

Informing and Involving the Next Generation of Leaders in the River

Susquehanna River Symposium

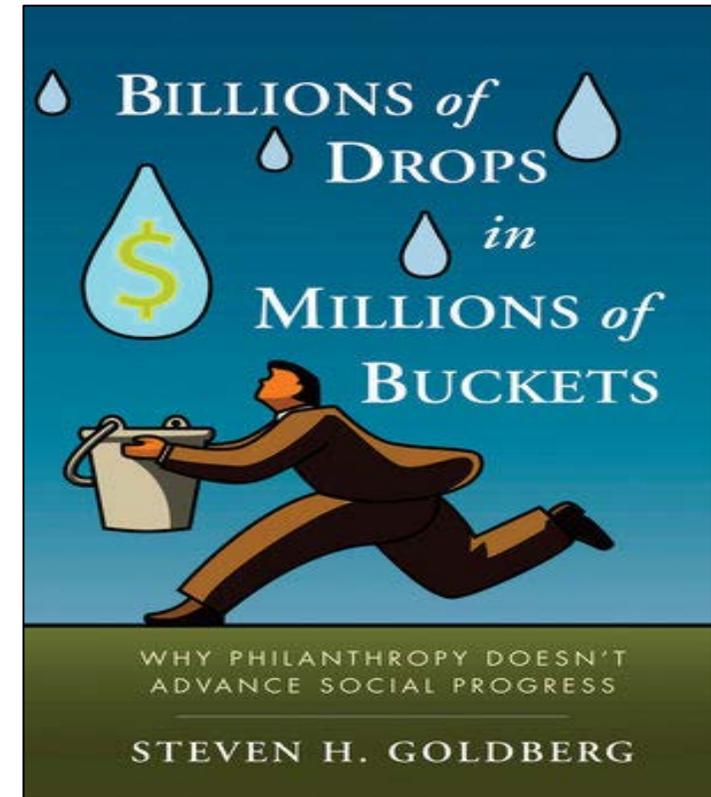
November 11, 1:45 pm

Mark Gutshall, RiverStewards

Jim Reeb, The Social Enterprise Institute @ Elizabethtown College

What is a Social Enterprise?

A social enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well-being.



What Does a Social Enterprise Address?

- Social needs are increasing in duration, size, and complexity
- Philanthropy is in transition, with decreases in funding
- Government programs are designed to scale but are constrained by funding priorities and perceived inefficiency
- Not-for-profits are organizationally resource constrained
- With the right ingredients you can do well by doing good

For example, a local Social Enterprise:



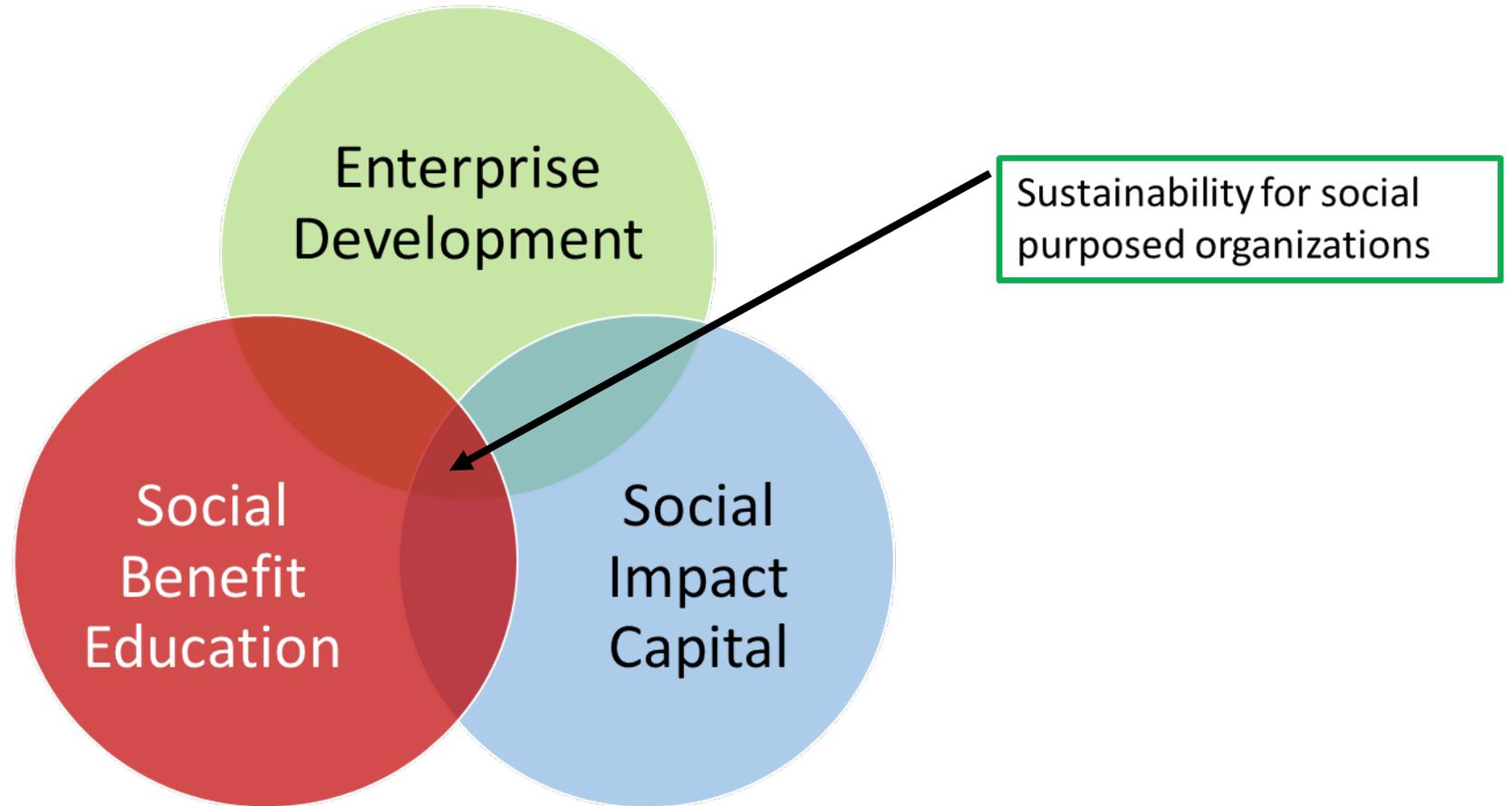
Introducing River Stewards Cooperative Inc.

A Collective Impact Organization

Collective impact brings people and organizations together, in a structured way, to achieve social change. <http://collectiveimpactforum.org/what-collective-impact>

- **It starts with a common agenda.** That means coming together to collectively define the problem and create a shared vision to solve it.
- **It establishes shared measurement.** That means agreeing to track progress in the same way, which allows for continuous improvement.
- **It fosters mutually reinforcing activities.** That means coordinating collective efforts to maximize the end result.
- **It encourages continuous communication.** That means building trust and relationships among all participants
- **And it has a strong backbone.** That means having a team dedicated to orchestrating the work of the group.

RiverStewards Mission & Collective Impact Focus

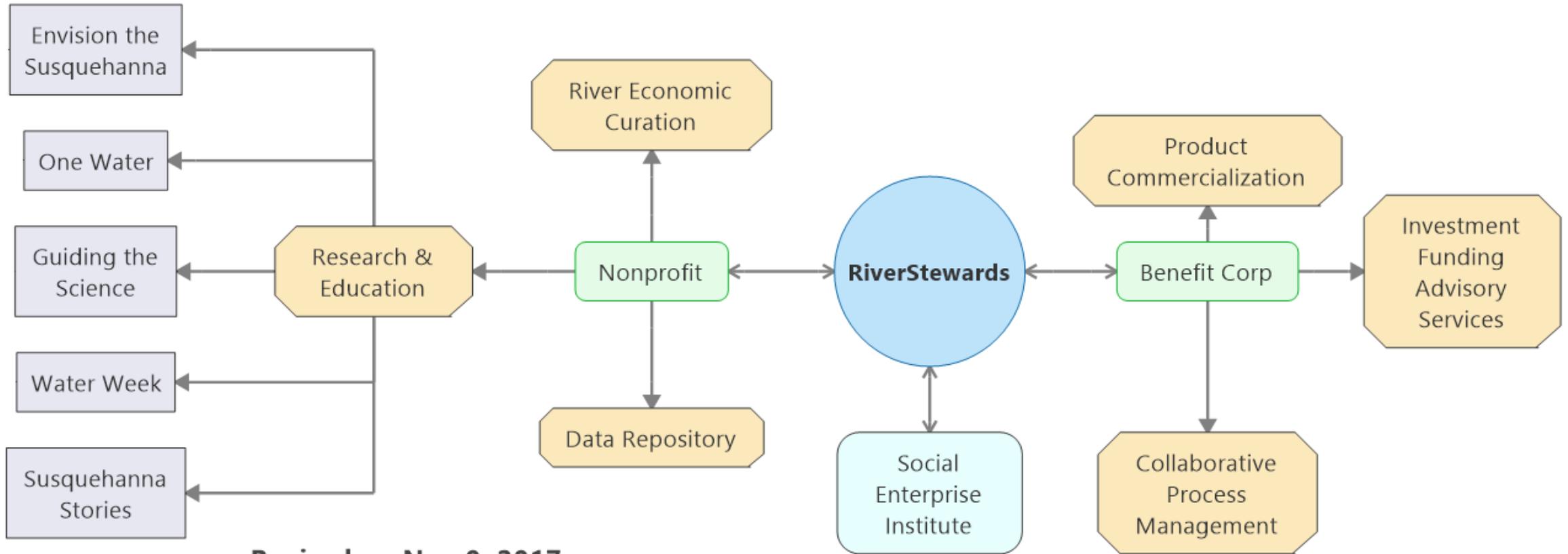


What is RiverStewards Cooperative Inc.?

RiverStewards was founded as a cooperative to bring together those interested in the river to make a significant, **collective social impact** through inter-academic applied research, eco-tourism, input from river guides and their clientele, public involvement, and other deliberate cross-sector actions.

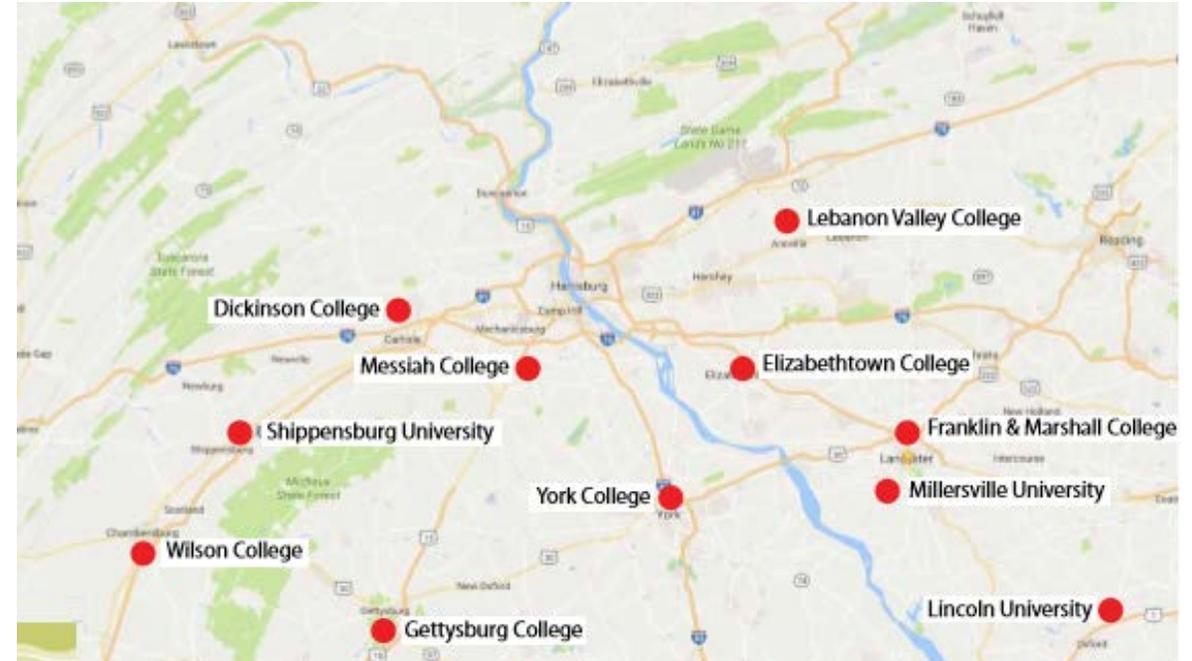
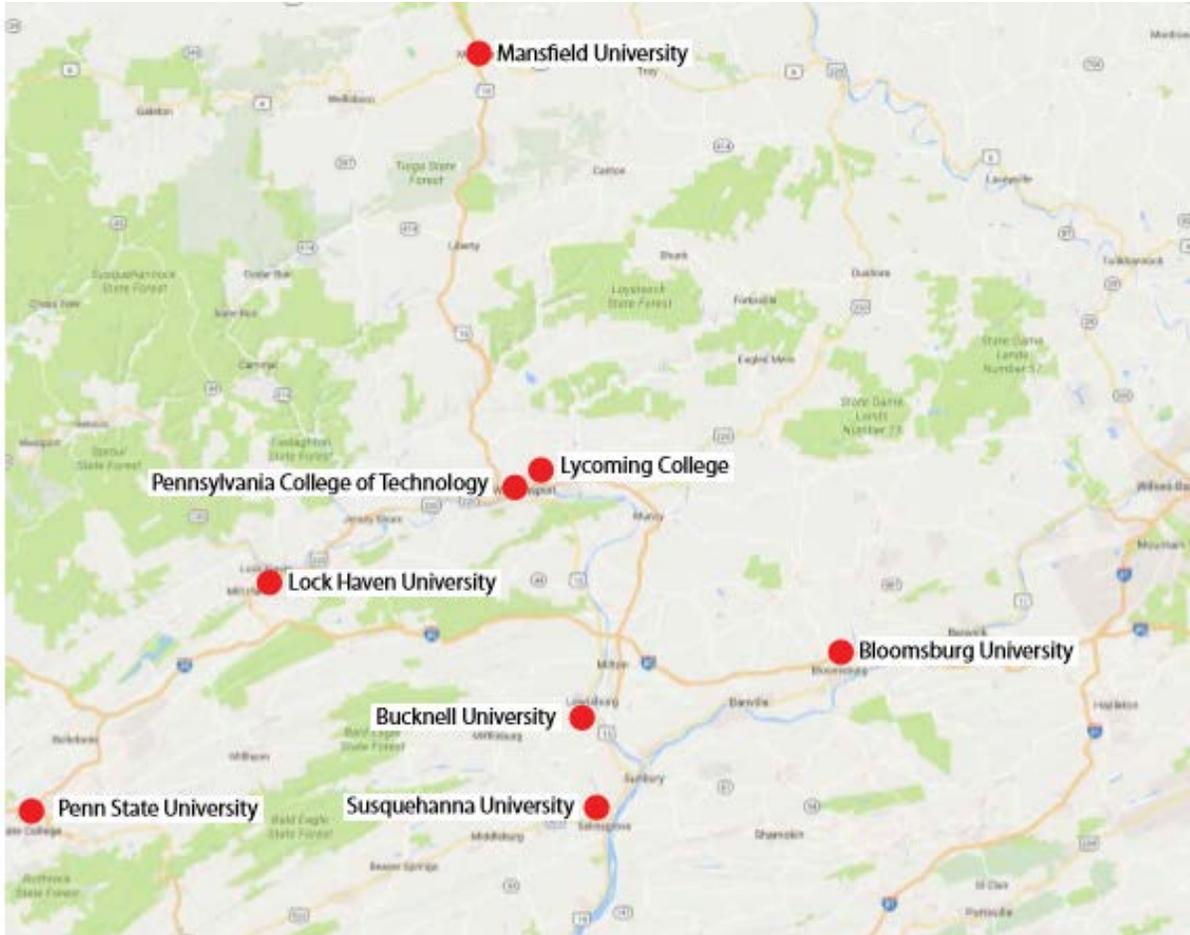
We recognize the value of the Susquehanna River's **social return on investment**, which considers the environmental and social values that the river gives to us all, in addition to the economic benefits. Through our continued collective efforts and communication, we will raise awareness of the river's importance and how we can sustain it.

How Will RiverStewards Operate?



Revised on Nov 9, 2017

Example: Higher Education along the River



Northern Institutions

Southern Institutions

Key Activity #1 : Hosting the Data

State and federal agencies collect data regarding water quantity and quality. This data is often an untapped resource for tracking the health of the Susquehanna River and its inhabitants.

Consistent, relevant data on fish health, water quality, etc. will help state agencies and others with long term studies.

A central data repository that is accessible to all interested parties is needed.



Key Activity # 2: Guiding the Science (Physical and Social)

River guides are an untapped resource for tracking the health of the Susquehanna River and its inhabitants.

Training them to tell the river story and record relevant data on fish health, water quality, etc. will help state agencies and others with long-term studies.

A central data repository that is accessible to all interested parties is needed.



Key Activity # 3 : Economic Impact Education

The use of the Susquehanna River and its tributaries creates significant economic value and impacts a vast population.

Educating all stakeholders regarding the economic value and impact of the Susquehanna River on the regional and national economy is critical to help agencies and others with public policy, regulatory, and long term investment decisions.

A central data repository that is accessible to all interested parties will be needed.



How Can You Get Involved?

- Submit a blog post for our website and social media
- Share our posts through your outreach channels
- Involve your students in one of our upcoming research projects
- If you are a river guide, get involved in the Guiding the Science project
- Become a partner organization to RiverStewards



Questions?

