

Ecosystem Approach

What does it mean in practice?

Workshop outputs

The written record of what was discussed in workshop sessions.

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About the workshop and this report

▪ Purpose of the workshop

The purpose of the workshop was to bring people together to hear about and explore the concepts of the Ecosystem Approach and ecosystem services approach.

The Ecosystem Approach is a framework for the integrated management of our natural environment. It has been adopted by the CBD as the main way of delivering genuine sustainability and the primary framework for action. It is defined as '*a strategy for the integrated management of land, water and living resources that promotes conservation and sustainable use in an equitable way*' (CBD). To guide implementation the CBD has agreed 12 Ecosystem Approach Principles and 5 points of Operational Guidance and provided implementation guides.

The ecosystem services approach has a focus on understanding and quantifying the services the natural environment provides for us, and then managing the environment so that the provision of these services is sustained over the long term. The approach is defined by the Millennium Ecosystem Assessment as a way of "*identifying, valuing and enhancing the goods and services that the ecosystem provides for us by conserving ecosystem structure and function in a way that ensures these services can be provided over the long term*". Services include: supporting services, provisioning services, regulating services and cultural services. In effect, this approach implements two of the Ecosystem Approach Principles (numbered 5 and 10).

Presentations explored and explained these concepts in more detail and described examples of implementation at strategic, national, and local level.

Following the presentations participants had the opportunity to discuss what this meant in practice.

▪ About this report.

The discussion was recorded on flip charts or 'post-it' notes. Following the workshop these have been typed 'word for word' and then sorted so that similar ideas and points are grouped together. This report follows the same order as the event.

▪ Why sort the outputs?

Conversations do not progress in a linear fashion but go off at tangents, circle back and change direction suddenly. As a result, it can be very difficult to make sense of a dialogue when it is reported in the sequence in which it happens and important themes and ideas can be obscured. It is for this reason that the outputs of the workshops are sorted and grouped.

The sorting is done by 'emergent analysis' ie seeing what themes emerge rather than to a predetermined set of titles. The ideas could have been grouped differently, or different titles chosen, so no weight should be attached to them.

Comments that are made about other research, documents or initiatives may be marked with a number eg <3> which refers to the participant who made the point. This is in case anyone should wish to follow up a particular point or reference at a later point.

Whilst this report serves as a record of what was discussed, and an *aide memoire* for those who took part in the workshop, the contents are inevitably quite cryptic in places so it is strongly recommended that it is not used as a means of communicating with non-participants without proper explanation.

Agenda

From 9:15 Getting Started - Registration, coffee and tea will be available.

9:45 Welcome

The Ecosystem Approach and systems thinking

- What is the Ecosystem Approach Dr Diana Mortimer - Joint Nature Conservation Committee (JNCC)
- Systems Thinking Prof Andy Lane - OU Systems Group

Core Elements of the Ecosystem Approach

- Stakeholder participation Diana Pound - dialogue matters
- Ecosystem Function Philip Bubb –Ecosystem Assessment Programme of UNEP- WCMC
- Ecosystem Services Prof Roy Haines Young and Dr Marion Potschin - Centre for Environmental Management at the University of Nottingham

11:30 Tea and Coffee

11:50 The Ecosystem Approach in Practice

- At a strategic level - The Defra Action Plan Dr Robert Bradbourne - NESU Defra
- At organisational level - the challenge of delivery Dr John Hopkins - Natural England
- At a local level - Thanet Coast Diana Pound - dialogue matters

1:00 Lunch

1:45 Thinking about the Ecosystem Approach? - Workshop session

1. What are the strengths and benefits of the Ecosystem Approach?
 2. What new opportunities does the Ecosystem Approach present?
 3. What are the challenges of implementing the Ecosystem Approach?
 4. What are we already doing that is on the right track?
 5. What skills and knowledge do we need to develop?
 6. What are the benefits of focusing on ecosystem services?
 7. What are the risks of focusing on ecosystem services?
 8. How do we shift from reductionist science and sectoral policy to systems thinking?
 9. What other case examples are there?
- Out of everything you have heard or discussed today what topic or idea do you most want to discuss further?

2:50 Tea and coffee

3:10 Workshop Sessions

- Based on topics to emerge from the earlier session.

4:00 Wrap up

4.30 Finish

1 What are the strengths and benefits of the Ecosystem Approach?

The trend

Of its time and exciting

- Exciting, a buzz, imagination
- Very zeitgeist
- Reflects educational trends and scientific trends

Already buy in to the approach

- Government has signed up to it
- Many subscribers to the process (industry, NGOs gov't)

Internationally agreed framework

- CBD underpinning, thus provides a common internationally recognised framework

Transferable, flexible and holistic framework

Transferable in context and spatially

- EA – transferability – the 12 principals can be applied across numerous fields
- Spatially transferable

Flexible and dynamic

- Provides a flexible framework
- Complements less flexible, legalistic approaches
- EA has more dynamism and a better approach for issues like climate change
- Potential to challenge global issues

Holistic approach

- At the concept level, holistic approaches, make a complete subject easier to understand
- All encompassing, thus gives you a better view of the whole situation
- Takes into account social, economic and environment all together
- Can look at interactions at landscape scale, in terms of land management

Evidence base

Evidence base

- Based on science, precautionary principals
- Evidenced based

Environmental valuation – goods and services

- Ways of linking private realm and public realm values
- Potential to us to confirmed cost benefit analysis, if desired
- Helps draw in multiple values, so not protecting environment for its own sake
- Brings in other professional, economists, engineers, etc in to ecosystems evaluations
- Opportunity to calculate cumulative impacts
- Can be made simple – so politicians can understand and communicate value for money
- Easiest to sell to biggest audience

The way decisions are made

Pragmatic

- Most pragmatic approach

Public involvement

- More publicly accessible
- Potential for public involvement/influence throughout the process

Inclusive

- Potentially inclusive

Broader ownership and benefit

- Broader ownership of the decision making process
- Developers/commercial interest can benefit
- Focus on people outcomes and welfare too
- Potential to provide health and welfare benefits, but data/research info needed to prove. *

Shift in power

- Challenges power and status quo
- Empowering
- De-centralisation lowest level increases public participation

- Way to bring public on board to force political action

Stakeholders from different interests

- Engages the wider stakeholder in different areas, interests
- Brings together people with different systems knowledge
- Science and art mix

Reduces risk

- Minimise risk of spectacular failure
- Policy perspective, reduces unintended consequences

Valuing the ecosystem

- The ecosystem approach allows the valuation of the ecosystem leading to beneficial changes in behaviour

Longer term process and solutions

- The process is long-lasting
- Results in long-lasting solutions

Shift in focus

- Allows a refocus, so get to an outcome, rather than focus on the ‘problem’
- Better balancing of issues in decision-making

Clarity of language

- Multidisciplinary involvement can result in a beneficial change in language
- Improve clarity of language and reduce ‘hijacking’ of green terminology

Fosters learning about the environment

- Reminds people that they are part of the environment
- Reminds people that they are dependent upon the environment, thus reducing exploitation
- Powerful educational device, as it illustrates relationships in the ecosystem
- Increases ecological literacy

Open communication develops social capital

- Opens communication
- Develops social capital
- Encourages partnership working

1.1 What new opportunities does the Ecosystem Approach present

Shift to integrated and interdisciplinary thinking

Integrated

- Opportunity to look at things in an integrated way

Shift away from reductionist/compartmentalised view

- Replacing science, product based approach to conceptualising
- Replaces the compartmentalised look of directives such as birds, HD, etc
- Complements other initiatives e.g. birds directive
- Opens up the discussion in the conservation field, as well as other fields

Avoids risks of focusing on one aspect

- Avoids single-issue reactions as it requires integrated thinking e.g. biofuel (the errors!!)
- Makes you think of wider consequences of any actions – implications

Interdisciplinary

- Inter-disciplinary working
- New research opportunities with an interdisciplinary, wider outlook
- Encourages cross-disciplinary work
- Brings people/specialist who wouldn’t have worked together, together

Potential to reduce economic costs

- Opportunity to reduce some economic costs involved – as a benefit of inter-disciplinary thinking e.g. water treatment with habitat creation

Broader and longer term perspective and solutions

Wider/broader perspective

- Wider perspective

- Broadens the arguments and potentially the support for issues and solutions
- Doesn't look for absolute answer, removes constraints of finding a single solution

All forms of knowledge valued

- Leveller between expert knowledge and people's knowledge
- It's an 'equaliser'

Helps grasp the bigger picture – and complexity

- All stakeholders have to engage at a larger level, outside their comfort zone
- Forcing people to identify the real beneficiaries and ALL the beneficiaries
- Places specific issues into a larger context
- A challenging opportunity – it highlights complexity of issues
- More opportunities for more effective monitoring, not too specific, but from a broader perspective

Long term view

- Opportunity To work on long-term scale rather than current shorttermism (average conservation plans in UK 5 years, 40 years in Holland)
- Look at the long term view
- Visionary outlook
- Helps to remove short term (non-ecological) deadlines
- Helps to push for longer-term funding including broader opportunity to generate economic value
- Allows to consider future management and improvement

Improved understanding of our dependence and effects on the natural environment

- Opportunity to engage/reverse process of disassociation with the natural environment
- Opportunity to see how people fit in the world and what impact they have
- Opportunity to design our lives along ecological principals – agriculture, planning etc
- Better way to manage our interphase with nature – the feedback of how humans affect nature
- Applicable to any human activity by making the links with how it impacts the ecosystem – widens the picture
- Manages the environment from the perspective of how it is impacted by human activities

Better understanding of uncertainty

- Prioritising knowledge gaps
- Helps describe uncertainty better

Ecosystem services

Valuing ecosystem services

- Service derived from ecosystem becomes more explicit
- Valuation of benefits can be a hindrance but also an opportunity
- Better way of identifying value – beyond monetarised value
- Opportunity to communicate value in many different ways – not in money terms
- Value the whole range of services derived from an ecosystem, not just end service
- Puts ecosystem in a level footing with consumption and market values
- Env. Value and contribution to dev. Seen as a positive rather than an afterthought and an obstacle
- As much for economists and developers as for conservationists

Engages other people with benefits to community cohesion and quality of life

Engages a wider group of people

- Enables to start talking to different types of people
- Engages a wider public into the debate – people who wouldn't otherwise be involved – from an ecological perspective
- Engagement with a broader range of different stakeholders - beyond people in organisations - to appeal to disadvantaged groups not traditionally engaged – young, etc.

Improves social cohesion and community spirit

- Improves social cohesion
- Acknowledges community spirit and their existing concerns

Ownership of quality of life

- Community ownership of their quality of life/environment
- Good for communities ownership of new plans

Integrate holistic thinking in education

- Opportunities to integrate holistic thinking into the educational system (young age)

New approaches to decision making

New approaches to deliberative/participative processes

- Opportunities for bottom-up approaches
- Opportunities to create new deliberative processes
- An alternative way of discussing old things
- Forcing debate
-

Genuine sustainability

Genuine Sustainability - environmental limits

- Similarity between sustainable development and ecosystem approach – help to understand limits of ecosystem
- Social and economic dimension to be in harmony with ecosystem
- Planning within well identified environmental limits

Sustainable conservation

- Sustainable conservation
- Getting better conservation, long term strategies (and sustainable)

Principled

Justice and ethics

- Bringing up an ethical dimension of the debate
- Opportunities to achieve better social and environmental justice

Trying to understand others perspectives

- Works from the point of view of empathy trying to understand other's perspective

Changes in institutions, behaviour and culture

- Stimulus and a tool for institutional reform and changes of behaviour and culture

Opportunity to integrate with other processes

- To integrate it into existing processes such as SEA
- Opportunity to embed it in marine planning systems

New funding

- Opens up new funding opportunities

1.2 What are the challenges of implementing the Ecosystem Approach?

How are benefits valued and who benefits?

- How are different benefits and services valued (not limiting to economic value)
- Setting up a whole new framework, what are ecosystem services and how do they fit with current approaches?
- Assumed public benefit – who benefits?
- Need clear definition of beneficiaries
- Linking EA with cost benefit analysis – whose needs are being considered – who is benefiting?
- Should it be environmental services?

It takes time

- Using this approach takes time, its not a quick fix
- It slows things down, getting long term buy-ins is a challenge
- Long term buy in needed

The approach may be ignored – just the latest fad?

- If there is not a legal requirement to engage/use the approach it may be ignored
- Selling the EA to all stakeholders, is it just the latest fad?
- Organisational representatives by their nature can be a challenge to negotiate with
- Getting international industries to buy in to local issues

Links with other mechanisms?

- Linking to SEAs and EIAs
- SEA does not specify use of EA. How can it be integrated

Mainstreaming the approach

- Marketing your message
- Mainstreaming the approach with decision makers
- It struggles against a reductionist approach

Unfamiliar

- Lack of familiarity with terms

Engaging with new interests and groups

- Listening to new views
- Talking to new audiences
- More partnership working, new partners
- Need to look more broadly at other users/demands/sectors and the impact they have and engaging them

Could flexibility mean inconsistency?

- Could the flexibility of EA lead to 'making it up as we go along'?
- Lack of consistency

Good practice stakeholder participation

- Better and real stakeholder engagement
- Capacity building needed within stakeholder group

Need to work within ecological limits

- Need to include concepts of capacity and limits
- Accepting that we are working within an ecosystem
- Our current understanding may alter significantly in the long term

What does it mean

- Need to clearly define what we mean
- EA is really hard! It's complex – a typology?
- Is it a recipe? NO or a framework YES
- Concept needs to be explained in simple terms – media and politicians v important
- Vague concept
- The way EA is sub-divided could be seen as flaky

- Must translate EA into language appropriate to all stakeholders
- Lack of definition of ecosystem services
- More research needed
- Remains a means to an end and does not become an end in itself
- Ensuring it is used as a tool

A threat to others interests?

- Perception that EA is a threat by particular stakeholders e.g. Sea eagle intro solved by encouraging tourism and direct compensation
- Stakeholders have v diverse goals - Seen as a threat to their interest

How does it work with and complement a site-based approach?

- Trying to ensure EA complements the site based approach traditionally used in nature conservation
- Engaging site managers
- A need to take a new approach to monitoring (moving from site based)
- Challenge is about developing current ideas (site based approach) it's not a conflicting approach

Resources to do the work

- Finances
- Resources including time

Lack of examples

- Lack of examples – how do we put EA into practice within a given project

What is our ecological aim – how natural?

- Situations change and develop – may not be possible to recreate a past ecosystem within current constraints (wolves and bears)
- How natural do we want our systems to be
- Need to realise we are not managing naturally functioning ecosystems – human impacts
- Important to remember it includes man made processes/or natural processes heavily impacted upon by humans

How does it work with existing policy and power structures?

- Using the EA when working at a policy level
- How to set up a new operational context for implementing the EA
- UK governance structure has dis-empowered stakeholders
- Hard for senior management/elected reps to relinquish power
- Time and space e.g. in line with time pressures caused by elections
- Applying the EA at a national level

Reconciling top down and bottom up

- Decentralisation may bring decision making to a t low level, some decisions need to be at national level

Not good fit with research framework/drivers

- Research framework does not support this way of working e.g. timescales, funding constraints (short term), collaborative research
- Negative results not published
- Lack of communication within and between funders

Other

- Publicity and promotion
- Requires surrender of myth of certainty
- Outcomes could be used politically
- Communications. Policy makers

1.3 What are we already doing that is on the right track?

We've started thinking about it!

- We're acknowledging past and present constraints and thinking about future
- We're thinking about it!

- Also thinking about implementing sustainable development and this is linked to EA
- Starting to change the way people think about environment e.g. more holistic, ecosystem services, impact of their actions - Public and organisations
- Provides 'neutral territory' – we're all feeling the way with EA so can share problems and think outside of specific interests

Seeing sites and species as part of the bigger picture

Landscape ecology

- Landscape ecology is 'on the up'
- Landscape character assessment geology – land cover – land use multi-disciplinary approach e.g. national parks, local authorities shifted from conservation to enhancement and creation
- Looking at linkages in system rather than components in isolation

Seeing species and sites as part of the picture

- SSSI, BAP, wildlife sites are all part of the approach – we mustn't dismiss it all. Also landscape ecology
- BAP changing to be much more habitat focused - can take a more holistic approach e.g. Bat Cons. Trust looking at delivering for more than bats. Landscapes, habitat for dormice etc. Landscapes for Lessers <6>

Changes to the way we organise ourselves and work together

Better approaches to working together/participation

- People now expect to be consulted (but perhaps don't expect to be listened to?)
- Being aware of gaps and trying to make sure everything/everyone is included/considered
- More creative approaches to public engagement

Restructuring /reorganising

- The wildlife trusts – living landscapes approach <90> Not just projects, but restructuring the whole organisation
- We're trying to integrate it into our policy – easier for some organisations than others
- N. Ireland – all departments have produced biodiversity implementation plans

New Partnerships

- Partnerships e.g. water companies and wildlife trusts
- People talking, working together, forming partnerships
- Talking to new partners

Media

- Media are taking green issues on board

Attributing value to ecosystems goods and services

- We're getting better at attributing a value to ecosystem components/services

More accessible information

- Information is more accessible and easier to understand, and people are more informed

Links with other policy or statutory requirements

SEA and EIA

- CBD produced biodiversity – inclusive EIA and SEA guidelines <18>
- SEA integrates env. Consideration, stakeholder involvement etc (but doesn't value it strictly)
- SEA ought to be on right track... but isn't necessarily... it has potential
- EIA tried to put ecology into picture alongside other interests

Planning

- Design charrettes <31> decision making in the development/planning process (Charrettes are intense decision sessions)
- Land-use planning becoming more objective-led e.g. minerals plans now considering climate change, biodiversity, flood management

Directives/Acts in the pipeline

- Proposed soil directive – based on functions provided by soil
- Marine bill – provides a framework for managing marine environment

Regulatory requirements

- Water companies now have to provide cost-benefit analysis, carbon foot printing and stakeholder engagement

Case examples that demonstrate aspects of the EA

Marine

- Ecosystem approaches in the south west (?) marine and sea fisheries management project – Defra and NE <64>
- Possibly Finding Sanctuary – is this the same project?
- Finding Sanctuary – working together to develop a network of MPAs

Urban

- CIRIA website ‘building greener’
- Possible Bristol area project? <87>
- Water sensitive urban design, e.g. SUDS, green roofs, changing the way people think about urban environment - Lots of organisations now specialising in this approach
- Funders creating programmes to change behaviours e.g. inner London nature conservation challenge <76>
- Wildlife gardening – getting individuals, schools etc involved, making a difference themselves
- Green infrastructure <31>

Agri environment schemes

- Higher level stewardship options for group applications e.g. farmers all along a catchment
- N. Ireland agri-env scheme has species/env schemes e.g. for bees

Various

- Essex WT integrated living landscapes into local area agreements <4>
- NERC/Defra living with environmental change project (part = how to embed EA) <74>
- OU biodiversity observatory – connecting experts to the public 5 year project <80>
- Projects related to forests and flooding
- Lots being done overseas too – though often overlooked
- Aberystwyth Uni project using EA to value benefits of UK BAP - 6 or 7 projects associated with this. Policy-proofing test
- Community planning process within local government – mixed bag but much good practice
- (7) 4 Scottish pilot projects SSMEI – spatial planning at local government level (marine) <83>
- Cambrian mountains initiative <88>
- Axis 2 review <88>
- South west nature map – partnership project, maps opportunities for biodiversity enhancement and restoration <14>
- SCAP – blanket bog project NW Water/Peak District National Park <40>
- Area advisory/management committees <54>

1.4 What skills and knowledge do we need to develop?

Knowing where we want to be?

- Do we know where we want to be? A base line for the EA debate – do we need to know where we want to get or is the outcome the process itself

Communication, influencing and participation skills

Ability to communicate across disciplines

- Ability to communicate with one another, always limited by own understanding
- Across disciplines – understand
- Avoiding mis-communication/mis-information

Listening skills

- Listening, we want to get our point across and not listen to what others think
- Understanding what people are saying to you – understanding where they’ve come from
- Listening and respecting knowledge of others

Ability to communicate the EA and influence policy

- Ecologists using language that others don’t understand and therefore no policy impacts - need to find a way to communicate different set of ideas
- People who know about EA need to be able to communicate it to politicians in simple language - And communicate to everyone else
- Getting policy people engaged in holistic processes and the relevance of them
- Biggest challenge make concepts less woolly – same sustainability/climate change
- Woolly language open to interpretation - Needs basic ground rules

- Learn influencing skills in order to get approach accepted more widely
- Concepts woolly in Millennium Assessment - definitions of different ecosystem services are not necessarily relevant to the UK – could be improved
- Develop evidence for policy makers

Use of language

- Work on language, don't communicate. In same language
- Financial language
- Need to communicate in different languages
- Learning plain English, use 'wildlife' not 'biodiversity', too science-based language

Skills in deliberative/participatory processes

- Skills in deliberative processes
- Skills in success, engagement of all stakeholders, how do you get people involved, for some not a priority
- As ecologists we need to increase our knowledge and consultation techniques – new skills for ecologists - Not just consultation but communication, all involved not just ecologists, using different skills and techniques open to exploring them
- Need to know how to recognise stakeholders and how you engage with them as a scientist

Engaging others

- Provide reason for people to engage
- Get people involved i.e. in collecting data, facilitating dialogue – running processes
- Need to be passionate
- Power of the individual

Handling difficult people

- Difficult people and how to cope with stress

Fostering involvement and understanding

Civil society handling complex knowledge?

- 2 types of knowledge to engage with wider society for example river system
- Example of river basins – water quality –don't need to understand all tech details to come up with solutions,
- But do need to know range of options – need buy in from society to do stuff, empowered by community – focus on key things
- People can quickly learn and pick up science when need to – so create need to know

Need for wider ecological knowledge and education

- Decision makers basic/no eco knowledge
- Long term through education process
- Enthuse a culture for learning amongst colleges and wider public
- Teach why they should care and how it relates to them

Social and Psychological factors

- Incorporate social and other aspects into modelling
- Modelling psychology, do we need to change the way we think about modelling? Put psychology/people into the model
- Work out sets of qualitative social indicators – formulate those so public can understand and measure them
- People's different motivations to an environmental issue

Need for tangible outputs

- Need something tangible, engage in a way people understand, financial and tangible outputs i.e water, coastal defences, landscape

Knowledge management and transfer

Knowledge transfer

- Better ways of knowledge transfer, data access, virtual or physical place for knowledge transfer that people want to participate in
- Back to basics, back to principals of knowledge

Specialism and long term funding

- Drive towards specialisation/reductionist thinking - Is there a need to counter this?
- Problem working short time scales – research funding is short term, how can holistic approach work?

Better arrangements to help work across disciplines

- Inter institutional working needed – the ecosystem approaches breaches institutional divisions
- Inter disciplinary approach links between disciplines – bringing together within your team. Look at the issue from different angles
- Lack of knowledge of inter relationships between areas of knowledge

Understand ecosystem services

Ecosystem services are just one part of the EA framework

- Keep your eye on whole EA – focus on services is boiled down
- Not really EA
- EA should be bigger and aspirational

Ecosystem services concept

- What are the ecosys services typology useful starting point need to understand outcomes before think about systems process
- Thing about thing more diff to value – social – well being indication
- Breaking concept down which systems provide which services – the degree of service some systems provide more
- Are our indicators right for services side
- Explore different ways of valuing not just monetary
- Direct and indirect values i.e. Water quality easy to understand/engage with and value directly

Get to grips with ecosystem function

Indicators of ecosystem function

- Need functional indicators - Functional indicators that work in the context of dynamic process – we need to develop ways of monitoring and managing over long term. This requires a new way of thinking
- data/structural data/few functioning/indicators no-one working a ‘function’
- Little to quantify for example movement of energy
- New? energy flows as measurement of how system is functioning
- Photosynthesis how much exists and how much used by people – this is a measure
- Indicators might be milestones

Cumulative effect

- Understand cumulative impacts of our activities

Effects of scaling

- Learn effects of scaling on what we measure

Handling uncertainty

- Lack of knowledge of what future holds uncertainty – climate change ie carbon sequestration nobody know what to do - so many ideas, people not working together in one direction
- People trying to work on this but constrained by politics
- How do you know you’ve covered all the basics if you take holistic view?
- Which part of the system is critical – that kind of knowledge needed
- We’re fooling ourselves if we wait but if we jump in too quickly get it wrong

Modelling

- More sophisticated modelling skills and techniques, capture in more dynamic and sophisticated way.
- But perfect model not possible, dev a shard understanding and working process get o with it, our situation needs urgent action, we’ve lost boat if we wait for the perfect model
- Will never have a perfect model

Adapting to change

Flexible attitudes to change

- Conservation agencies learning to let go
- Give a little, sacrifice something (some short term loss/trade offs) to gain a lot

Being adaptable as thinking develops

- Thinking will evolve over coming years will have to develop new thinking, knowledge and constant re-assessment

Learning by doing

- Case studies to demonstrate benefits and to demonstrate how to do it – show mistakes

1.5 What are the benefits of focusing on ecosystem services?

Put environment on more equal footing - more mainstream - more relevant

- Strengthens environmental pillar of sustainable development – makes it equal with 2 other pillars
- Makes environmentalists more ‘mainstream’ because it’s just another approach (transport, education etc)
- Helps show environmental sector more ‘like’ other sectors
- ‘Ecosystem Services’ concept and valuing of these, increases relevance to business sector too
- Gives ability to link real values to environment - Therefore perhaps more government buy-in

Something to measure and value

- Can be expressed in very factual terms
- Gives something to measure and value (and preserve better?) even against a moving baseline (due to climate/environmental change)
- Ability to value widely – outside the basic project

Helps people to recognise and relate to the value of the environment and environmental limits

- Re-connects people with the environment
- Perhaps help people to recognise services as financial attributes (e.g. health sector buying in to green space benefits)
- It broadens the view of what we ‘use’ in society that may come from the environment e.g. in recreation and non-market activities, QoL benefits and HAPPINESS!
- Likely to make people value the environment more generally
- People can relate to the ‘services’ idea (as long as ecosystem services are explained in plain English)- it’s how people think about their world
- Will help people relate to the fact that there are environmental limits which are relevant to everyone’s activity
- People should relate to it more, including those who wouldn’t otherwise relate to it
- Makes people understand how protecting the environment is relevant to them
- As an educational device, could help change behaviour (people make the link between the service and environment value)
- It’s a very accessible subject – everyone should understand the concept. It’s a translational device – can put in language anyone can understand - However it also really acknowledges the complexity of systems (we often don’t have full understanding of them)
- Increases knowledge on forgotten benefits of diverse species (like Ray Mears TV programme!)
- Generally open people’s eyes to benefits of nature

Opportunity to work with a broader range of interests

- Gives opportunity to work with a broader range of stakeholders
- Potentially inclusive
- Brings in more partners to projects, and hopefully more commitment from them (helps them meet their objectives too!)

More holistic

- Makes linkages across sectors – helps inform more holistic regulatory decision process (that could otherwise be very narrow) – i.e. Overcomes ‘silo’ mentality

New thinking

- Stimulates new thinking - e.g. what is the service? Who is the customer? How is it provided? Etc

Increases scientific understanding of ecosystems and shows gaps in knowledge

- Increases understanding of ecosystems and how they work and shows where more research is needed
- Highlights the need for more interdisciplinary research
- Also increases the use of existing knowledge and understanding on ecosystems

- Raises v. important gaps in knowledge e.g. how to manage land against flood risk – more research needed!
- Gives degree of fluidity e.g. if need to expand the area of study

Measuring success and achievement

- Could be easier to measure achievement (if common approach developed), and therefore easier to express objectives in future

Decision making easier and more equitable – leading to solutions

- Might make it easier to make difficult decisions through transparency
- Might make the decision-making and benefits more equitable
- Has potential to increase stakeholder participation in decisions that affect them
- Should lead to better decision-making and practical action
- Gives rise to multiple problems but also multiple solutions

Better link with policy

- Direct link to sustainability agenda
- Fits in to a lot of gov't dept agendas e.g. links health, obesity, etc
- Provides good evidence base to make policy decisions
- Shows cumulative impacts across different sectors (relevant to different gov't depts) also of policy from different depts

Demonstrate return on investment and benefits

- Helps identify 'return on investment'
- Good way of showcasing benefits of science
- Likely to have broader benefits – e.g. more species/habitats protected

Other Benefits

- Can give reasons to make payments e.g. to farmers. Can also help set levels for such payments
- It's a mechanism for co-ordinating the use of knowledge
- It's a very dynamic concept – unlike when concentrate on conserving individual species etc
- Gives access to more diverse pots of funding!
- This approach is more likely to show success
- Similar concept to permaculture?

1.6 What are the risks of focusing on ecosystem services

Anthropocentric/econocentric – lacks ethics/principles – risk loss of principles of conservation of nature for its intrinsic value

- The risk – DO NOT let economics take over – other ways to be included.
- Econocentric – misunderstanding
- Too much focus on anthropocentric. Humans not truly working in a steady state i.e. Outside 'environment'
- Services is focusing thinking into value
- New language – what units to use to measure
- Western culture is the motivator for this system
- No principal of ethics, becomes a 'calculation' if only money
- Risk: avoid the pressure to use economic values against services. Comparing non-equivalents
- Risk of service route is forgetting fundamental principals of conservation – not all about economics
- Conversation has centred on assigning financial value
- This audience doesn't accept the value of the environment as it is, without economic discussion
- Risk: currencies used – translating values from some studies to others – also some services to others, can't randomly transfer

Difficulty of valuing 'non market' services

- How to value nature?
- The non-market services will be difficult to get on the agenda i.e. Intangibles, altruistic
- Difficult to find a reliable way to value culture/non-market

Who decides on quality and relative values and how do they decide ?

- Leads to risk: who decides on 'quality' and relative values
- Risk: in the interpretation of the valuation, lack of understanding by stakeholders and the methodology in the valuation
- Danger that public will weigh quantity/number of services rather than quality
- Risk multiple knowledge bases, what happens if, and how to choose between science and other knowledge

Poor fit to UK policy

- Poor fit to UK policy, i.e. make sense of the services. Don't translate well into how we think in the UK

Engaging with public not current concept

- Language of engaging with public is not in current concept. It is too corporate (function/services)

Focus is on what we value now – may limit future choices

- Focus today may limit future opportunities
- Risk of focussing on today's services, may miss out on future needs (E.g. sequestration), but also unable to provide for future services
- Danger becomes subjective, humans need change over time

Fuzzy concept?

- Concept is too fuzzy for basic scientists
- Broad concept – will some people get lost?

Technocratic language?

- Alienation – technocratic language
- Speaking between professionals, listen harder, understand better, invest in time and respect, because talking within strong vocations (social justice e.g. treasury)

Framework doesn't fit with current practice

- Risk: very good practical knowledge in land management does not fit into framework – does not account for intuition
- Risk that ecosystem management and ecosystem services become two completely different things – risk confusion
- Is it possible to embed service into every situation/decision making

Timeframes are too long

- Timeframes are long

Reductionism and missing the links

- Risk: implementing services approach may reduce it to lowest denomination i.e. Reductionist thinking
- Such a focus on a service may not pick up/interconnect with other services/functions – also the links: interdependent/knock on

Green wash?

- Risk: gov't adopts process for it's own ends, becomes a 'green wash'

Doesn't solve participation challenges

- Doesn't remove conflict
- Reliance on high stakeholder consultation – fatigue sets in? How to keep engaged. Ensure participation
- Too complex to make a decision – due to wide range of stakeholders. Ultimate decision maker – frozen

What happens if...

- What happens if technology overrides the service provided by the area
- Focus on one service might be detrimental to another
- Services delivers very well for broad spectrum, but not for specific localities

Focus on service by overlook ecosystem function and change

- Risk of a focus on the service is that it is taken as an indication of the viability of its existence
- Risk loose a clear focus on the natural functioning of the ecosystem and it's capacity – i.e. potential to focus on one audience e.g. fisheries
- Risk: because it is an 'evolving process' will need substantial management effort over long term

Not giving the approach a chance to work

- Funders/partners need proof it will work, but A) no before/after figures/data B) other examples
- Risk how to handle big failures – will knock back the process, will never have enough data/science to be 100% sure
- Danger that enough time will not be given to judge if a failure or not, risk judge too early,
- Complexity demands resources, time/money risk will not be considered as an option, will use an alternative approach

1.7 How do we shift from reductionist science and sectoral policy to systems thinking?

Systems thinking

- Demonstrate with good examples in UK
- Case studies
- Systems thinking benefits
- When does system thinking become big enough?
- Start small – e.g. green roof vs. normal roof and build out from there!
- There is an argument for system thinking – always asking how does this fit into the bigger picture – if we lose this ‘we are lost’
- The CBD is the basis of this thinking

Reductionist science has a role

- Start by not denigrating reductionist science
- Help reductionist science see wider context – bring them together
- Need a shift to understand, appreciate others disciplines
- Potential for conflict between reductionist from different backgrounds
- Reductionist science provides the evidence that there are problems – and we have a history of knowledge
- We do need reductionist science too
- Need to understand the parts to understand the whole

Reductionist v systems

- Risk of system thinking – can be sloppy – reductionist thinking is rigorous
- If we do system thinking can't be flaky
- Need a balance between systems and specialists and reductionist – shouldn't be a conflict
- Need to apply R-science to a systems/systematic approach – we don't join up enough
- Appropriate science

Reductionism part of culture?

- It's a false question not just reductionist science, its reductionism per se
- It's so part of a culture to be reductionist – we need to look at other approaches to science. Holistic science is not reductionist by definition e.g. Eastern science starts from a different starting point S <10>
- Not all science is reductionist e.g. psychology is not reductionist

Collaborative working

- Currently collaborative working seen as too costly
- It maybe is too costly
- Where do you draw the line – when have you done enough?
- Current emphasis is one individual being more holistic – need collaborative works more often
- Greater trust – of other bodies and info
- Need to raise the value/profile of interdisciplinary research and reward collaborative work in academia

Organisational change

- Is there an institutional problem, people are given a set job
- Management advice is to reduce things down to manageable bits
- Need cultural change within organisation – guidance from the top – and show why it's important
- Establish multifunctional multi disciplinary – within organisations
- Need institutions to think in a different way and bring more people into decision-making

process

- Need to break down the silos within organisation
- In even consultancies need to change the structure so people work across teams or organise differently e.g. to consider a water catchment

Change how we do education

- Change how we do education – it is currently segmented – more than need to be
- We are selective in what learn – we specialise

Change the metaphor

- It's also about different metaphors <1>
- Often people don't realise how they think or what models metaphors they are using
- Current metaphor is about machines – drives to a reductionist approach – it assumes linear cause and effect

Need to assigning a clear purpose when system thinking

- With systems thinking you don't know where you will end up
- But is this true if you give your system a purpose?
- Assign a purpose – and be open to other views and to incorporate other purposes
- Need clear purpose so people engage
- It's hard to make sense of this unless you consider a specific area – spatial thinking - Spatial planning is a good way of integrating different sectors
- This links to setting boundaries to the system/what is being discussed

Ecosystem Approach and ecosystem thinking

- Need to think about when EAp is appropriate to what you are doing
- If EAp is new way of doing things – does it/can it apply to all things?
- Is it something new?
- How do we build on what we've done before?
- How could you take the EAp to e.g. and airport – objecting to it
- There is a difference between ecosystem thinking and the EAp

Risk and uncertainty

- EAp need quite vague boundaries – and need to be comfortable with margins of doubt/element of risk
- Risk? Doubts?
- We are going to have to get used to some degree of woolly – have to live with uncertainty
- Mustn't be afraid of complexity

Use visuals/models to understand systems

- Use visual mechanism to define and understand the system – help people move from just a reductionist view
- Visuals help people see the system
- Shows linkages
- Boxes/matrixes can be part of this
- Role for modelling – conceptual models – to aid thinking

Government targets

- Evidence-based target-driven approach leads to dead ends
- Gov't targets are done for each sector
- Need targets at high level to encourage cross sectors
- Is there linkage between gov't targets
- Or prioritisation of targets? E.g. food security now more important
- Targets encourage dialogue to meet the target – so if target is very focused will drive the way its consider

A shift at the top?

- How do we conceptualise this at national level?
- Do we need a national ecosystem approach
- Gov't shifts from economics to Qolife – leads to a more holistic perspective
- It broadens the view
- Greening GDP is also on the agenda

New tools/approaches needed

- Need to develop tools/approaches that show that there is a link and common areas of interception
- Stakeholder mapping – need to get better at understanding who to include – need to be wide

enough

- Be flexible to allow new voices/interests
- Reflect and look at different approaches

Ethics

- System ap should involve ethics – brings in culture and all these broader issues

Stakeholder participation



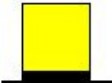
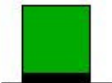
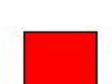
- Can stakeholders make decisions – does it need specialist groups
- Projects often have too much direction before others involved – need early involvement of wider interests - and this needs to be iterative

Make links between different policy/strategies and plans

- Sectoral policy – connectivity – identify other relevant plans/strategies link together – and affect each other - synergies

2 Topic Workshops

The topics for session 2 were not decided in advance. Instead, participants were asked to identify what they wanted to discuss in more detail and the topics emerged from that. Once topics were identified, people chose the topic they wanted to discuss. Each group then followed a sequence of thinking based on De Bono's Six Hats technique:

	White hat	What do we know about this idea/subject?
	Black hat	What are the weaknesses or risks of this idea/the current situation?
	Yellow hat	What are the benefits of this idea/the current situation?
	Green hat	How could the idea/situation/issue be enhanced/improved/developed.
	Red hat	Feedback via a post-it – one key point that has stood out for you

2.1 Ecosystem App and Ecosystem Services – alternatives?

What do we know?

Confusion over terms

- Terms get confused and used interchangeably

The Ecosystem Approach

- Ecosystem approach is way you manage ecosystems services
- Can use EA to manage biodiversity

Ecosystem Services

- Ecosystem services is human-centred. Focuses on benefits humans derive

What are the weaknesses or risks?

- People resistant to change
- Becomes an end in itself
- May not be able to put a 'services' type value on aspects of biodiversity
- Inherent subjectivity in ES
- Too much focus on economic value and less on other values
- Very difficult to assign values to non-traded (non mercantile) elements

What are the benefits/positives?

- Recognition, economic, vfm money
- Puts people in the centre
- Life support system

What are the alternatives?

- Alternatives – carry on as before

How could the idea/situation/issue be enhanced/improved/developed?

- Utilise stakeholder knowledge and values to assist in valuing non-mercantile items
- Communicate an understanding of limits, trade-offs and thresholds
- Policy makers understanding
- An understanding of the situation via EA, resulting in long term gov't decisions/policies, which can be transferred to other areas

What key points stood out for you from your discussion?

- Agreement
- Clarity
- Adoption
- Consistent
- Make it work

2.2 Environmental limits

What do we know?

- Start from existing objectives
- Identify specific objectives
- Biodiversity Action Plans – how we use the as starting point
- A clear vision – aspirational long term ideal
- We have large amount of factual data but we don't know how to use it in an integrated way

What are the risks and weaknesses

- We don't know enough
- What do we mean by 'environmental limits' – conceptually
- Risks of overcomplicating
- Becoming paralysed by 'uncertainty'
- Pressures change in time and they need to be adapted
- Lack of monitoring data in the marine environment – needed to make management decisions
- Use of proxy data – is it the correct data

What are the benefits/positives?

- Helpful and powerful concept that there are environmental limits – helps to frame policy decisions
- Collective ownership of environmental limits

How could the idea/situation/issue be enhanced/improved/developed?

- Knowledge of environmental limits and ability to balance it against sustainable development
- Ecosystem objectives that properly integrate social, economic and environmental concerns
- Removing boundaries between different concerns
- Ecosystem approach permeates all areas of policy
- Think in terms of environmental parameters not in terms of limits
- Buy in to the concept from all different areas (economics, planning, social, etc)

What key points stood out for you from your discussion?

- Environmental limits are purely subjective
- Environmental limits help to frame policy decisions and can have a collective ownership
- Environmental limits are in theory a very powerful tool but information gaps and other operational issues might make them not viable in some cases
- Use system thinking to discover and synthesise the different perspectives on what is meant by environmental limits
- For environmental limits to 'work' need buy-in to EA from all sectors
- That we really haven't got a clue!
- Aggregating environmental limits and integration of approaches across sectors/concerns (social, economic & Environment)
- Currently we don't know enough about the links between organisms in an ecosystem to quantify impacts from potential development – we need this for effective ecosystem management. However the ecosystem approach should allow us to get there through adaptive management and review of knowledge and knowledge increase through research
- There is a risk of becoming paralysed by uncertainty. We do not know enough, but this should not stop us from adopting an ecosystem approach

2.3 Dialogue: deliberative, co-operative, collaborative, how?

What do we know?

- Tricky to do well
- Lots of tools and techniques for stakeholder interaction
- Difficult to engage stakeholders

- Difficult to maintain interest
- Need to ensure early engagement
- Certain stakeholders can be missed out
- Tents to be same groups involved
- Lack of for a/situations for engagement
- Interdisciplinary sessions – people stay for only their interest section
- Tools and techniques used differently by different people
- We know it exists
- We know we should use it

What are the risks, challenges and weaknesses

- Participatory decision making is not part of our culture
- Our current decision making processes are not suited to a collaborative approach
- Lack of transparency
- Lack of feedback
- Distrust of stakeholders
- Not achieving good practice engagement
- Why spend your own time engaging?
- Timing of events does not suit all stakeholders
- Risks
- Only represent most vocal stakeholders
- Narrow view (middle England view)
- Not up to speed with current thinking
- Limited involvement – stakeholder burnout
- Limited experienced stakeholders
- Legitimacy of the event is questioned
- Ownership and availability of data is an issue

What are the benefits/positives?

- True expertise based on experience e.g. fisherman/farmer that have carried out the activity for years
- Implementing society's objectives
- Value if a given resource assigned by stakeholders
- Achieving the common good
- We are trying – new idea, evolving process, aware that there is a need
- It is an investment in changing approach (long term)
- People feel included/listened to
- Increases transparency
- Many stakeholders are already identified. EA has expanded the list
- 2-way information exchange allows stakeholders to be kept up to date with current thinking
- New bodies of knowledge coming to light

How could the idea/situation/issue be enhanced/improved/developed?

- Education – make available
- Best practice for managing participatory decision making
- Reach out to a wider audience
- Make people/stakeholders feel like they have a responsibility to engage
- Messages – make people understand that change/engagement does make a difference
- Engage social scientists and psychologists
- Make people feel included in the process
- Go out and talk to people, don't expect them to come to you
- We are not fully using exploring new tools to engage stakeholders – still focus on traditional methods
- Need to manage expectations
- Use accessible language/clarification
- Ask the right question/not leading questions

2.4 How do we do it?

What do we know?

- CBD website
- JNCC database of projects that fit the Ecosystem approach (NB but tends to 'retrofit' projects to Ecosystem approach principals)
- Defra guidance (is fairly vague)
- Website with practitioners workbook and scientists workbook – can't remember name <88> - 'Resilience Alliance Workbook'
- IUCN commission on Ecosystem Management – website IUCN.org

What are the risks, challenges and weaknesses

- Because Ecosystem approach is broad, easy to re-badge work as Ecosystem approach without adapting approach
- No common understanding of terms, concepts etc
- Just a concept – lots more work to be done to make it an 'approach'
- Lack of awareness of cases where it is being implemented
- 'Like grasping mist!'
- Risks being defined by a small interest group and imposed
- Difficult to 'sell' because not clearly defined
- Not enough case studies
- 'Selling' to public but also senior management
- Process very expensive at front end of projects, because requires all organisation to be involved
- Danger of losing focus in projects because trying to cater for everyone and everything – where do you stop?
- Issues of scale e.g. does the project operate at the level at which the ecosystem services operate

What are the benefits/positives?

- It's exciting and novel, lots to learn
- No prescribed approach so there's more flexibility (what's the right balance here?)
- Defra's 'healthy, natural environment' is a clear goal
- Potential for other sectors to adopt the same approach e.g. flood risk management
- Exposes businesses to benefits they derive from environment
- Ecosystem services language makes sense to business sector
- But lower upfront costs need to be managed against long term obligations of managing the system

How could the idea/situation/issue be enhanced/improved/developed?

- If we don't want prescribed approach, need strong case studies to guide implementation
- Start on a small scale, e.g. habitat
- Catchment level lends itself well as 'early adopter'
- Boundaries clear, good science
- Devon WT/North Devon Biosphere Reserve <10>
- CYCLEAU <10>
- Need an organisation to take part, needs to be impartial
- Lead organisation to apply approach from outset, not 'retrofit'
- Need to make links between implementation on the ground and gov't policies on Ecosystem approach

2.5 Economic Valuation

What do we know?

- Group of methods that = £
- Expressed preferences in monetary terms
- Includes Participatory and deliberative techniques inc multi criteria decision analysis
- (i) Use stated preference

- (ii) Stated preference techniques willingness to pay – non use values
- If you want to complete value have to use (ii), both come out with ££
- (ii) Most controversial
- Willingness to pay is controversial
- Transfer of values – involvement at end Glyn Jones <23> Clive spash academic uses deliberative methods
- C. Agency – quality of life capital approach
- Described in Defra report. Valuing the Env goes through all approaches
- Treasury uses – other approaches don't give yes/no answer

What are the risks, challenges and weaknesses

- Unpacking £ info
- Different survey different figures, different assumptions
- Discount rates
- Economics only one strand of sustainability
- Not all to do with market economy
- Use unit of money to measure quality of life just as a useful way to measure it – principal of a basic unit that everyone recognises - as long as understand shortcomings
- Why would environment thinking take on economists way of thinking – why isn't it the other way round – this is the reality
- SEA try to put value on env. Damage need to compare different impacts
- Economists structuring
- Useful to have a method that can compare
- One process more straightforward
- Jacob's report for Defra valuation of Ecosystems <23> shows how hard it is to not use economic numbers.
- Ec valuation shaky ground for landscape valuation <23> says no easy to do
- Easy clean water
- Value user and local information people have
- Cultural services veering off 'safe ground' shaky assumptions
- Need link from service to benefit
- Value impacts & outcomes/outputs
- Can't value the service itself

What are the benefits/positives?

- System of comparison across service
- Tool people recognise
- Politicians take notice
- Helps to bring in broader range of services
- Measured benefits helps engage broader partners and support outside traditional conservation box
- Simplify to one unit helps people understand
- Does it make a difference to decisions?
- Better decisions
- A scoring system
- Different result if go for cheapest etc
- Easily transferable

How could the idea/situation/issue be enhanced/improved/developed?

- How do you scale up participatory approach
- It is what it is, shouldn't have greater credence
- Part of decision making process
- Peer reviews
- Stakeholder review part of that
- Part of broader assessment process
- Economists involved from outset
- Right people involved at the right time of the process
- Needs checks and balances – constant communication
- Rift of confidence in economic valuation, people don't trust it. What can be one to improve this
- Expensive to do and takes time

- How do you make sure the answer is relevant, 18 months down the line people asking different ?s
- Answer not what you want
- EFTEC – economics of Env Consultancy <42>
- Nick Hanley – Env value of landscape
- Carys Swawick
- Sheffield University
- ‘Value’ of bottle-nosed dolphins – Cornwall
- FC.M Forestry
- 2010 charting progress 2 – Defra ****
- Multiple publications expected – evolving process

2.6 Changing structures & resourcing

What do we know?

- It’s mentioned in some policies already – Defra. EU
- There is political will in these organisations
- Currently funding doesn’t reflect EA because short-term and project-based
- Understanding is mainly limited to certain core ‘experts’ – it’s not mainstream
- We exist in complex institutions already
- It’ll be a long process – hard enough to get structures to adjust to climate change
- There are both positives and negatives to the Ecosystem approach
- Valuation is important in selling approach to Treasury. However there are some drawbacks to valuation
- The Ecosystem approach is ‘decision support’ not ‘decision-making’
- We have a lot of relevant info, but it’s not well-organised

What are the risks, challenges and weaknesses

- It’s very complicated
- Might be public resistance
- Funding?
- Challenges some of our existing paradigms e.g. public goods are ‘free’ now
- Need to prise people out of their silos
- May run out of steam if doesn’t provide quick answers
- Requires a lot of science to do it properly
- Requires a lot of understanding of all the relevant interactions
- Risk of high cost, high profile failures
- Failures may be perceived because v short-term – long-term sight needed
- Perceived as ‘just another green lobby thing’

What are the benefits/positives?

- Joined-up policy making – gov’t depts working together to meet PSA’s
- Ecosystem approach is enabling cross-gov’t discussions
- Opportunity driver for more long-term funding
- Mechanism for decision making on tough choices in trade-off situation, in a transparent way
- Increased knowledge on how things work together
- More efficient use of knowledge that we have
- Enforces real and meaningful dialogue and consultation
- We’re all winners through this approach – people, env’t, health etc
- Scale-ability – can be used at all levels

How could the idea/situation/issue be enhanced/improved/developed?

- Need to identify champions (longer term than politicians)
- Funding
- Hone the concept – make more accessible/understandable
- Need to be flexible, open to suggestions/change
- Start the process – can’t wait for all the necessary research, as long as accept uncertainties – accept that may need to adapt etc as more evidence arises
- Need as many non-loaded conversations as possible – outside conflict situations

- Need some expert practitioners – but also good at communication
- Need excellent case studies and promote them well
- Good international examples
- Need consensus (not bicker about details)
- Need to start at high level policy e.g. EU directive
- Need to identify the ‘spoilers’ – e.g. those who will resist the process

2.7 Communication and Buy-in

What do we know?

- Ministries buy-in – not intuitive – have used case studies, practical example
- Similarly with other stakeholders so move it out of our (informed audience) sphere
- Tailor the approach to a wide audience/stakeholders
- Relevant to them; use language
- It is an exciting subject - why use so many acronyms - point lens wrong way
- Use more case studies – why, when, what
- Market the concept (Satchi & Satchi) make it accessible – use appropriate language (2)
- Use ‘branding’ biodiversity
- Communication - don’t wrap it up into e.g. climate change
- Holistic, Zen approach, so look at embracing ideas from diff cultures to achieve communication (effective)

What are the risks, challenges and weaknesses

- Potentially alienating people by using inappropriate language
- Difficult to ‘sell’, not very tangible because of examples known (need more sharing)
- Committing the required staff time – acts as a barrier to doing
- Staff having to work in new ways – they work in silos – need training
- Starting the process can’t finish
- Getting internal buy-in
- Agnostic stakeholders, ‘it’s the latest fad’

What are the benefits/positives?

- Buy-in to the process by a range of results in holism – aids communication
- In long term change in attitudes
- But need to give a reason why a non-proff buys in. Use what they are doing as the reason to change their practice – get them to engage
- Unseen benefits imp, this gets people talking e.g. proactive discussion early avoided expensive public enquiry
- Ecosystem approach could be a proactive framework for making things happen
- Levering funding from non-traditional area
- Communicating success and creating a virtual environment (standard bearers) for other to subsequently follow
- May hope to overcome English regional issues
- It’s essential!

How could the idea/situation/issue be enhanced/improved/developed?

- Practical case studies from around the world
- Use best practice principals for communication inc guidelines, tool its etc
- Don’t get too ‘bogged down’ with concepts, focus on outcomes
- Promote competitions – eco style, any format, voting, big brother approaches, i.e. Popularise it
- Not manipulate, helping people to make better choices. Awareness-raising. Link the why and how: why I should care
- Need to be aware that that this is an evolving process, so the best practices, cases studies will change
- Things will not always work, so communication needs to match expectations. Don’t be afraid of failure, it’s a learning curve

2.8 Other suggested topics for discussion

Rewilding

- I would like the chance to look at rewilding and the Ecosystem approach
- Will it work for biodiversity?
- What we've gained in science, we've lost in art
- Risks of the Ecosystem approach
- How does the Ecosystem approach take account of environmental limits (capacity, thresholds etc?)
- More detail on introducing systems thinking

Ecology – how much do you need to know?

- Do you need to know about ecology to implement the Ecosystem approach? If yes, how much?
- How does lack of knowledge of ecology affect the implementation of the Ecosystem approach?

Ethics

- Incorporation of an ethical dimension
- The development and inclusion of social indicators i.e. Ways of measuring both positive and negative impacts of ecosystem on communities

Ecosystem Services – long term - interrelationships

- How to account for the interrelationship between different services when taking the Ecosystem Service Approach
- Long-term management of ecosystem service solutions, resourcing etc

Case Examples/Resourcing

- How do we get a successful example of using the Ecosystem approach?
- More focus on successful and inspiring and monitored case studies
- Thinking about the three core elements of the Ecosystem approach, which should we best target our limited resources to?

3 Short term Actions following the workshop

Action	G. Its in our gift R. We need to find new resources	1. Immediate 2. Little thinking and planning 3. Will require a process	First Step	Who	When
Type up				Dialogue matters	July
Sort out				Dialogue matters	July/Aug
Put on website – email to all participants				Dialogue matters	September
Paper/Report/Summary				?	?

4 Parking Place

	Need to understand true strengths and weaknesses of the Ecosystem approach, not just people's immediate perceptions of these e.g. is not evidence based being 'Zeitgeisty' is probably a major weakness. This needs proper exploration
	No clear distinction given during the day between Ecosystem Approach and Ecosystems Services

