



ADVOCACY / SUSTAINABILITY TASKFORCE

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? WHAT DOES ADVOCACY AND SUSTAINABILITY MEAN TO YOU?

WHY DO YOU CARE?

WE ARE EXPERTS WHO ARE CONSTANTLY TEACHING

UNITE AND SHARE INFO

COLLABORATE WITH OTHER ORGS + EXPERTS

PARTNER WITH NURSERIES



BRING IN ALL POV

FIRESCAPING EDUCATION

GET PEOPLE'S HANDS IN THE SOIL!

WE HAVE A PLATFORM FOR EDUCATION

MEMBERS CAN TEACH + MENTOR HANDS ON

CERTIFICATION

REDEFINE "BEAUTY"

OPPORTUNITIES

WE NEED TO INFLUENCE POLICY

DIVERSITY WORK WITH OTHER CULTURES

SIMPLE MESSAGING - FOCUS ON ONE AREA
• CHILDREN
• MAINTENANCE

CHALLENGES

GETTING THE WORD OUT ABOUT CHANGES IN PRACTICE

MONEY DRIVING DECISIONS THAT HURT TREES + SOIL

RECRUITMENT - COMMUNICATING VALUE



WHAT'S NEEDED?

ACTIONS

WE NEED TO EARN THE RIGHT TO BE HEARD

- * CERTIFICATION TESTS
- * ADVANCED TRAINING PINS
- * STATE RECOGNITION
- * CLEAR, FOCUSED MESSAGING FROM APLD
- * OUTREACH - NATIONAL
- * EDUCATIONAL EVENTS GENERATED BY OUR CHAPTER FOR ALL OF CA - TAP INTO SPONSORS

PROTECT OUR RIGHT TO PRACTICE

MAKE SURE ALL MEMBERS ARE IN COMPLIANCE

QUALIFY WHAT WE DO - EXPAND AND PROMOTE IT

POPS PROBLEM

ADVOCATE FOR OUR PLANET!

ADVOCATE FOR THE ENVIRONMENT

EDUCATION + OUTREACH IS #1

REGENERATION - NOT JUST "SUSTAINABILITY"

CONSIDER NATIVE PEOPLE + PRACTICES + PLANTS

REVERSE ENGINEER OUR PROCESSES

BUILD A NEW MODEL

BE THE BRIDGE

TO HELP CLIENTS UNDERSTAND SUSTAINABILITY

COMMUNICATION

EDUCATION IS COMMUNICATION

DRAWN BY: ALECE@GRAPHICRECORDINGSTUDIO.COM