

NEA General meeting, London, July 3-4, 2012

UK NEA WP5– Shared, cultural and plural values

{ Mark Reed
{ Jasper Kenter



Living With Environmental Change

UK National Ecosystem Assessment

Concerns

- ∞ Conventional approaches fail to capture the plural nature of values that people ascribe to the environment – are elements/types of value left out?
- ∞ Values are not pre-formed, and they're shaped through social processes
- ∞ Ethical assumptions of welfare economics do not necessarily match how people value complex environmental goods.

Political perspectives

- ∞ Values are not an individual affair
- ∞ Deliberated values more legitimate.
- ∞ Deliberate on societal value/interests directly through discussion of plural, shared and cultural values.

Should we take these concerns into account? When?
Then, how should we value nature?

Rationale



Project Objectives

A) Economics

- 1 Developing the evidence for a Natural Capital Asset Check.
- 2 Macroeconomic implications of ecosystem service change and management
- 3 Economic values of ecosystem services.

B) Cultural ecosystem services and cultural, shared and plural values

- 4 Cultural ecosystem services (CES) and human well-being.
- 5 Cultural, shared and plural values: ecosystem services and decision making.



C) Scenarios

- 6 Development of the UK NEA scenarios.
- 7 Interactions of different response options with the NEA scenarios.

D) Tools and resources (development)

- 8 Understanding and influencing cultures and behaviours to maintain and enhance the delivery of ecosystem services and take better account of cultural, shared and plural values.
- 9 Engagement with end users and development of a framework to prioritise tool development.
- 10 Development and enhancement of tools and resources for with the findings/methods of the UK NEA.

NEA2 Work Packages



⌘ *Aim:* To understand the respective impact of cultural, shared and plural values versus aggregated individual values on CES decision making and outcomes.

Stated aim



1. Improve theoretical and empirical understanding of the nature of cultural, shared and plural values and their relationship with aggregated individual preferences.
1. Design and undertake new empirical work that can be used to assess cultural, shared and plural values in relation to ecosystem services alongside other forms of ES valuation in ES assessments (e.g. through consideration and development of hybrid valuation techniques)

...

Stated objectives



3. Through design and undertaking of new empirical work in a real-life decision context, assess and demonstrate the respective impact of the different techniques and cultural, shared and plural values values versus aggregated individual values on decision making.

3. Critically evaluate and apply findings to feedback into the framework, assessment approach and evidence infrastructure developed in WP 4 (cultural ES).

Stated objectives



- & WP5.1: Review
- & WP5.2: Local case study: Inner Forth
- & WP5.3: National case study: potential Marine Protected Areas
- & WP5.4: Knowledge exchange

Activities



- ⌘ Clarifying Shared Values within wider NEA and ES framework.
- ⌘ Clarify complex array of value-adjectives used ('plural', 'social', 'cultural' etc.), building on VNN BRIDGE.
- ⌘ Shared values outside of ecosystem service assessment, e.g. health policy appraisal.
- ⌘ Deliberative social learning processes and their role in shaping and bridging individual and shared, ethical and economic values.
- ⌘ Shared value indicators in existing datasets suitable for rapid evidence assessment at a range of scales.

Review



- ⌘ Deliver practical & portable methods for assessing shared values.
- ⌘ Provide empirical evidence that clarifies the relationship between (aggregated) individual and shared values; and the role of deliberation and social learning in shaping shared values.
- ⌘ Contrast conventional vs. hybrid (DMV & MCA)
- ⌘ Different deliberation 'treatments'
- ⌘ Consumers vs. citizens
- ⌘ Psychometric testing using Values-Beliefs-Norms theory

Case studies



⌘ Inner Forth

- ⌘ Landscape scale conservation project appraisal
- ⌘ Water quality, existence values, recreation
- ⌘ Working with RSPB led local partnership

⌘ Potential Marine Protected Areas

- ⌘ UK wide, policy-support
- ⌘ Focus on cultural ecosystem services incl. existence values
- ⌘ Values of beneficiaries (e.g. divers)
- ⌘ Working with MCS, BSAC
- ⌘ 'Zoom in' to in-depth local context: Inshore fisheries community in Hastings

⌘ Links with WP 4 (& WPs 8-10?)

Case studies



- ⌘ KE strategy
- ⌘ Working closely with end-users

Outputs:

- ⌘ Policy brief
- ⌘ Shared values assessment guidelines
- ⌘ Short video

Knowledge exchange



- ⌘ Start-up meeting June 12.

- ⌘ Review:
 - ⌘ Established format: limited systematic plus critical narrative.
 - ⌘ Identified 'other' fields: renewable energy, health

- ⌘ Case studies
 - ⌘ Established case studies and discussed objectives and timescales with research partners
 - ⌘ Draft outline for methods.

- ⌘ Knowledge exchange
 - ⌘ Established a KE & communications strategy.

Progress so far



Activities		2012				2013					
		May-Jun	Jul-Aug	Sept-Oct	Nov-Dec	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sept-Oct	Nov
Literature review		■	■	■	■	■					
Local case study	Design & pilot	■	■	■	■	■					
	Data gathering			■	■	■					
	Analysis			■	■	■					
UK-wide case study	Design & pilot	■	■	■	■	■					
	Data gathering			■	■	■					
	Analysis			■	■	■	■				
Knowledge exchange	Develop strategy	■									
	Policy brief							■	■	■	
	Guidance notes							■	■	■	
	Short film							■	■	■	
Report writing	Draft						■	■	■	■	
	Final							■	■	■	■

Time plan



Management team:

- ⌘ Mark Reed (PI & KE lead)
- ⌘ Jasper Kenter
(project manager & case studies
lead)
- ⌘ Katherine Irvine (review co-lead)
- ⌘ Liz O'Brien (review co-lead)

Team members:

- ⌘ **Althea Davies**
- ⌘ **Andrew Church***
- ⌘ **Andrew Holland**
- ⌘ **Emily Brady**
- ⌘ **Ioan Fazey**
- ⌘ **Mandy Ryan**
- ⌘ **Mark Everard**
- ⌘ **Mike Christie**
- ⌘ **Neal Hockley**
- ⌘ **Neil Ravenscroft***
- ⌘ **Niels Jobstvogt**
- ⌘ **Nigel Cooper**
- ⌘ **Rob Fish***
- ⌘ **Ros Bryce**
- ⌘ **Verity Watson**

* Also WP4 members

The team



	Review	Case study 1 design	Case study 1 delivery	Case study 2 design	Case study 2 delivery	KE
Althea Davies *	x		xx	xx	xxx	
Andrew Church	x	x		x		
Andrew Holland	x					
Emily Brady	x					
Ioan Fazey	xx	x	x	xx	xx	
Jasper Kenter *	x	xxx	xxx	xxx	xx	x
Kate Irvine	xxx	x		x	xx	
Liz O'brien	xxx	x		x	x	x
Mandy Ryan	xx	x	x	xx	xx	
Mark Everard						xx
Mark Reed	x	x		x		xxx
Mike Christie	x	x	xx	xx	xx	
Neal Hockley	x	x	xx	xx	xx	
Neil Ravenscroft	xx					
Niels Jobstvogt *	x		x	xx	xx	
Nigel Cooper	x					
Rob Fish	x	x		x		
Ros Bryce *				x	xxx	
Verity Watson †				x	x	

* Employed by Univ. Aberdeen; † Statistical support

