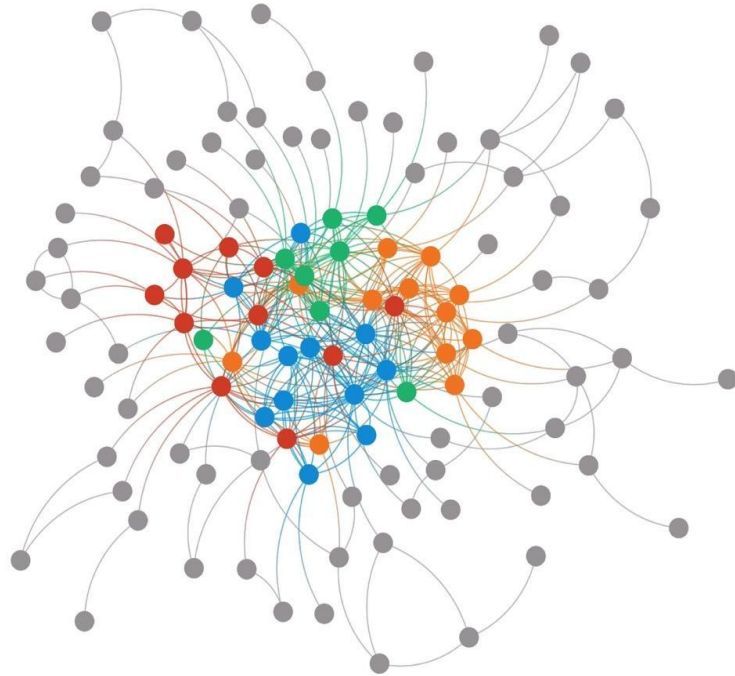
Help them find others to create a cluster

Developing
Clusters

Multiple
Hubs



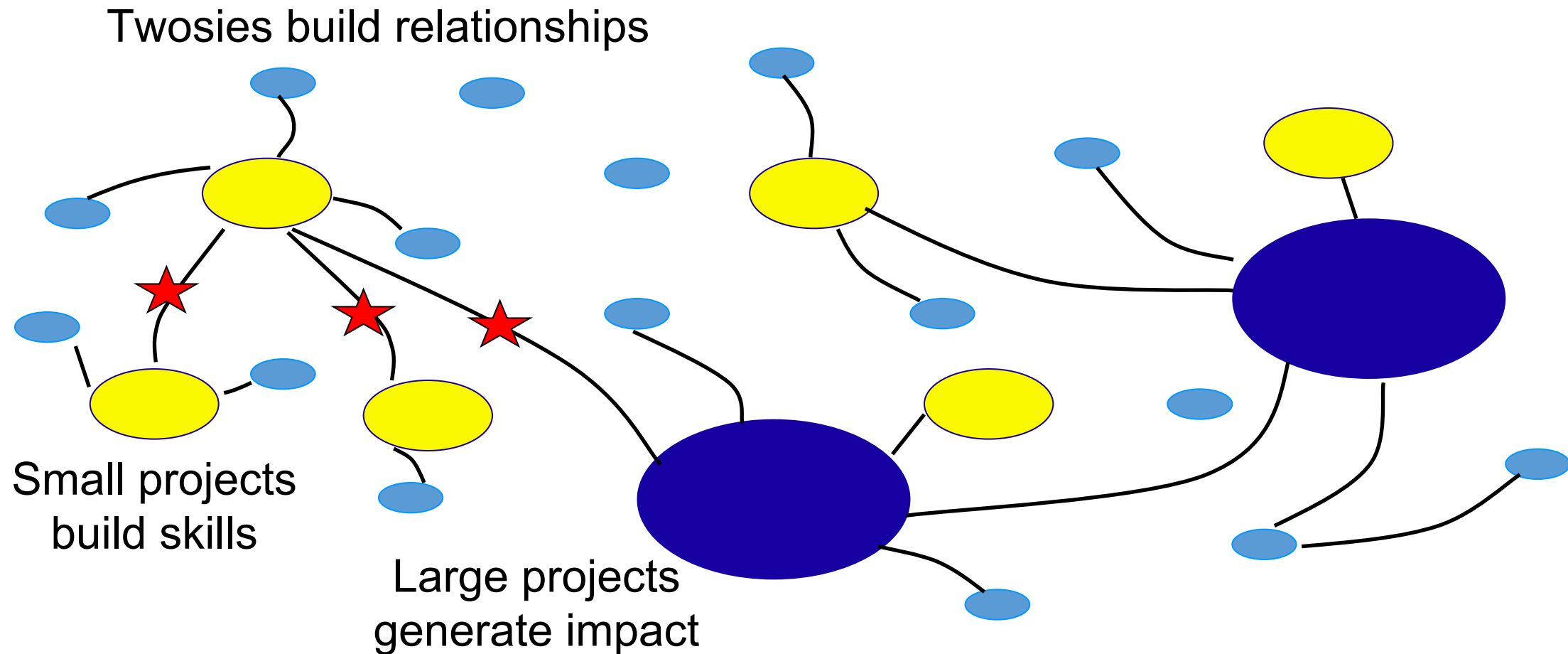
SELF-ORGANIZING AND NETWORK DEVELOPMENT



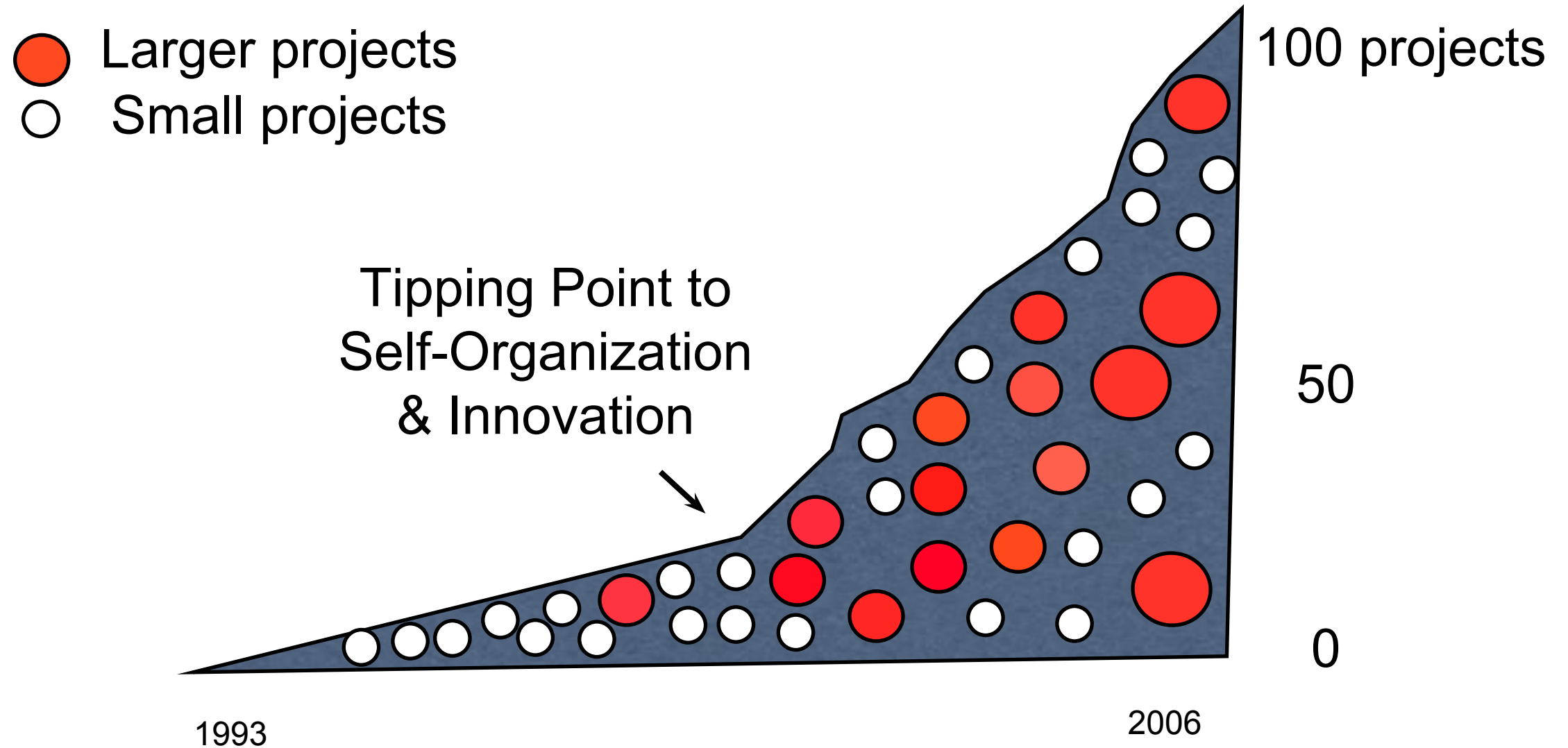
You need to make sure self-organized projects share what they are learning and find synergies where they can connect their actions

SELF-ORGANIZING AND NETWORK DEVELOPMENT

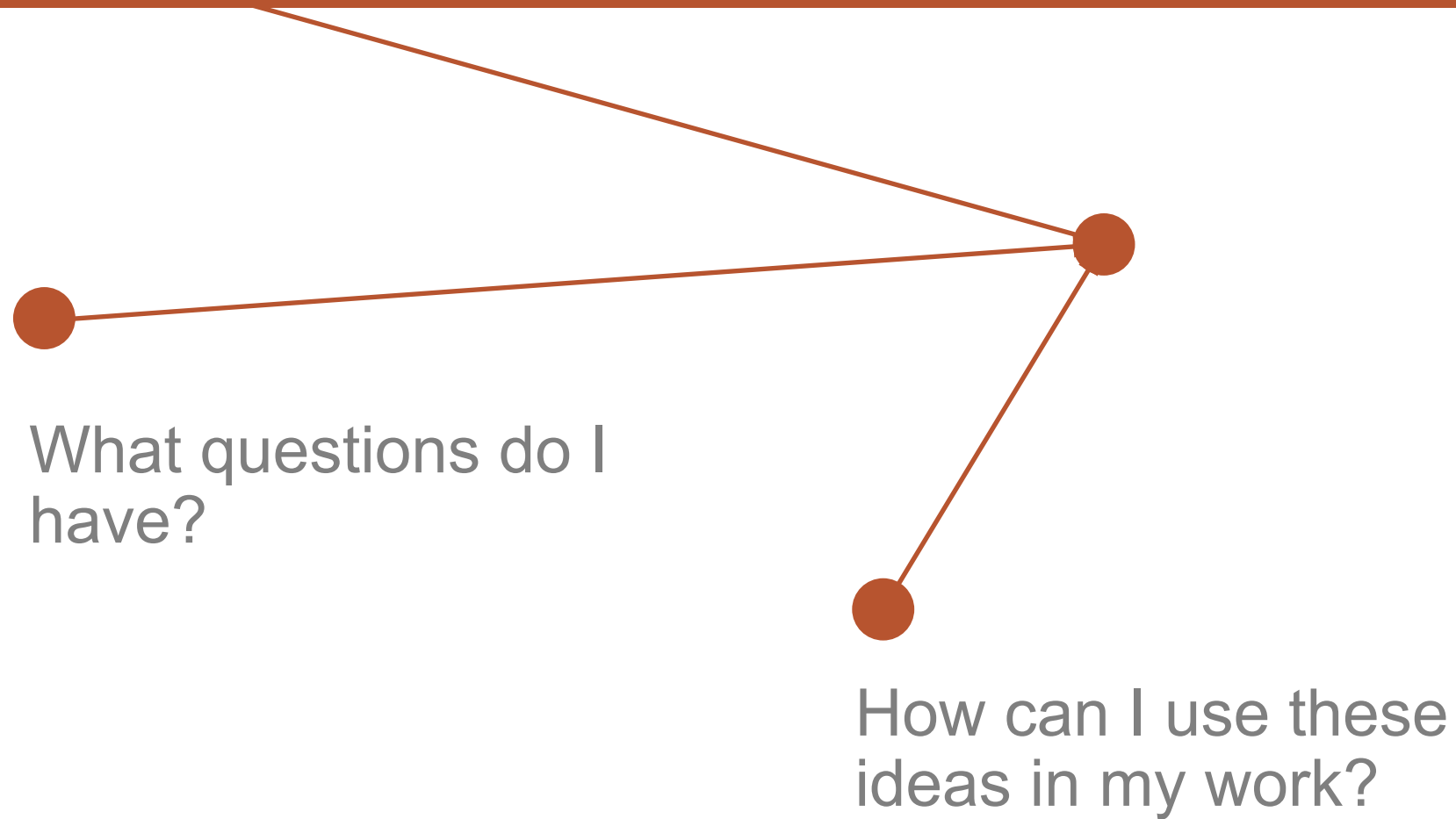
★ Reflection



SELF-ORGANIZING AND NETWORK DEVELOPMENT



QUESTIONS





Catalyzing Self-Organizing

How does it start? How does it spread?

CATALYZING SELF-ORGANIZING

Family Nature Clubs

How did it get started?



Engaging thousands of families

Ontario Children's Outdoor Charter

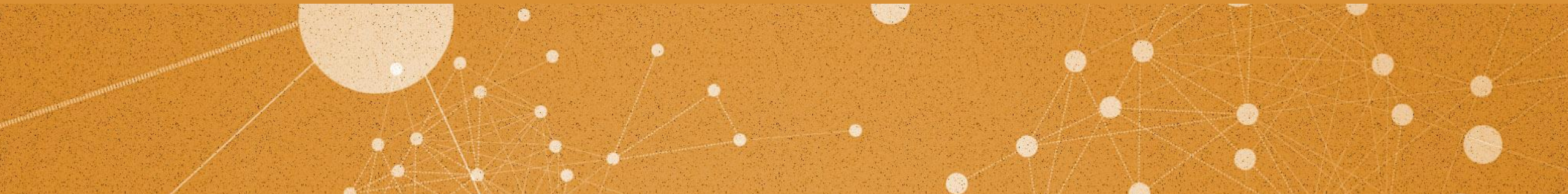
How did it
get started?



Engaging organizations to support children's
right to nature

Role of Catalyst/Coach

- Identify one or more clusters (3-12 people) and several people willing to be champions/coordinators
- Meet with each coordinator (or as a group) to discuss how to move group to action – provide mini-training
- Meet with coordinator again to address challenges



Getting started involves an inner shift to:

1. Let go of control
2. Be comfortable with risk and uncertainty
3. Move from a doer to a connector & catalyst
4. Learn how to support others
5. Learn how to listen and ask questions
6. Be open to other's leadership

CASE STUDY: FARM TO FORK PROGRAM

Letting Go

Being
Comfortable with
Uncertainty



An unplanned project was influenced, supported, driven and activated by people who were excited and wanted to contribute.

Different forms of Self-organizing that you can try:

- **Clustering and interest groups:** finding others with similar interests
- **Self-organized and collaborative projects:** initiated independently and in partnership with others
- **Working groups:** larger focus area

CATALYZING SELF-ORGANIZING

Clustering and Interest Groups



Three ways to cluster: meetings, surveys, system analysis

CATALYZING SELF-ORGANIZING

Self-organized
projects and
collaborative
projects



Try out small acts or collaborations in your community

CATALYZING SELF-ORGANIZING

Working groups
Larger focus



Empowering the next generation of
nature-smart change makers

Support System for Self-Organizing

Ways to support

- Coaching and Communities of Practice
- Resources: Money and expertise
- Communications
- Tracking and Learning



SUPPORTING SELF-ORGANIZING

- New Learning
- Sharing
- Peer Assist
- Virtual Platforms



Coaching and communities of practice

SUPPORTING SELF-ORGANIZING

- Money to support small experiments and projects
- Money to access expertise quickly

Estamos Aquí
A Celebration of Nature y Cultura

Coming Fall 2016

Coming Soon From:

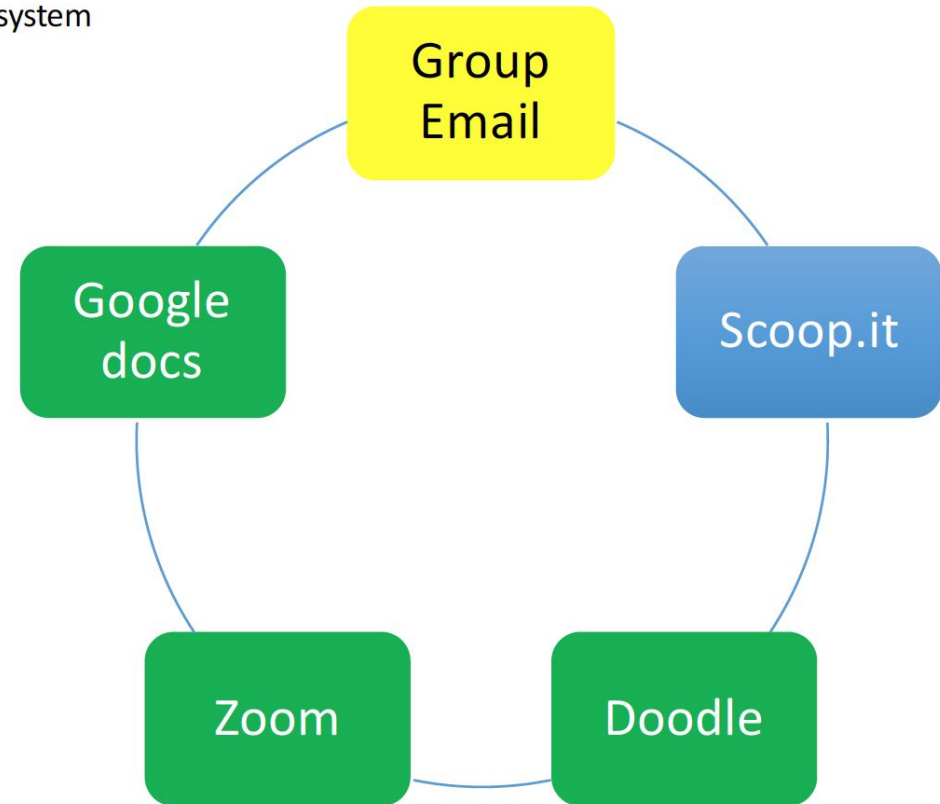


Restructuring money and resources

SUPPORTING SELF-ORGANIZING

Projects may need training to set up Google Docs, learn Zoom, etc.

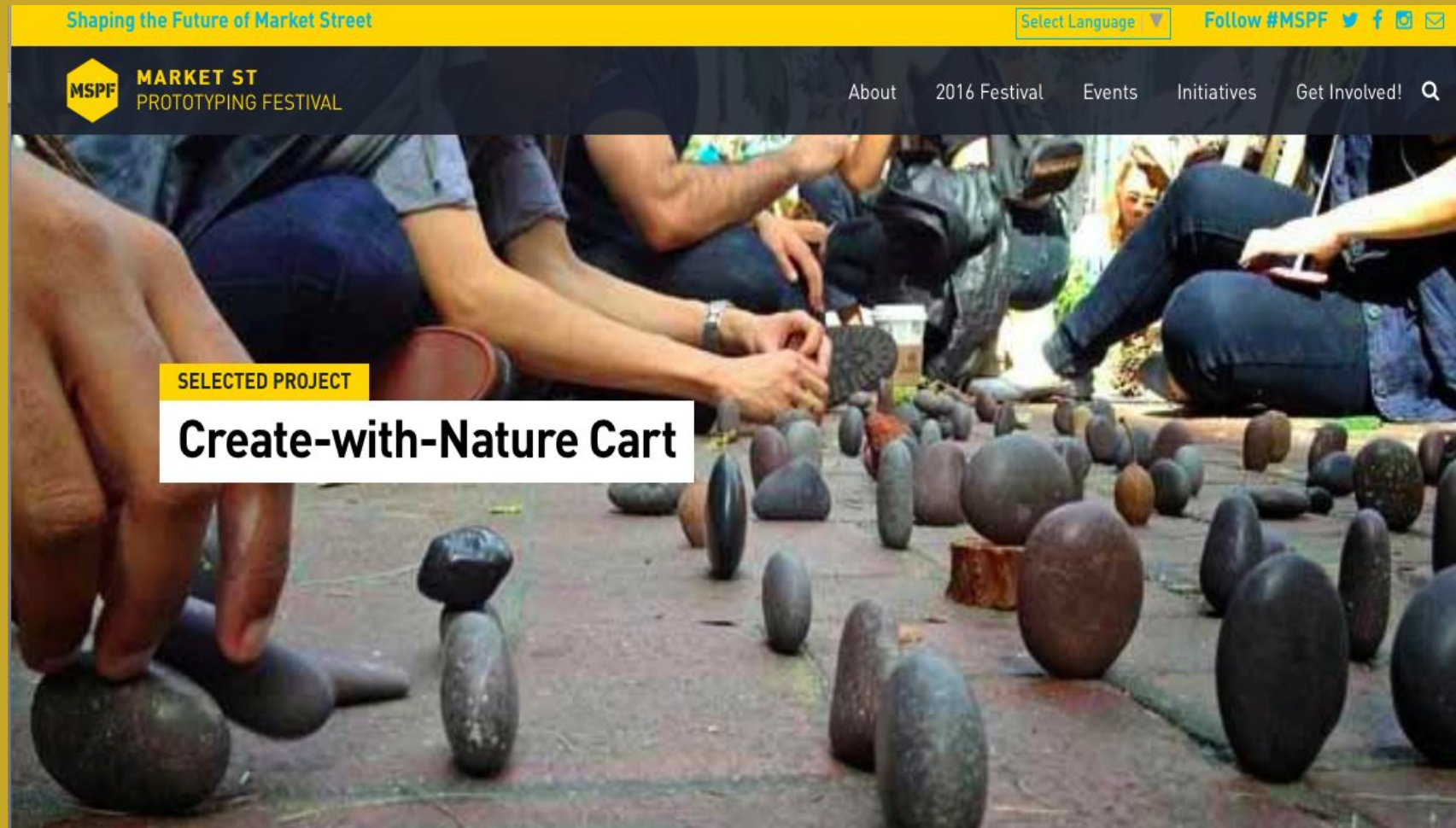
Communications Ecosystem



Helping projects develop communications

SUPPORTING SELF-ORGANIZING

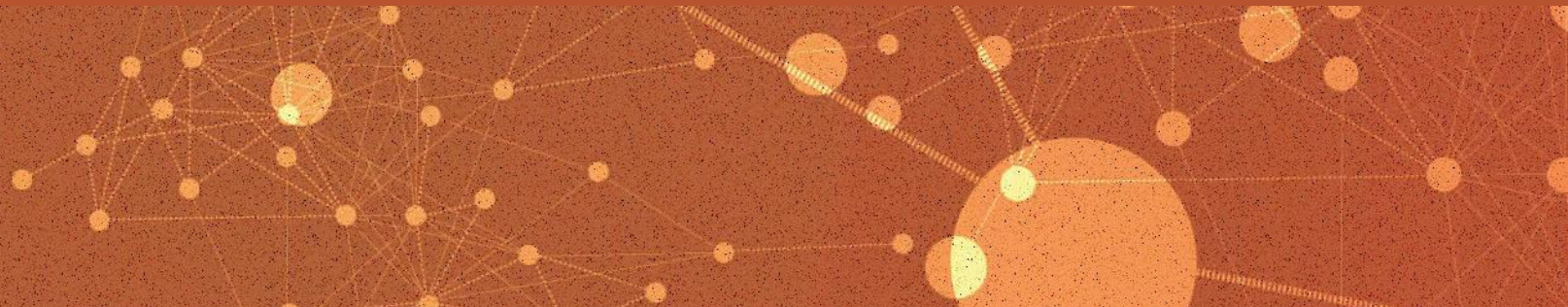
- Prototypes
- Learning
- Reflection
- Improvements
- Breakthroughs



Creating a prototype to connect residents in the Tenderloin district in San Francisco with nature

NEXT STEPS

Next Steps



NEXT STEPS: What specific next step or steps are you going to take in the next month?

1. Share these **materials with others**
2. Convene a **catalyst group** together (2-5 people) to talk about self-organizing
3. Support one person who wants to do something



Resources and Acknowledgements

RESOURCES

An Introduction to Network Weaving
(use code SPECIAL at
www.networkweaver.com)

*Network Weaver Handbook, A Guide
to Transformational Networks* (use
code SPECIAL2 at
www.networkweaver.com)

Network Weaving Facebook:
<https://www.facebook.com/groups/339757846085496/>



WEBINAR RESOURCES AND FOLLOW-UP

- Download and share the recording of this webinar and slides that will be sent within a week.
- See previous webinar recordings:
<http://www.anymeeting.com/childrenandnature>
- Access the Self-Organizing Toolkit:
<http://www.childrenandnature.org/act/webinar/>
- Ask questions and continue the conversation by joining the Network for Social Change Google Group:
<https://groups.google.com/forum/#!forum/networks-for-social-change-webinar-series>

ACKNOWLEDGEMENTS

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