

Review the survey results.

Why do you think these themes emerged?

- These themes ~~are~~ reflect what we see in our work every day.
- All themes could apply to any genus / species of conservation interest.
- Disease + poisoning. not there, too local issues
- Climate change is the major concern ~~even beyond species conservation~~
- Government policies obstacle everywhere
- Themes interact with each other
eg govt * funding
- Shortage of long term monitoring data
- Common theme of hunters informing policy / needs being prioritised
- Each concept is very complex; which go far beyond their label.

How can we overcome obstacles that exist for Martes conservation?

- Collaboration, funding support, more data
- Greater unified effort over a larger spatial scale
a greater proportion
- Recruit and invite non-English speaking martens researchers and offering more support if there are language barriers
- Increased + more compelling science communication and public engagement
- Regional awareness of the local socio-political challenges associated w Martes conservation/recovery
- Standardized research practices/protocols to allow for ~~the~~ greater inference ^{over} ~~of~~ wider areas

How can Martes conservationists replicate and scale wins?

- cooperation and sharing your findings
- "work locally but think globally"
- overcome extreme ownership of data & ideas and share (data)
- don't come from the outside and pretend you know everything rather get in touch with local communities and acknowledge local knowledge
- give very clear examples to explain the scientific needs and assign more value to the marten complex
- ecosystem benefits: use them to get people on board
- encourage publication of negative results, have a safe space to share in-depth methodology

How can research best advance conservation and management efforts?

- a) Language inclusivity as a goal for research (and funding)
- 1) Convincing policy makers + stake holders that Markets have tangible value, make relevant to local government priorities.
- 2) Agree on overarching priorities and design local research to tie into regional / global Markets needs
- 3) Aligning time scales to BOTH the biological needs and stake holders ~ 200yr forest plan v. 2 year political election cycle ~ How?
* Ecosystem services and putting conservation objectives in politically / personally quantifiable terms
- 4) Human dimensions involved from the get-go!

Take away: Maybe our target audience is POLITICIANS, not fellow scientist ☹

Q How do we define "success over the next 5-10 years"?

What actions can we take in the next year or two to lead to more success over the next 5-10 years?

- More collaboration inc. ^{internationally} + ^{intercontinental}
- Science communication/outreach as a priority.
- Pushing Mantel Group publications
- Proactively increase representation from underrepresented species + regions
- Identifying & standardising common practices in advance of commencing study/data collection.
- Identify other working groups that we could potentially collaborate with, share data with.

Review the survey results.

Why do you think these themes emerged?

These are sensitive, primarily forest dependent species and vulnerable to ^{the} particular issues.

They aren't heavily harvested or as economically valuable as some other groups + so there isn't the same level of attention/funding given to their conservation/management

Difficult to monitor precisely

Evasive nature means there has been/is low public awareness

Dramatic rate of change in some of these things that exceeds the rate at which these species can adapt/cope
Species that have large HR requirements so impacted by large scale landscape change

Themes emerged because they are what people here are working on or would like to be working on

How can we overcome obstacles that exist for Martes conservation?

- WORK WITH DECISION MAKERS
- SUBUCE COMMUNICATION | SOCIAL SCIENCE
- MEET MORE THAN EVERY 5 YRS
- ~~WRITE~~ WRITE POLICY STATEMENTS / RESOLUTIONS
- MEDIA CAMPAIGNING? OF OUR GAME?
- PUBLIC ENGAGEMENT → EMOTIONAL STORIES?
- SEEK INCREASED ALLIANCES w STAKEHOLDERS e.g.
TRAPPERS, LANDOWNERS, HUNTERS, FARMERS

How can Martes conservationists replicate and scale wins?

- Protect species locally where they need the most protection (rather than relying on national protections to come into play.)
- Less reactive + more proactive actions.
- Local effort, replicated across multiple localities.
- Share conservation wins more widely to inspire.
 - ↳ ~~Also~~ Also share FAILS so people can learn from them.
- Communicate with the public better and more widely.
 - eg notices / signs / posters at trailheads, schools
 - "Fisher in the classroom"

How can research best advance conservation and management efforts?

- work with agency responsible for making the decisions - co-production of knowledge.
- work early with the industry working on the habitat of the species
- being clear on what the research needs are beforehand and pursuing those goals
- publishing what works and ~~doesn't~~ ^{hasn't} worked in terms of conservation efforts
- work with science communicators and journalists to make messages that are relatable to a number of people.
- media training of scientists - perhaps as a workshop at the next working group.

What actions can we take in the next year or two to lead to more success over the next 5-10 years?

- more regular symposia
- policy statements / resolutions.
- have a dedicated meeting / workshop to do the action planning over a week. → results:
 - scientific working groups
 - white paper
 - action plan. } distributed to wider audiences.
- tapping into social science, education, communication experts (and accessing funding to pay them) to work with Mates working groups to create products that are more widely accessible.
- leverage other datasets to increase knowledge / fill gaps.
- billionaire philanthropist needed (no joke)
- increase Mates working group numbers. (and thus membership grows word of mouth and research).

Review the survey results.

Why do you think these themes emerged?

- Everything links to distribution and the topics listed were what we were focussed on
- All similar education's
- Every species spoke about this week mentions habitat loss & that is applicable to more than just Martes complex.
- All mainly researchers in the group, so all aware of same issues.
- Habitat restorers / land managers / boots on the ground workers are not academics (including RSPB & other NGOs) would benefit from more accessibility - conflicting resource goals.
- Barriers in communication for Academics to practitioners so we won't know the themes affecting them.
→ in N.A. they have 'Extension programs' where foresters go out with researchers.
- All struggling to make point effectively, to bridge the gap so almost need to resort to government policies to be heard.
- public education early can make collaboration easier.

How can we overcome obstacles that exist for Martes conservation?

Interdisciplinary communication + collaboration. Echo chambers are a danger.

More, better conversations with gamekeepers/trappers etc

Data should be shared more readily, quickly and openly; so managers + practitioners can implement new science sooner

Better communication - translation of papers to digestible, non-academic language.

Tool box talks for managers/folk on the ground - quick, simple breakdown of what needs doing and why

Doubt/mistrust of research from practitioners/land managers - may just be delaying but does disrupt delivery of and implementation of new science. This is a bigger obstacle to overcome.

How can Martes conservationists replicate and scale wins?

- building relationships & spending time. Acknowledging ~~Partnership~~ with practitioners.
 - identify issues practitioners are facing and searching for a middle ground you can meet at.
 - standardized protocols from successful conservation to share internationally to save resources and ↑ odds of successes.
 - using something like the Martes group to package successes and share them (e.g. successful reintroductions). Don't reinvent the wheel. Build upon it. Build the car.
 - ↳ is this more IUCN to repository wins and Martes group supports a feed into specific success categories (knowledge repositories and guidelines) (e.g. specialist reintroduction group (repository))
 - sharing of wins but also failures. ~~Careful with~~
 - ↳ with academics/researchers.
 - ↳ with the public, practitioners, etc.
- SHARING package methodologies, sharing successes & failures, storytelling = a broader audience (non-research/academe).

How can research best advance conservation and management efforts?

- More digestible
- Toolbox talks
- More practitioners at Mortes?
- Better SciComm, including documentaries!
- ~~Board of~~ Exports providing short, informative segments e.g. on TV. Animated etc.
- Adverts for science!!! E.g. heritage minutes in Canada.
More accessible than documentaries.
- Building relationships with landowners, trappers, etc.
- Less shaming in media, more positive encouragement for what we can do to help.
- Conservation science marketing.
- Tik Tok gets information about our work out there. Also YouTube. Get people on board. Send out messages about why people should care, what they can do to help, influence public opinion. More public support. Which then influences policymakers & practitioners.

David Attenborough

What actions can we take in the next year or two to lead to more success over the next 5-10 years?

- Markes conference in 2 years time!
- Urban engagement
 - reconnecting with nature
 - what more urban populations
- How to get more people involved + interested?
 - ↳ make relevant to people - food security + wellbeing + nature
- Markes
 - Group needs to keep talking
 - ↳ keep relevant and don't keep circulating the same conversations
 - ↳ moving the conversations on
 - ↳ one or two achievable actions
- Considering what decisions need to be made in 5/10 years and work backwards to work out how we get there
- Actions and threats → add timelines
 - add to a calendar → actual data → circled dates → Gantt chart → SMART goals
- Drip-feeding information
 - ↳ public eye (eg. nature docs.)
 - ↳ discussions with peers → spreading message
 - ↳ critical mass of 25% of a population being on board with something to spread across
- Multiple layers → research, ^{all} policy, outreach...

- Create and designate tasks eg. Markes working group
↳ subgroups

Review the survey results.

Why do you think these themes emerged?

Large-scale issues

Common challenges across species
+ jurisdictions

→ ind. threats

policy

policy etc...

Insufficient collaboration and
knowledge/data sharing

Global society is economically driven

no-one cares (cf Angela Fuller Kayode)

How can we overcome obstacles that exist for Martes conservation?

- 1) Better collaborations / stakeholders.
- 2) Sharing knowledge, awareness raising, target audience specific communications, improved engagement with more stakeholders.
- 3) Empathy, coexistence with people to return in coexistence with wildlife.
(co-development projects, strategies, management plans for landscapes, habitats and species). **POWER SHARING!**
- 4) Advocacy - collaborating with policy makers.
- 5) Collaborative funding bids to support each other. (reducing competition)
- more ethical donors for long-term support.
- 6) Innovations, technology, effectiveness, (reducing threats / climate change). ³

How can Martes conservationists replicate and scale wins?

- Collaborating and Knowledge sharing to better communicate success stories.
- making better use of the broader community to capitalize on opportunities with citizen science.
- multi-land use conservation areas where different stakeholders work towards a common conservation goal
 - ↳ increased communication for species that are distributed across different jurisdictions
- global tiger initiative but for Martes
 - overarching strategy for species recovery/conservation agreed on by multiple countries, with regionally specific strategies under that umbrella

What actions can we take in the next year or two to lead to more success over the next 5-10 years?

- Use ~~uses~~ the energy from Martes Group to follow up on these ideas.
 - Create shareable "toolkits" of ideas and resources from the scientists at this conference.
 - Creative thinking for non-traditional funding sources
 - "Adopt a marten" campaign. Get people to donate and learn about studied animals.
 - Working on global/regional species strategies
- ↓ - Create a tangible goal: Each person here tries to contact 5 people from Martes this year

Review the survey results.

Why do you think these themes emerged?

Habitat: • Martes are restricted to suitable habitats for a range of reasons. So is a key cause of research and management.

Based on our human intervention.

Climate, habitat change, conflict are all symptoms of human disruption.

- How does the change in the area community influence species interactions
- Most are intertwined, which links to them being selected.

How can we overcome obstacles that exist for Martes conservation?

COLLABORATION

with stakeholders

- Open dialogue — finding common ground \Rightarrow where do goals align
 \rightarrow creating a connection, social context, Storytelling
- Need to talk to people we don't agree with (chico chambers)
- How to continue e.g. 'fur trapping' whilst continuing conservation
- Set realistic goals. Celebrate wins.
- Financial \rightarrow who funds it?
 \rightarrow government. How to convince? Bas Alter policy.
 \rightarrow need status through organisation. Alliances with scientists.
- Compromise and trade-off acceptance

How can Martes conservationists replicate and scale wins?

COMMUNICATION

ENCOURAGE OTHERS → SHARE KNOWLEDGE, DATA ... ETC.

OUTREACH I.E. CONFERENCES.

SHARING THE PATHWAYS TO THE CONSERVATION WINS

DISCUSSING DIFFERENT TECHNIQUES + METHODS USED PREVIOUSLY

MORE PUBLISHING OF NOVEL RESULTS + WHAT WENT WRONG

LARGE PROJECTS WITH MULTIPLE STUDENTS

~~SHARE~~ SCIENCE COMMUNICATION TO THE WIDER COMMUNITY

SIMPLIFY INFORMATION FOR PRACTITIONERS

USE UP TO DATE SCIENTIFIC PAPERS TO DRIVE MANAGEMENT

ACCESSIBILITY OF PAPERS → OPEN ACCESS

WHY ~~NOT~~ HOW YOU CAN APPLY PREVIOUS RESEARCH TO CURRENT IN THE FIELD WORK.

FINDING A COMMON GROUND AMONGST SCIENTIST

How can research best advance conservation and management efforts?

- APPLIED INFORMATION NEEDED LINKED TO CONSERVATION NEEDS.
- CONVERSION OF SCIENCE TO IMPLEMENTATION THROUGH EFFECTIVE COMMUNICATION.
- LAY INTERPRETATION & CONSERVATION OUTCOMES
 - 'EASY' DIRECTION FOR MANAGERS. BOIL DOWN SCIENCE TO NON-TECHNICAL USERS.
- IN-PERSON COMMUNICATION / RELATIONSHIP
- ACCESS TO INFORMATION / SCIENCE
- DELIVERY OF INFORMATION.
- RESEARCH / MONITORING IS ACTION SOMETIMES

What actions can we take in the next year or two to lead to more success over the next 5-10 years?

Engaging with more people - recruiting folks to mentored working group
Increase communication - share emails, more frequent meetings
workshops, open access research

Carnion/carcass group - just an idea

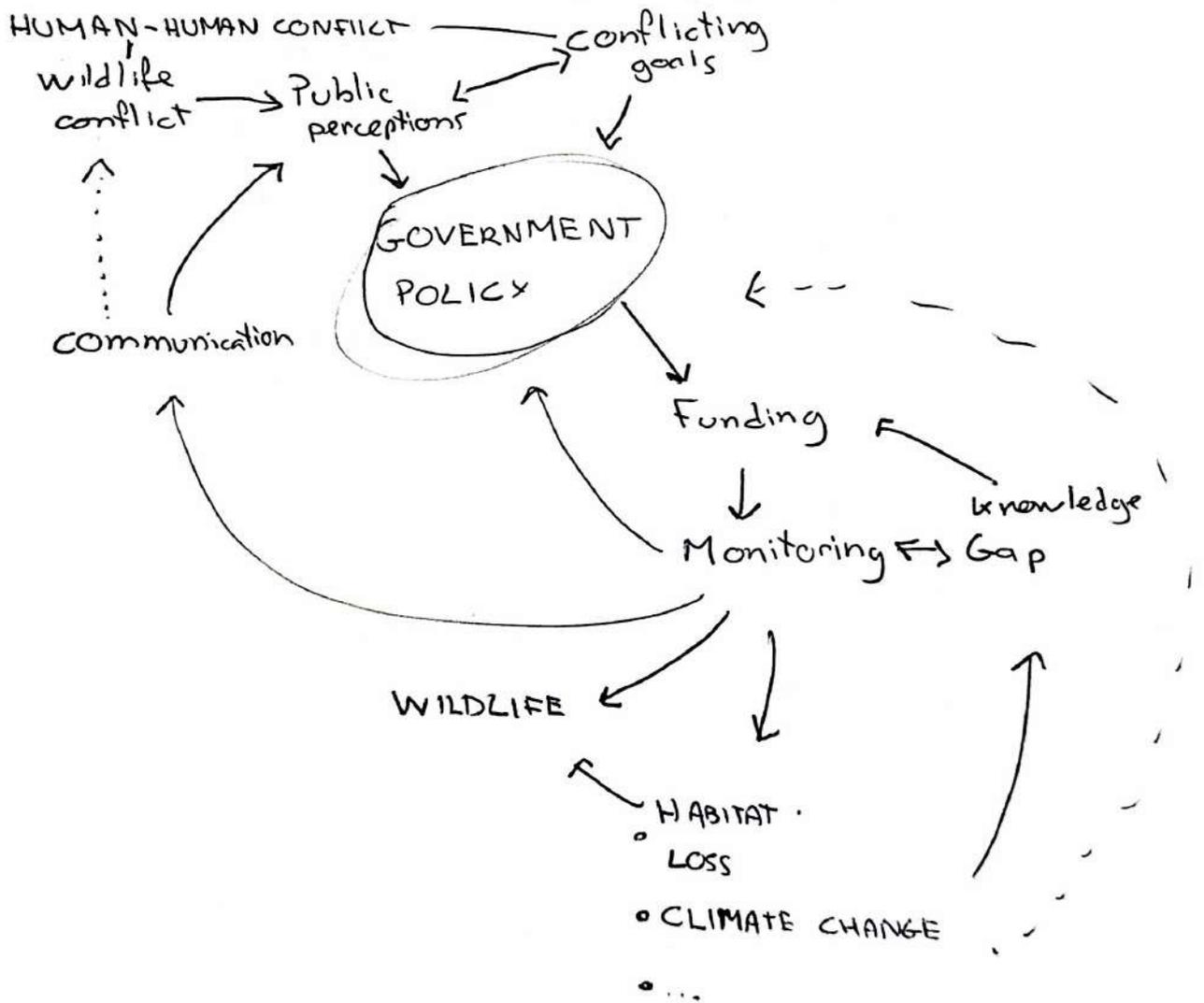
Active collaboration

Emphasis on policy classes in the undergrad program

Review the survey results.

Why do you think these themes emerged?

- What folk are working on
- Frustration
- What is in our control or not



How can we overcome obstacles that exist for Martes conservation?

PUBLIC
COMMUNICATION

- improving capabilities to communicate knowledge to public
↳ collaborate with artists = link with public
- create common vision
- involve/time in "medias" (TV show/documentary)
- include short "public abstract" in all scientific article.

↳ ~~for~~ convince politics.

ex: SPRING WATCH-LIKE DOCUMENTARIES
↳ Local

Promote Opportunities from around the world (positive effect on human life for positive perception)

How can Martes conservationists replicate and scale wins?

First we have to be able to recognize wins

Maintain long-term survey and funding for this

↙ conservation evidence

Conservation databases are referenced for future conservation plans

Need to recognize how your specific area and conservation goals relate to other conservation wins - wins in some areas may not be wins in others

increasing collaboration - with balance, not meet all the time but share quick success/failure

How can we maintain wins into the future (i.e., species that become delisted lose funding and may back-track)

Sharing by-catch data to spin grants and get the funding

↳ camera traps used for all species, not just Martes so collaborating in that manner can help secure funding

How can research best advance conservation and management efforts?

Think outside the box

Research can inform decision points for policy

ex: Angela Fuller's talk & providing scenarios

Think beyond frequentist confidence intervals & provide scenarios

Advance research w/ human dimensions

eg. social media

Examine methods of communication given scenarios, community context

Science is limited by capacity to do effective communication

need multi-disciplinary teams to do research, communication, etc.

What actions can we take in the next year or two to lead to more success over the next 5-10 years?

- develop multi-discipline "task forces" to share info across fields
- utilize diverse expertise within your own agency/facility
 - social media
 - creative direction
 - communication
- reform publication model/framework
 - (e.g. phd students are only allowed to publish in certain journals → needs to change!)
 - WAY too much focus on optimizing profit rather than optimizing impact
 - ↳ impact could lead to making money in other/better ways.
- combine natural science & social science

Review the survey results.

Why do you think these themes emerged?

- * Similar life history across the complex
- * Sciencelife evidence - replicated effort (camera trapping etc.).
- * Knowledge gaps with some species.
- * Various cultural attitudes/history/opinions.
- * Funding issues - some species don't have as much pull.
- * Government priorities local/national/international.
- * Issues like Red/Gray Squirrel + Pine Marten introductions - helps build media interest - driven by good scientific research.
- * Possible lack of popular culture stories from research - mostly based on scientific readership. - potential to increase visibility.

Challenge: public needs (starvation, flood, quakes, employment)

How can we overcome obstacles that exist for Martes conservation?

- finding better ways to identify limiting factors
 - e.g., how to find dens
 - ↳ technology + innovation + creativity + funding
- public engagement (increase)
 - ~~lobby & politics~~ → public
 - Martes slide deck: videos & photos of ALL
 - Engage ^{with case study} ^{university} students in film → TED Education cartoons
 - Children stories
 - Clothing print & line
- Protest → those that can without job loss
 - Shame & identify how to backdoor conflict
 - Better use of media
 - ↳ train Martes WEG for sound bytes
 - Lobby & provide leaders (senator, crown) with information
- Policy
 - Press → Government → Options
 - Find levers for change
 - Scientific evidence
 - key people

How can Martes conservationists replicate and scale wins?

Species Recovery & recolonizations

- ① Take from places where success demonstrated & apply to others
- ② Establish groups with common research & conservation interests
- ③ Engage with local people
- ④ 'Piggy backing' get data from other species studies
- ⑤ overcome constraints on data use
- ⑥ ~~Citizen Science~~ Identify what works

Public Knowledge & Visibility

Engagement with local communities

- ① Culture change where conservation may be perceived as a luxury
- ② contacts with local scientists / field workers
- ③ Employ local people

New Research & Findings

- ① citizen science - develop

How can research best advance conservation and management efforts?

- Research needs to be applied to the problems.

- Clearly identify issues and prioritise them.

- Maximise collaboration and co-ordination.

- Effective stakeholder engagement.

- Commitment to longer term projects and commitment.

- Inclusivity

- Ensure that research feeds into policy, with ongoing monitoring.

- Better science communication and engagement.

- Update public facing information (e.g. Wikipedia).

What actions can we take in the next year or two to lead to more success over the next 5-10 years?

- Update all publicly accessible information (eg Wikipedia).
- Lobby our politicians about key priorities for Martes
- Better/cleverer use of the media - evidence backed by stunning photos/videos
- Share images & datasets to advance the collective effort
- Lobby for public access to literature
- Share expertise with places struggling to achieve success.
- Better protection of habitats for Martes (may need system change to achieve this!?)
- Influence the public with effective signage around Martes habitat.
- Find creative ways to shape public perceptions = "mighty Marten needs your help"

Review the survey results.

Why do you think these themes emerged?

UK overrepresentation

Climate change / logging / disease universal

UK recovering - North America declining

Nobody cares/knows about Martes when they are overshadowed
by large carnivores

Stone martens in cities can cause conflict

→ Data deficiency

Communication with hunters/trappers

↳ misunderstandings of population sizes / effects

"Fisher tracks everywhere" → just one Fisher

How can we overcome obstacles that exist for Martes conservation?

- Increasing species profile with the public. Many species are little known. Knowledge public is more likely to pressure politicians to change
- Increasing dialogue between groups that support increasing species numbers and those who oppose it
- Viewed as pests that cause damage to personal property. Where this is true, we need technological fixes to decrease the problem.
- Lack of funding to address issues. Could link funding to positive ecological conditions

How can Martes conservationists replicate and scale wins?

- working with native band
- target for recovery more than passive ~~to~~ protection
- Public Knowledge ~~of~~ and visibility
-

How can research best advance conservation and management efforts?

- In collaboration with forestry, indigenous, govt
- Communicate better to people on the ground
Use public, Hawkesbury,

What actions can we take in the next year or two to lead to more success over the next 5-10 years?

- training & education
 - extension program
- Increase public awareness of issues and the species
- use footage of kits (high "Disney" factor)

Review the survey results.

Why do you think these themes emerged?

Collection of global experts present with knowledge to identify these themes.

- Brainstorming:

High level - need to represent globally

- But bias in presence of UK representatives abundance.
- Bias in work subject / areas.

eg. large amount of North American Forest Management.
Persecution vs harmonizing: Different information available.

Global threats vs Local

- Forest cover and human threats in both
- Climate change threats only included in Global threats.
↳ Viewed as big level threats.

Information / research needs are largely linked.

Management / conservation actions

- has to linked with largest threats.
- Agencies not prepared for human-wildlife conflict.

Musellids historically and culturally have negative perceptions.

How can we overcome obstacles that exist for Martes conservation?

Scott

negative perceptions

→

addressing negative perceptions

~~↳ being wary of force~~

- need to carefully approach this.

How can Martes conservationists replicate and scale wins?

- = replicating wins will be context dependent
 - knowledge exchange and communication is key
- Learn from our losses
- wide-scale collaboration

How can research best advance conservation and management efforts?

Researchers work separately apart from stakeholders/policy makers. Work transparently. Open dialogue from the onset. Harder to achieve. Investors need to be kept "in the loop" at all levels.
All in agreement.

Research needs to sell "real world applications"
Avoid "blue sky" knowledge.
Value design/research and prioritise actions.

Help improve capacity for research e.g. multi-species
Should we as white researchers delegate to local ethnic researchers? Involve locals in field data gathering.
Prepare position statements, perhaps.

What actions can we take in the next year or two to lead to more success over the next 5-10 years?

- Greater collaboration with MWG.
- Sharing data to allow large-scale collaborations.
- Set up forum (e.g. Google group) for asking questions / exchanging knowledge.
- A regular success story email out - e.g. to share that you've started a new collaboration / data sharing etc to inspire / remind people to do the same.
- A mechanism for putting students in touch with each other, although this could be seen as too exclusive...
- A 'buddy programme / system' to pair students / young professionals with more established people.
- More meetings - in between the main symposiums (online).

Review the survey results.

Why do you think these themes emerged?

More human activity focus locally
not climate change - too broad
other threats locally are more tangible

Habitat loss - huge threat to biodiversity globally
Global threats generally cover multiple species / Biodiversity more generally
Very broad - huge differences from place to place
Species and population specific

Obstacles - government inaction affects multiple regions
talk examples: fisher trapping, Norway Walverine
public don't think about Martes, don't care
negative effect recreation only
caught in negative predator perceptions generally
predator control for hunting, livestock etc
Pests of Martes in houses etc
negative perceptions as stop what landowners want to do
gamebirds etc predation
Endangered species protection stop use/management
↳ tied to resource conflict
↳ also conflict with conserving other
species - competition, predation

Funding - need threatened species to generate interest

Wins can be opposites of obstacles
perceptions vs. awareness
reintroduction vs. resource goals
New research vs. funding

} emphasis importance
of obstacles / our perception
of what can be achieved
if we could

over page →

Cyclical - perceive endangered

→ conservation → increase pop.

→ perceive problem → decrease pop.

Hopefully level off

How can we overcome obstacles that exist for Martes conservation?

- Funding - knowledge/data - evidence based
- couple w/ monitoring of "popular"/priority species ^{decision-making}
- Social science - perceptions - attitudes =
- Community interaction
- feedback → government policy → change?
- more community engagement
 - ~~use~~ researchers/government collaborate with stakeholders, 1st Nations, trappers
 - regulations
 - negative perceptions of trapping/trapper
 - ↳ public relations for insuring own activity → backlash
 - more funding for export

Developed vs Developing countries
issues

How can Martes conservationists replicate and scale wins?

1. public outreach - nature interpretation
2. Hard to enforce concepts from developing vs. developed countries
3. Multi-species work
4. Involve local communities - local knowledge
5. How do regulations influence species restoration?
6. focus more on ecosystem restoration or resiliency to improve conditions for Martes

How can research best advance conservation and management efforts?

- evidence based decision making
- community involvement + engagement including cultural values
- bringing TEK + indigenous knowledge into management, although sometimes indigenous knowledge may be misconceptions or, rather, does not advance conservation/management efforts
- multi-species monitoring ^{barriers} for recovery.
- identify bottlenecks ^{to find the pinch points} for management mechanisms
- is it helpful to think about minimum necessary needs? think about thresholds / limiting factor.
- research should inform managers + find the barriers that need research
- decision framework is necessary (structured decision making)
- research needs to feed back into management
- we don't work in isolation, work in teams where Martes researchers work with government, etc. to work together
 - ↳ is this happening in the less 'developed' countries (not in our group, we are European + North American focused/biased?).

What actions can we take in the next year or two to lead to more success over the next 5-10 years?

- Changing perceptions & behaviors
 - More impactful & reliable messaging
 - Involvement/collaboration w/ stakeholders
- Networking
 - Standardization of sampling methods w/ long-term monitoring
 - Finding other Martes researchers to discover knowledge gaps
- Monitoring
 - Informed & widespread w/ funding in mind
 - Collaborative community management across Martes
 - Social Science & monitoring of social perceptions as well
- Expansion of MWG
 - More frequent meetings & collaborative effort (recordings?)
 - Work with other conferences & researchers (Martes session?)
 - Further general knowledge while sharing success!
 - Failures important to learn from as well

Why did these themes emerge?

- We have a collection of experts here.
- Persecution is not represented.
- Is a biased collection of the researchers here
- Hearing lots of forest management from north America
- More forest management for
- Different angles from
- Harvest is managed by science
- Persecution, is the same ///as harvest ; there are lots
- These themes emerged because they were represented by the perceptions and experiences of the researchers in the room
- There is a recognition that climate change is a global threat at a global scale, that ..it's something it's a global level thing that
- Information needed in jurisdiction seems reasonable. Population monitoring , these are hierarchical, except perhaps movement ecology does not fit well.
- Management conservation actions, the top 4 are linked, "John Martin, we have lots of human conflict ahead of us. If the population in England. Agencies are not prepared for the human conflict coming.
- Reintroductions are driving human conflict, until VWT shared the positive interactions, this flipped the public opinion
- Largest obstacles of negative perceptions, perceptions are rooted in history,

How can we overcome Obstacles

- Negative perceptions rooted in culture, overcome in communication (VWT)
- Children's books,
- Need to get better at refuting negative perceptions
- In Ireland and US, issues are so polarized, that if conservation comes along and says do it another way
- Be very careful how the information, promote respectful discourse
- We have former game keepers who are better at communication a common language
- Promoting Champions/ambassadors
- Message is everything, tailoring your message on the audience is important.
- Data deficiencies; Angela Fuller approach, use data sharing platforms and figure out how to leverage other data sets. Having more defined approaches (collection of meta data) e.g. the monitoring working group. Have a wider baseline gold standard of metadata to collect. Have a flexible framework ...what is your statement of interest, decision trees and help guides to pursue consistency
- Funding – there is a role for MWG to identify
- Convince others that they are cute
- Government, work with there is a campaign for evidence based decision support, campaign for evidence based management. Policy and management...the loudest speaking
- Create a MWG lobbyist group. MWG could provide policy statement
- Steering committee needs to have broad jurisdictional representation.

- Needs broad representation, need to ensure
- Conflicting resource goals – e.g., forestry vs conservation ...are they really supportive (UK) or are they just green washing...state forestry has to be absolutely transparent vs private...encourage and pursue transparency,
- What is the compromise to allow all to meet their objectives,
- The power of individual

How can Martes Conservations replicate and scale wins

- These are context dependent. They need to be grounded in local ecological
- When VWT did reintroductions we did knowledge exchange /communication
- There are occasional negatives that crop up, it went from a academic institution to application, information when in timely, delays from natureScot, they had to make a decision to pull or not,
- Build on previous losses, fails.
- Public knowledge and visibility, there is a view of conservationists as having a negative view...we should present open and transparent, take results to those who might criticize you.
- So much effort and time put in at a local level, but when it when to higher national level things are scuttled.
- MWG could provide step by step process of a successful process for activities (e.g., reintroductions)
- If MWG has step by step access best practices of how to conduct and activity, that could help others
- New research and findings, it's all about collaboration. Knowledge exchange and sharing.
- Secure funding to support that information sharing.

How can research best advance conservation

- What are research priority separately form management. Every research step Explicitly addresses the management questions at hand. That might help to avoid perc[ptions. This makes is 100% harder, but because we have these stakeholders in from the beginning, when the results come out, especially controversial.
- Do walk through examples of successful examples
- That research is kind interesting, but what's the real world point. What is the implication of this. What are the management impacts.
- Priorities research that has management implications.
- Can we value or applied work, over the blue sky. I'.e., can MWG emphasise pertinent work .
- What is your special scale of your work,
- We need to be careful that we are 90% white European, need local knowledge
- In Cambodia, massive project, is you could link with a conservation organization to get a student to come out ...connect with local
- MWG should create a position statement on research needs and ...this could establish the group credibility.
- More regular meetings among us...slack/flat/Trello as a means to collaborate

Themes for next 5-10 years to lead more research

- Taste to move away from newsletter, to improve more sharing
- Sharing of data, and management shaping platform
- Is here a forum conversation platform
- Google group might be a better platform
- Push for something that exists with existin instead of a new platform
- How do we retain the energy? Small success stories, we had a zoom call about.
- Dr Martes – everyone can post their question,
- Maintain relationships...hard to do that over zoom, need in person connection to build the relationship.
- As grad student. Have a students wing where students could be united into a
- Create a question forum...get stupid questions out there, to create comfort...
- If we are not expert, where do we go? This goes to open anonymous forum
- Create mentorships. A “Buddy” program...
- More regular meetings among us to keep momentum and engagement.
- Create sub unit