

Moving from Awareness to Action

- Principle #1: Melt the Opposition
- Principle #2: Implement the Change
- Principle #3: Re-freeze



Barriers to “Integrated Thinking” that can prevent us moving from Awareness to Action:

- **Lack of a Champion**
- **Failure to Recognize Need for Change**
- **Uncertainty About How to Go Forward**
- **Attitudinal (“who cares”; “why change”)**
- **Jurisdictional Conflicts (internal & external)**
- **Access to Resources (staff and money)**
- **Education (i.e. how new ideas are accepted)**

The Steps to Gaining Political Commitment through Consensus-Building are....

- Demonstrate the need for action
- Integrate diverse perspectives
- Align roles and responsibilities
- Communicate with stakeholders
- Partner with regulatory agencies
- Implement a participatory process

This is the “BC process” for moving from Awareness to Action

1. WHAT is the issue?

The form of land development determines how water is used and how water runs off the land.

2. SO WHAT can be done?

Influence practitioners...

**Convening
for Action**

4. THEN WHAT?

Replicate in other communities

3. NOW WHAT can we do?

Implement the Water Sustainability Action Plan for British Columbia



Connecting People – We Make It Easy!



Most Decisions Fail Because of Organizational Rather than Analytical Issues

