

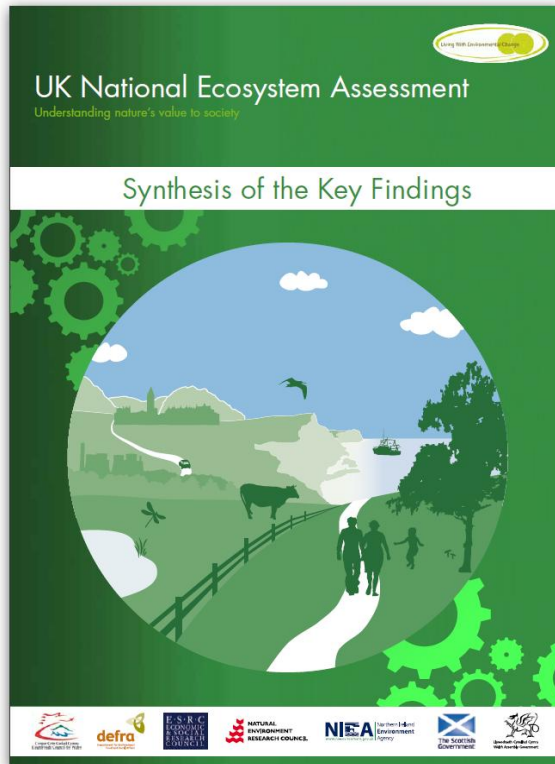
Ecosystem approach and place-based marketing

Paul Mahony

Investing in Nature Seminar
25 September 2013



The UK National Ecosystem Assessment



“The natural world, its biodiversity and its constituent ecosystems are critically important to our well-being and economic prosperity.”

Since 1945:

- Substantial increases in provisioning (food) services
- Decreases in many other ecosystem services

Last 10-20 years:

- Around a third of the services from UK ecosystems declining

What is an ecosystems approach?



A strategy for integrated sustainable land and sea management that considers the whole ecosystem.

International context

- Advocacy of an ecosystems approach originates in science-policy debate at the intergovernmental level, notably through the *Convention on Biological Diversity*

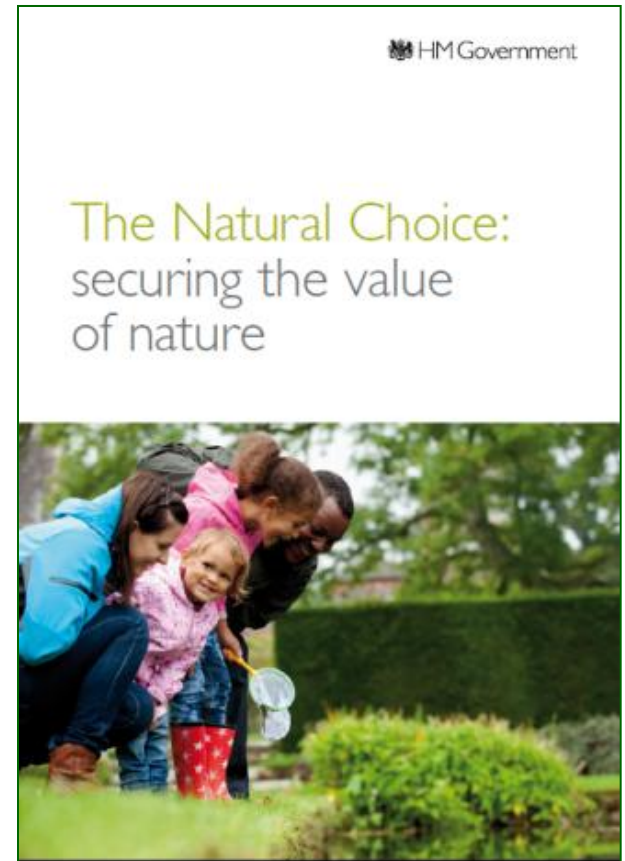


CBD signatories adopted this approach as the primary framework for action under the convention in 1995

- CBD understands the approach as "*a strategy for the integrated management of land, water and living resources that promotes conservation and sustainable use in an equitable way*"

UK context

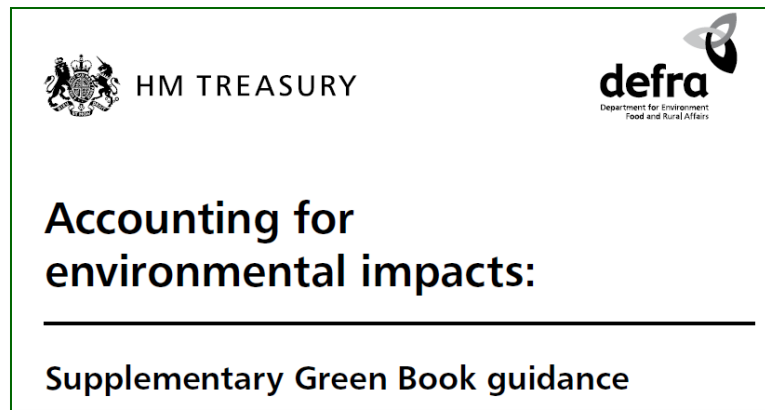
- In the UK advocacy of an 'ecosystems approach' has steadily grown
- Defra published first action plan in 2007 to support policy innovation in this area (updated 2010)
- Range of science projects to support the research and evidence base: data, guidelines and tools (UKNEA, BESS...)
- Elaborated further in the Natural Environment White Paper (2011)



A policy shift

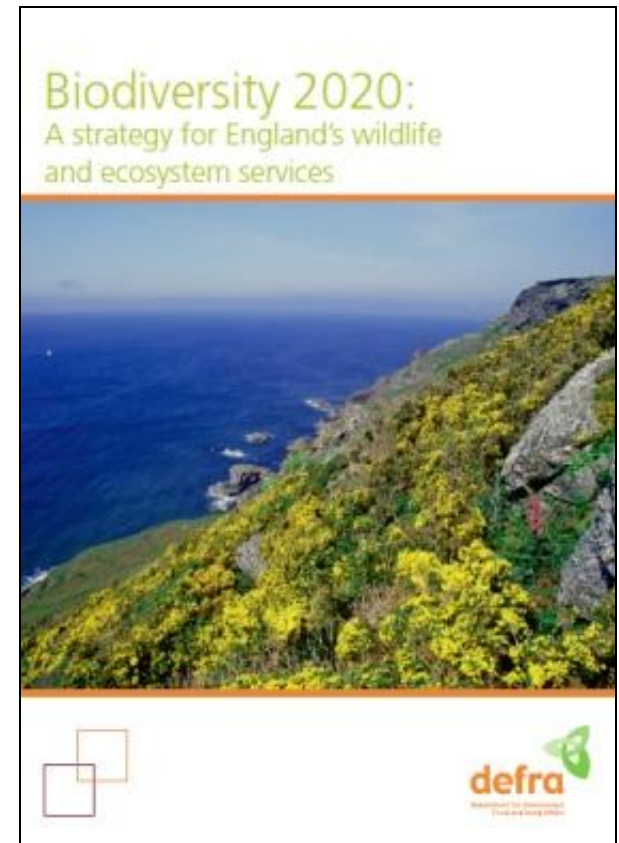


Natural
Capital
Committee



England's first ecosystem approach policy

Outcome 1C. By 2020, at least 17% of land and inland water, especially areas of particular importance for biodiversity and ecosystem services, conserved through effective, integrated and joined up approaches to safeguard biodiversity and ecosystem services including through management of our existing systems of protected areas and the establishment of nature improvement areas.



An ecosystems approach delivery toolkit

- Countryside have been commissioned by Natural England to produce an ecosystems approach delivery toolkit.
- The toolkit is aimed at landscape scale and place based projects and partnerships.
- Written guidance with a flexible step by step approach, fact sheets and case studies.

An ecosystems approach delivery toolkit

1. Define the place

2. Understand the place

3. Respond to change

4. Plan for integrated delivery

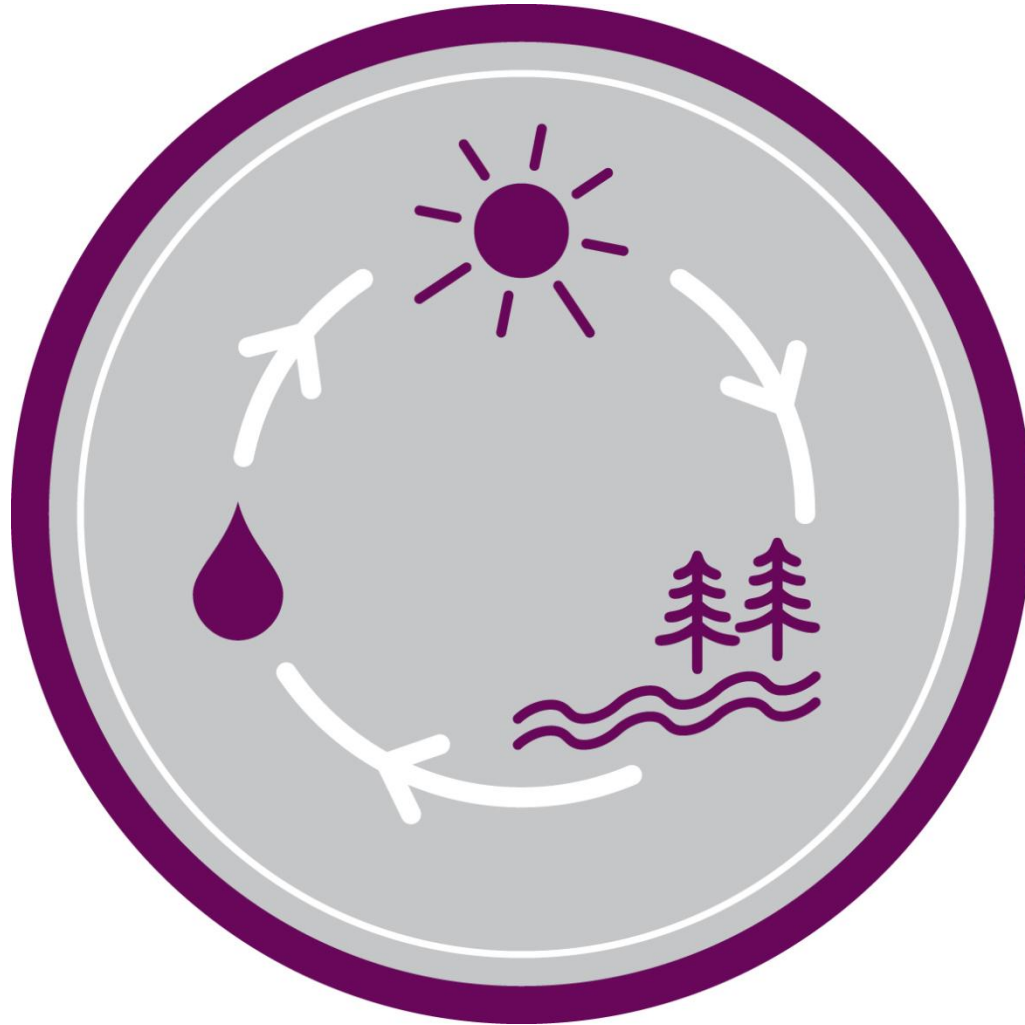
5. Integrated delivery and
monitoring

3 key elements of an ecosystems approach

- **Understanding how nature works:**
Considering the whole ecosystem and interaction between people and nature
- **Involving people:**
Putting people and sustainability at the heart of environmental management
- **Valuing nature's services:**
Recognising benefits the environment provides for human wellbeing



Understanding how nature works



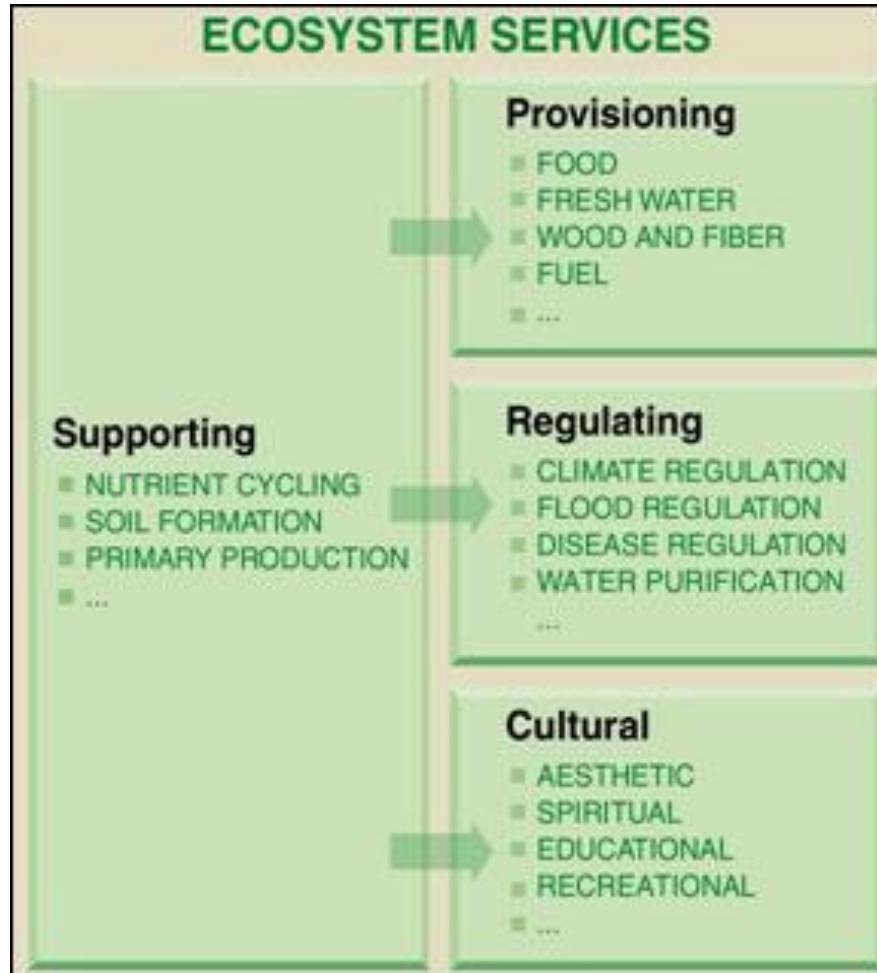
Major research programmes underway



UK National Ecosystem Assessment



Ecosystem services



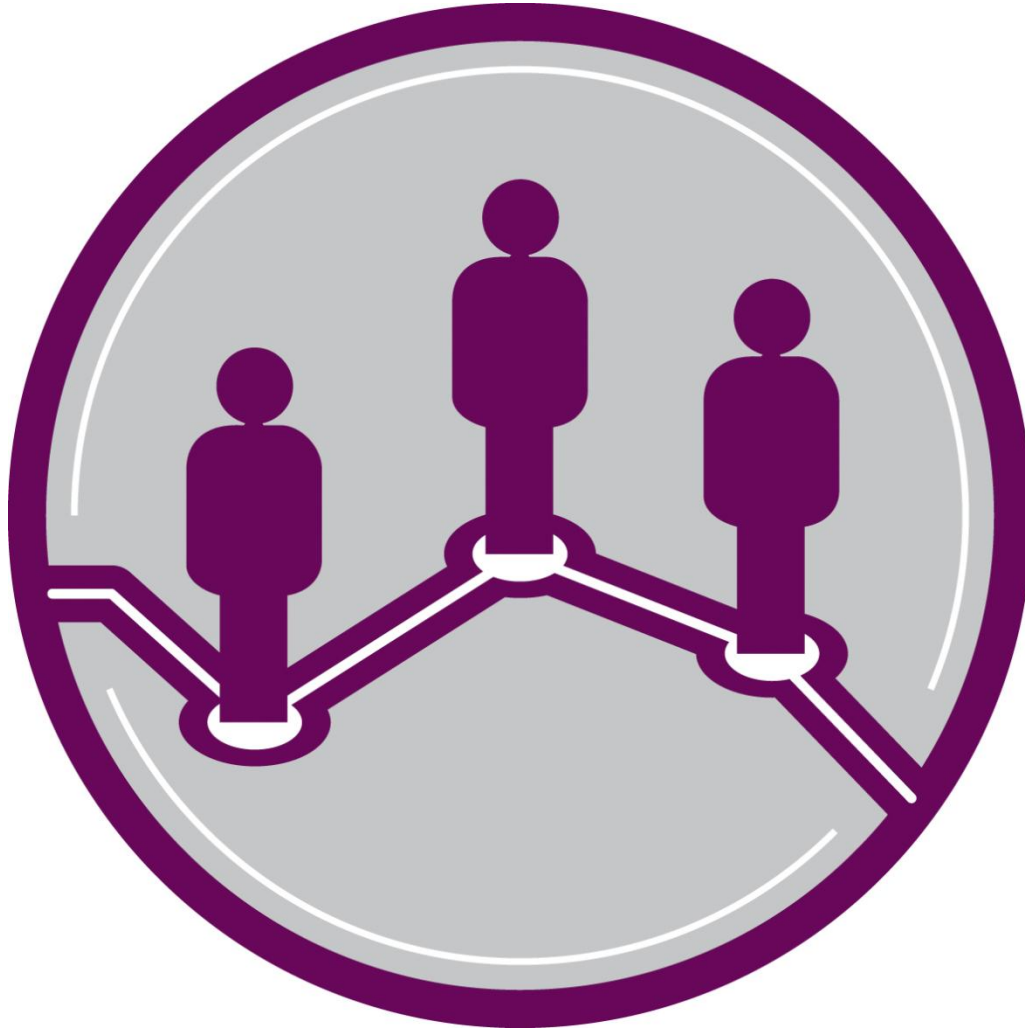
A new way of classifying natural resources

"The many and varied benefits humans derive from the environment for well being"

Key concepts:

1. Nature provides a flow of 'benefits'; not a 'thing'
2. Breadth of what 'counts' is extended – food; culture etc.
3. Common units of accounting and valuation

Involving people



Involving people

- People are at the heart of the approach.
- Includes people who manage the natural environment and those who benefit from it.
- Nature is important for different people in different ways.
- Involves people in decision making– participatory approach.
- Partnership work is key.



Benefits of involving people

- More transparent decisions – increased trust and buy in.
- Involves wider range of people beyond environmental and farming sectors.
- Recognises that farmers can manage for multiple benefits including food and environment.
- Identifies “win-wins” and addresses “trade-offs”.
- Greater value placed on natural environment.



Valuing nature's services



Valuing nature's services

An ecosystems approach is not about putting a price on nature.



The ecosystem approach is about ensuring that the value of the natural environment (not just monetary) is recognised in decision making.

*“Ecosystems should be managed for their **intrinsic values** and for the tangible and intangible benefits for humans, in a fair and equitable way”*



Convention on
Biological Diversity

Value

- Valuing the natural environment is part of the approach - not the whole approach.
- Valuation doesn't have to be in monetary terms.
- It recognises the value of ecosystem services that are not traded in markets.
- Natural resources often appear as zero in cost benefit analyses.
- Valuation informs decision making – it doesn't replace it.

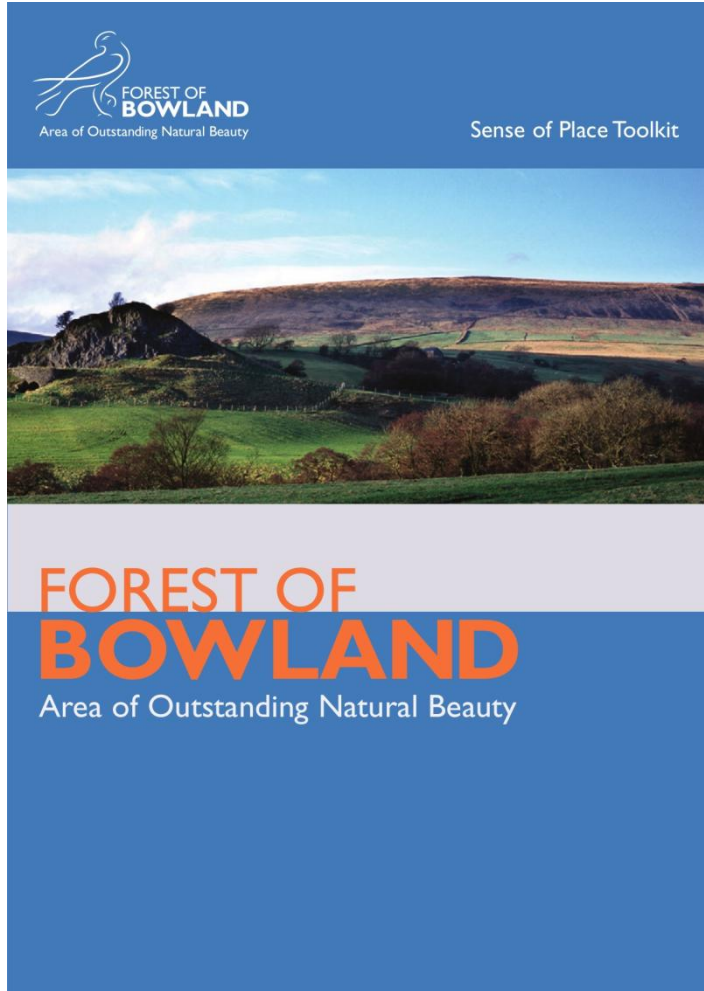


Cultural services

Non-material benefits that people receive from ecosystems:

- Recreational experiences
- Cultural and spiritual inspiration
- Cognitive and intellectual development
- Scientific discovery

Sense of Place toolkit



- Toolkit to use the special qualities of the Forest of Bowland AONB in order to improve the performance of local businesses



M&S Lochmuir Salmon



MARKS &
SPENCER

Arbroath Hot Smoked lochmuirTM Salmon Slices

Hand carved slices of
Scottish salmon with
black pepper, mustard
seeds & dill



OMEGA 3

DISPLAY UNTIL:
USE BY

What's in a name?

- Andrew Mallinson, M&S fish expert: *"It's a name chosen by a panel of consumers because it had the most Scottish resonance. It emphasises that the fish is Scottish."*



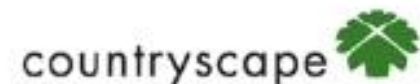
Ecosystems Knowledge Network

- A resource for anyone wanting to share knowledge or learn about the practical benefits of an ecosystems approach
 - Events
 - Newsletters
 - Information sharing



Ecosystems Knowledge Network

- Natural Environment White Paper Commitment
- Delivered for Defra by a partnership between NCI, CEH (lead contractor), University of Exeter and Countryside
- Two year programme initially



What it is about

Ecosystems approach

Practical
benefits

At the
local level



Sharing knowledge and learning

For everyone, not just 'experts'

Get involved



ekn.defra.gov.uk

Paul Mahony
Creative Director
Countryscape
Manchester

paul@countryscape.org
0161 236 3432