

“Our experience with NSBI highlights the need for basic social science research on *local* audiences upon which to design customized messages to best meet *local* needs and preferences. One size does not fit all, and will not have uniform efficacy.”

*Karlyn Eckman – University of Minnesota Water Resources Center*



“NSBI is way more than just buffers...It’s about social and local organization, peer-to-peer networking and community building around a conservation issue. NSBI is about connecting property owners with outside people (NSBI Team Members) who are concerned about ‘our’ lake.”

“NSBI research has provided natural resource professionals and educators with the tools to transform the way we approach shoreland buffers within our communities, putting some of our pre-conceived notions of buffer incentives in proper perspective and offering new avenues to pursue.”

*Mary Blickenderfer – University of Minnesota Extension*



“Our experience with NSBI showed that supporting buffer installation with audience targeted outreach and education, when executed by a coordinated team of diverse organizations, can inform and leverage “communities of interest” to provide significant social incentives. These social incentives increased the target audience’s engagement in the process, facilitated outreach efforts, and increased BMP adoption rates while reducing per project cost and time requirements dramatically.”

*Steve Henry – East Ottertail Soil and Water Conservation District*



“Organizations, especially in the conservation community, are continually pressed to be more efficient and effective. This project crystallized the idea that investing the time to first find out who you are targeting and what motivates them to action will yield big benefits. As a bonus, the improvement in your target audience’s knowledge, attitudes and practices can be reported alongside the traditional metrics of acres, feet and tons.”

*Mark Hauck – MN Dept. of Natural Resources*

