

Regional Stewardship & Action

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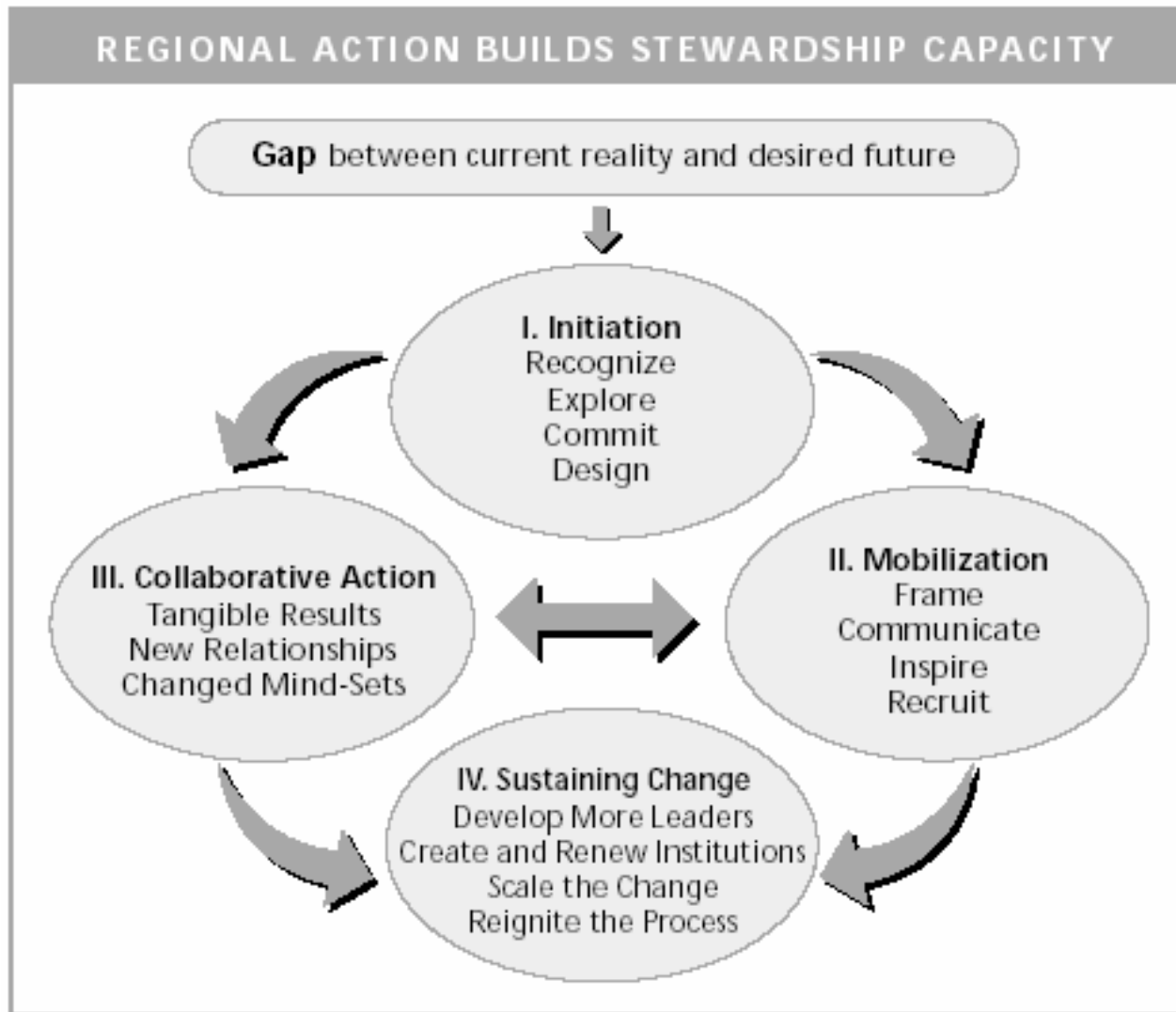
State of the Valley Symposium

May 2, 2003

Integrating Regional Conversations



Regional Stewardship in Action



Stages of Regional Change

Stages of Regional Change	Tools Used to Develop Regional
I. Initiation	<ul style="list-style-type: none">• Leverage Precipitating Event• Convene Leaders• Learn from Other Regions• Provide Financial Incentives
II. Mobilization	<ul style="list-style-type: none">• Share Catalytic Publications• Use Media to Communicate the Message• Hold Public Events• Recruit Leaders from New Sources
III. Collaborative Action	<ul style="list-style-type: none">• Develop a Regional Strategy• Form Action Teams• Create Advocacy Coalitions• Engage in Civic Dialogue
IV. Sustaining Change	<ul style="list-style-type: none">• Prepare More Leaders• Measure Regional Progress• Celebrate Success/Capture Lessons• Build and Renew Civic Institutions

Why Use Regional Collaboration?

- Parr's Principles
 - People act out of Self Interest
 - You cannot understand others unless you know them and talk with them
 - People are not stupid
 - This is hard, time-consuming work, but you have to do it fast
 - The beginning is the most important step

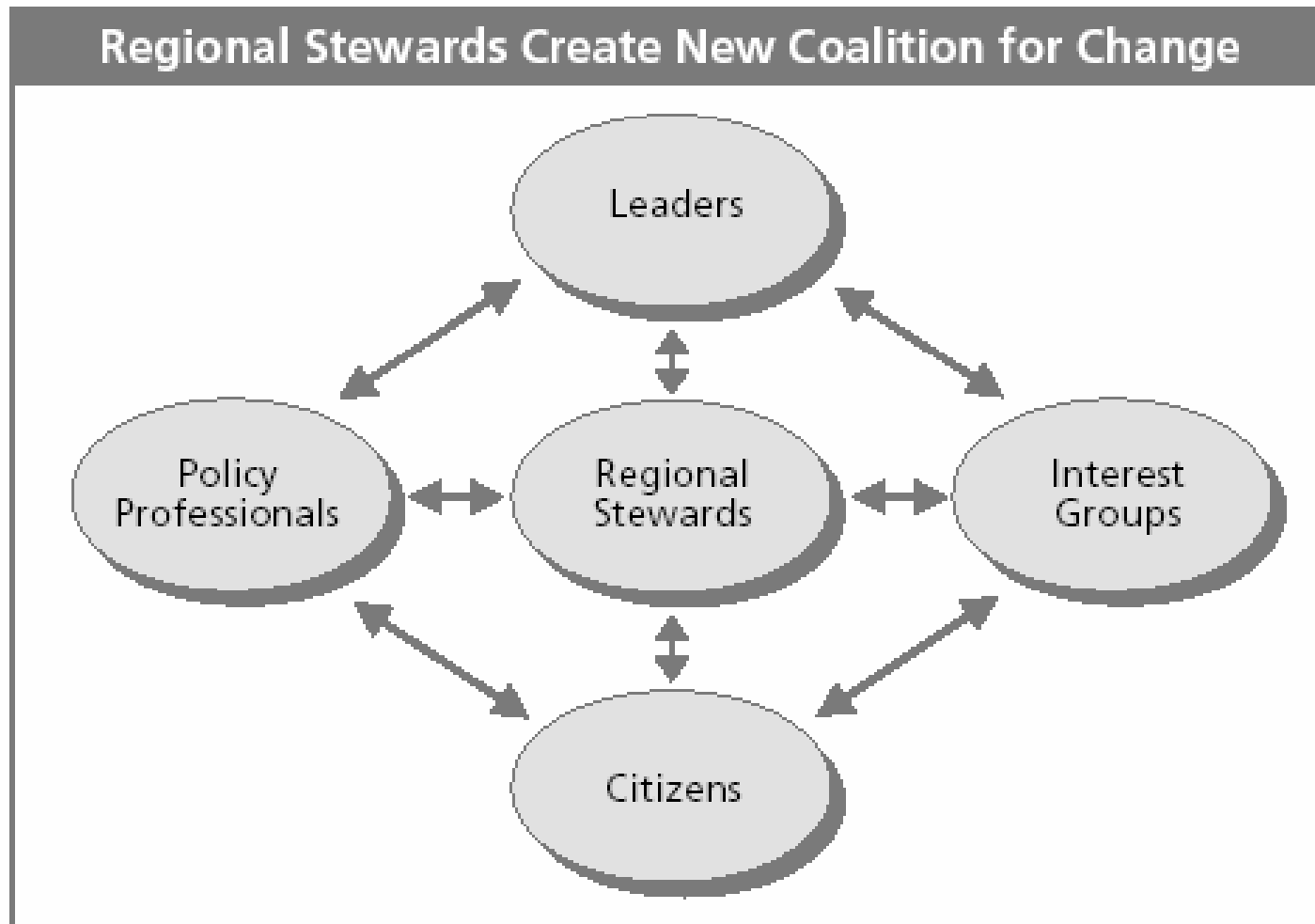
Why Use Regional Collaboration?

- There's a gap.
- It might be a crisis now, or it could be.
- The lack of resolving this is hurting me.
- We have tried everything else.
- This issue is really complex.
- There are too damn many people involved.
- Someone else will do it to it to us if we don't.
- The burdens aren't that bad.
- There are benefits.

Lessons Learned

- Build momentum for collaboration, but then get started on something!
- Balance top-down influence with bottom-up innovation.
- Encourage big ideas and achievable first steps.
- Its about the network—people, ideas, and relationships—not institutions.

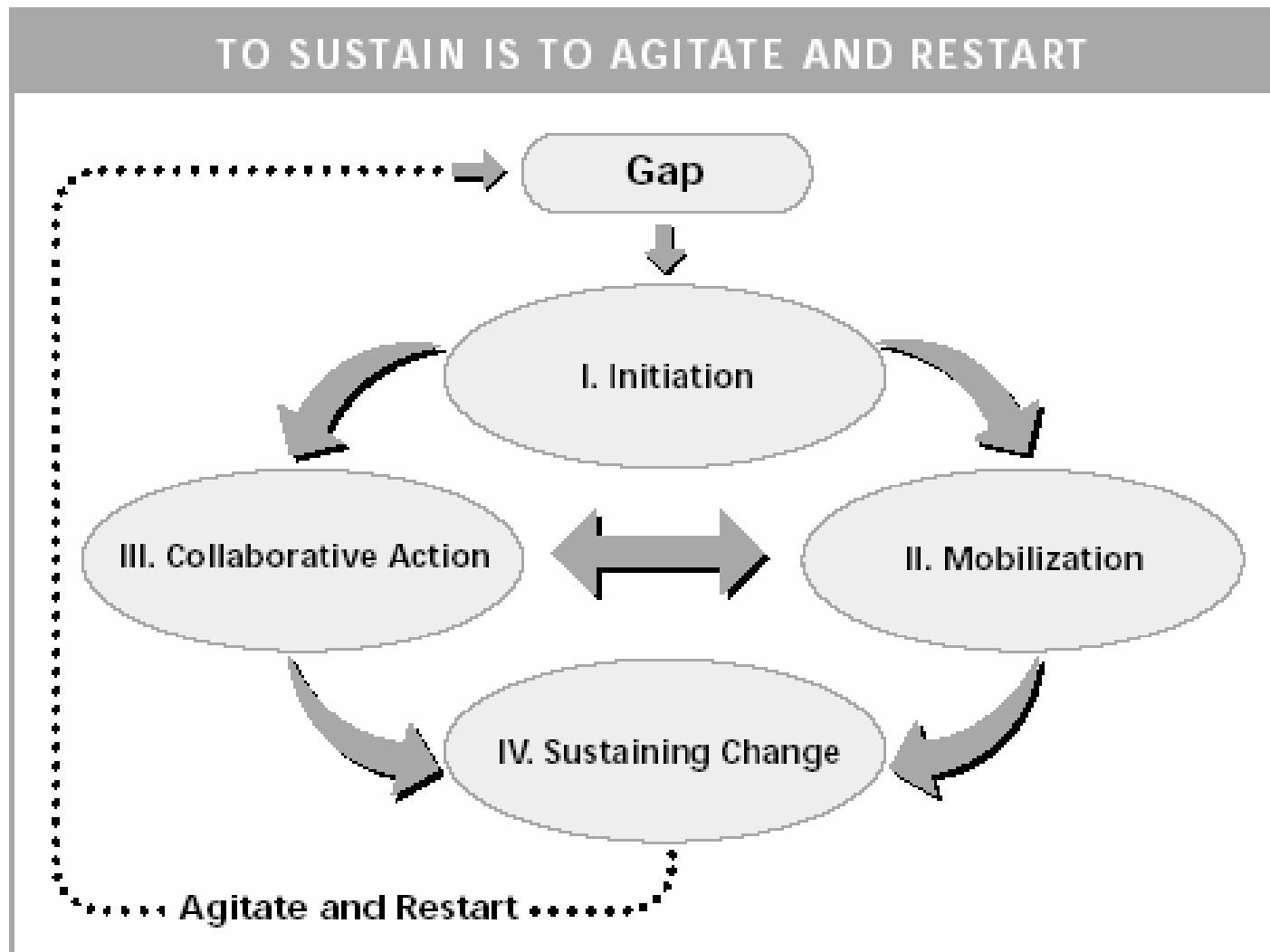
New Coalitions for Change



Team of Regional Stewards

- **Integrators**—share perspective about linked economic, environmental, social objectives
- **Connectors**—bring people together across worlds, “boundary crossers”
- **Communicators of Possibility**—raise aspirations, articulate potential, persuade

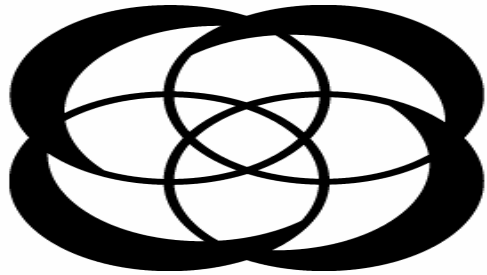
Pattern of Long-Term Stewardship





John Gardner's Principles for the Alliance for Regional Stewardship

- **We need strong private-sector commitment:** Make sure that business leaders stay engaged for the long run the prosperity of the region based on their self-interest.
- **We need more place-based leadership:** Make sure that global issues become regional issues where real action can be taken to address them by real people working together.
- **We need mentors to teach the next generation:** Now is the time to share what we know from our common regional experience and apply it to a new set of regional challenges.
- **We must better communicate our regional message to a larger constituency:** The current visibility of the regional movement is small and must be communicate better with clear examples of how regional, collaborative action has made a real difference in people's lives in real places.
- **“No more regionalism for its own sake. We now need pragmatic regionalism with a purpose”**



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