





AMERICAN FORESTS

**GROWING THE NETWORK:
URBAN FORESTS AND
CARBON OFFSETS**

Gerry Gray, Sr. VP, American Forests
Workshop on Carbon Offsets and the
Urban Forest, UC-Davis
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Today's presentation

- American Forests' urban forests program.
- American Forests' roles at the workshop.
- Sharing information and lessons from the workshop with national audiences.
- Building a "community of practice" focused on urban forests and carbon offsets.



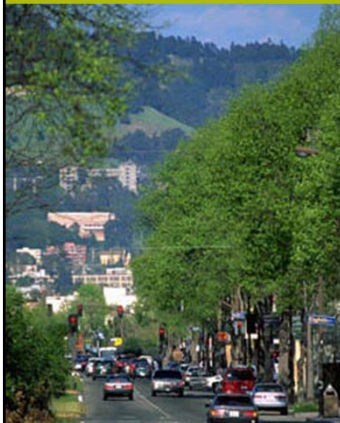
American Forests' Mission



American Forests protects and restores forests, helping to preserve the health of our planet for the benefit of its inhabitants.



American Forests' urban forests program



- Re-building our program.
- Clarifying our niche.
- Cooperative project with the US Forest Service.
 - Building public awareness of the values of urban forests.



American Forests' roles at the workshop



- Participate as a national partner.
- Learn about state policy context, issues and challenges.
- Gather information and lessons to share with national audiences.
- Build a “community of practice.”



Sharing information and lessons



- Ecosystem Services Coming of Age, July 31 – Aug 4, 2012, Portland, OR
- Partners in Community Forestry, Nov 14 – 16, 2012, Sacramento, CA
- ACES and Ecosystem Markets, 2012, Dec 10 – 14, 2012, Ft. Lauderdale, FL



Building a “community of practice”

- Communities of practice are groups of people who share a passion for something they do and interact regularly to learn how to do it better. (Etienne Wenger)
- Better than a network due to shared identity and a collective intention around a topic, such as urban forests and carbon offsets.



Key elements of a community of practice



- Domain: the area of shared inquiry and key issues.
- Community: relationships members develop through collective learning.
- Practice: the body of knowledge, methods, stories, cases, tools.



Initiating a community of practice



- Present the idea and explore the interest
- Invite individuals to join and participate
- Identify and engage a dedicated core group



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