

Policy Statement on Using NEMO Materials

As stated in the NEMO Network Charter, Network programs are encouraged to share educational materials, including publications, fact sheets, presentations, websites and the NEMO name and logo. In order to protect the rights of the original authors and the integrity of the Network, a few simple guidelines are required, as below. **This Policy Statement applies to all Charter members of the National NEMO Network.** Non-members should contact the Network Hub for additional guidance on use of NEMO materials and logos.

1. Use of Materials

NEMO educational materials and methods are intended for educational, non-commercial use only. Any commercial or for-profit use is a violation of the Network Charter and a potential copyright infringement.

2. Sharing Materials

1. Review

a. For adapted materials: When adapting materials from another Network program, we request that you: (1) notify the originating program, and forward a draft copy to them for comments; (2) provide the Network Hub with a copy of the adapted material for our files and for sharing with the network.

b. For original materials: Please provide a digital copy to the Network Hub for our files and for sharing with the network.

2. Giving Credit

a. For material adapted from the Connecticut NEMO Program: The following phrase must appear on adapted printed materials and on main website pages (the level of conspicuousness is up to you):

© The University of Connecticut. [Used][Adapted] with permission of the University of Connecticut Cooperative Extension System.

b. For materials adapted from other NEMO programs: Publications and presentations adapted from other Network programs should give prominent credit to the originating program. Request specific language from that program.

c. In the case that several Network materials are used in the making of a new publication or presentation, i.e., used more as reference materials than as a template for an adaptation, the material should either note these as references, if appropriate, or include the phrase

“Adapted from resource materials of the National NEMO Network.”

3. Network Affiliation and Logo

As stated in the Charter, Network members agree to recognize and promote their relationship to the National Network. Therefore, all NEMO related materials including program websites, publications and presentations should contain the following acknowledgement:

[name of your program] is a charter member of the National NEMO Network.

Also, all NEMO related materials should display the National NEMO Network logo. NEMO Network logos are available for your use from the Hub and on the National Network website (nemonet.uconn.edu).

The Dotted Line: What it Means to Join the NEMO Network

If you've gotten this deep into National NEMOdom, it's safe to assume that you are either preparing to get started with your NEMO adaptation, or very thoroughly checking this whole NEMO thing out. More than likely, you've talked to NEMO program team members, and/or participated in a NEMO workshop.

If that's the case, you know that we have formed a National Network of programs adapted from NEMO. Many of your colleagues have asked what exactly that means, and what are the requirements, conditions and caveats involved with participating in the National NEMO Network. The answer is: “darn few.” However, those few items are important, so they bear some explanation. So here it is.

How Does a Program Become a Member?

At NEMO University 2 (U2), the Network conference held in January 2002, member programs agreed developed a **Network Charter**, which programs sign to become part of the Network. The Charter has two main purposes. First, it sets forth several key shared philosophical and operating principles for Network programs. These include:

- a non-regulatory, research-based educational approach;
- a primary target audience of local land use decision makers;
- a focus on natural resource-based land use planning and design; and,
- the use of landscape research and mapping technologies to help community leaders



VT NEMO Coordinator, Emma Melvin, officially joins the Network by signing the National NEMO Network Charter.

visualize their current and future landscapes.

Second, it describes the responsibility that Network programs have to fellow members, and to the Hub. The emphasis is on the free exchange of ideas and materials, helping to ensure that the Network reaches its goal of becoming greater than the sum of its parts.

For the benefit of the Network, there's a need to distinguish between:

- Officially sanctioned, licensed, card-carrying Network member programs;
- Folks and organizations who are making use of NEMO educational materials here and there, but not in an organized, programmatic way, and;
- Folks and organizations that are, either knowingly or unknowingly, ripping us off.

The Policy Statement on page 4 was drafted with these distinctions in mind.

The National NEMO Network is a group of affiliated projects that educate local land use decision makers about the relationship of land use to natural resource protection. The Network is coordinated by the University of Connecticut Nonpoint Education for Municipal Officials (NEMO) Program, with funding from USDA/CRSEES and EPA/OWOW. The National NEMO Network is a program of the Center for Land Use Education and Research (CLEAR). Land, Sea and Space Grant collaborating.

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The Charter Preamble: What it Says

Network Description

The National NEMO Network is a group of affiliated programs that educate local land use decision makers about the relationship of land use to natural resource protection. NEMO Network programs are organized and staffed differently in each state, but are typically multi-agency collaborations that include University-based Extension and Sea Grant Extension programs, state and regional natural resource and planning agencies and nonprofit organizations. Network programs are founded on the key principles that:

- Land use, which is largely controlled at the local level, is a key determinant of the economic prosperity, environmental quality and character of America's communities;
- Local land use decision makers need useable research-based information and accessible technical tools to assist them in guiding the growth of their communities;
- "On-the-ground" professional outreach education programs are an effective delivery system for providing this information and these tools to local officials.

Network History

Network programs are adapted from the University of Connecticut's Nonpoint Education for Municipal Officials (NEMO) Program, created in 1991. NEMO has been a pioneer of the use of remote sensing information and geographic information system (GIS) technology to help educate local officials, and in making the case for the critical importance of educating local officials on planning approaches to natural resource protection. Beginning in 1995, the Connecticut program began to assist colleagues in other states to adapt the NEMO educational methodology to their region's land use system and natural resource issues. The first funded NEMO-adapted programs began to appear in 1997. In October of 2000, programs came together for the first time at a conference in Connecticut, and ratified the idea of a National NEMO Network of programs sharing informa-

tion, educational tools and other resources. They also agreed to have the University of Connecticut NEMO program serve as the central coordinator, or Network "Hub". In January of 2002, at the second Network conference in South Carolina, representatives approved the idea of a Network Charter, to be signed by all member programs. The Charter outlines the criteria, roles and responsibilities of Network programs.

Network Mission Statement

The mission of the National NEMO Network is to help communities better protect natural resources while accommodating growth. This assistance will be rendered through non-regulatory, research-based educational outreach programs that emphasize natural resource-based land use planning and better site design. Network members believe that outreach education is an appropriate, flexible, effective and cost-effective method for catalyzing change to local land use policies and practices. In fulfilling this mission, the Network will also further the missions of a great many agencies and organizations charged with protecting natural resources, preserving community character, promoting sustainable economic growth, reducing sprawl or making remote sensing technology useable by common citizens.

Network Vision

We envision the Network becoming a national force in providing much-needed assistance to community decision makers. We envision robust, well-funded and staffed programs in each of America's states and territories. We envision an evolving and adapting Network that is more than the sum of its parts, leveraging the talents and resources of a long list of federal, state, regional, local and private organizations to the betterment of the entire system. We envision an ever-increasing number of America's communities taking proactive planning approach to balancing growth and natural resources protection, empowered by the information, education and tools provided to them by the National NEMO Network.

The Charter of Operation: What it Says

The National NEMO Network is a group of affiliated programs that educate local land use decision makers about the relationship of land use to natural resource protection. In order to maintain the communication and cohesion necessary to exist as a viable Network, and to ensure the level of collaboration required to grow and evolve together as a Network, we hereby agree to the following statements.

As a National Network member, we endorse these common elements:

1. Our program is a non-regulatory, educational program. Our educational materials and methods are intended for educational, non-commercial use only.
2. Our program was adapted and/or created with the knowledge and assistance of the University of Connecticut NEMO Program.
3. Our program endorses the Network mission statement of helping communities better protect natural resources while accommodating growth. To this end, our program addresses land use issues and promotes natural resource-based land use planning and other, related techniques.
4. Our program has a primary target audience of local land use decision makers, as defined by program partners for our area.

As a National Network member, we agree to:

1. **Recognize the central coordinating role of the University of Connecticut NEMO "Network Hub"**, and the importance of the two-way communication with the Hub upon which this coordination depends. The Hub stays in regular communication with Network members and facilitates communication among Network programs. Hub services include Web-based communication, Network conferences, workshops, phone consultations and liaison activities with the National NEMO Network Interagency Work Group.
2. **Recognize and promote our relationship with the National NEMO Network.** While our program remains principally identified with our partner organizations, we agree to recognize our relationship with the Network on our educational materials and products as per guidelines circulated by the Hub. We also agree to represent the Network at meetings or conferences, when deemed appropriate by consultation between us and the Hub.
3. **Share information and materials freely with other Network programs**, so that the Network becomes "more than the sum of its parts" through the multiplying effects of information sharing. Materials adapted directly from other Network programs must acknowledge the original program as deemed appropriate by that program.
4. **Provide information and materials to the Network Hub**, for the purposes of information sharing and Network-wide reporting and marketing. The Hub will collect and organize these materials into Network publications and reports, for the use and benefit of the entire Network.