BALANCING DEMANDS
Communicating Forest Ecosystem Services to multiple audiences

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www.sincereforests.eu
OVERVIEW

Perspective
Challenges
Definition
SINCERE
Target five
Products
PERSPECTIVE

Disclaimer

Specific challenges in communicating ES and FES
What Works?
Discussion
CHALLENGES
ECOSYSTEM WHAT?

Ecosystem – What? Public Understanding and Trust in Conservation Science and Ecosystem Services

“Because it is a relatively new concept for the majority of Americans and because it is a science-driven process, it can be difficult to explain without getting blank stares”
[The Nature Conservancy (TNC), 2010]

Most people, outside of scientists and some policymakers, do not understand the term *ecosystem services* (Norgaard, 2010).

…even scholars in the field continue to deliberate on a precise, shared definition of the phrase
(Fisher et al., 2009; Braat and de Groot, 2012).
ECOSYSTEM WHAT?

no agreed definition

blank stares
TERMINOLOGY

![Figure 6: Reaction to Alternative Phrases to Describe Ecosystem Services](http://www.conservationgateway.org/Files/Pages/key-findings-recent-natio.aspx)

<table>
<thead>
<tr>
<th>Name</th>
<th>% Rating a 6 or 7 (Very Appealing)</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature’s Value</td>
<td>61%</td>
<td>5.5</td>
</tr>
<tr>
<td>Nature’s Benefits</td>
<td>53%</td>
<td>5.3</td>
</tr>
<tr>
<td>Earth’s Benefits</td>
<td>55%</td>
<td>5.2</td>
</tr>
<tr>
<td>Environmental Value</td>
<td>49%</td>
<td>5.2</td>
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<tr>
<td>The Planet’s Assets</td>
<td>45%</td>
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<tr>
<td>Nature’s Health and Safety Systems</td>
<td>46%</td>
<td>4.9</td>
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<tr>
<td>Environmental Wealth</td>
<td>45%</td>
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<td>Environmental Goods</td>
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<td>Natural Life-Support</td>
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<td>Natural Infrastructure</td>
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<td>Ecosystem Services</td>
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<td>Nature’s Social Safety Net</td>
<td>34%</td>
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<tr>
<td>Earth’s Capital</td>
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</tr>
</tbody>
</table>
WHATEVER IT IS, IT IS IMPORTANT!

90% people think ES extremely or very important

http://www.conservationgateway.org/Files/Pages/key-findings-recent-natio.aspx
Ecosystem Services (ES)
The “benefits people obtain from ecosystems” (MEA 2005)
...provisioning, regulating, cultural, supporting

“nature’s contribution to people” (IPBES 2018)
Many services fit into more than one category...
...material, non-material, regulating
REACHING CONSENSUS

21 project partners!
Ecosystem Services (ES)
The “benefits people obtain from ecosystems” (MEA 2005)
“nature’s contribution to people” (IPBES 2018).

Forest Ecosystem Services (FES)
Forests’ contribution to people:
forest goods and services that bring direct or indirect economic, materialistic, physiological, psychological, emotional or social advantage to the human population.
SINCERE PROJECT

Spurring INnovations for forest eCosystem sERvices in Europe (SINCERE)

Novel policies and new business models

Practice – science – policy

11 case studies

European policy framework
TARGET FIVE
CASE STUDIES

- Europe = 9, Russia = 1, Peru = 1
- Local scale engagement
- Awareness campaign & media support
- Business links & language
- Cross-fertilisation & replication
FOREST COMMUNITY (RESEARCH & PRACTICE)

- SynPol event
- Policy brief
- Innov. opportunities video
- Business w’shops
- Sci / media w’shop
- Toolkit
- Bus / marketing clinic
- Mobilities
- Awareness campaign
- Media pack
- FES video
- Webinars
- Website
- Twitter (fb)
- Instagram
- Blog
TARGETING MULTIPLE AUDIENCES

- SynPol event
- policy brief
- innov. opportunities video
- business package
- business w’shops
- sci / media w’shop
- bus / marketing clinic
- mobilities
- open classes
- toolkit
- FES video
- webinars
- awareness campaign
- media pack
- website
- twitter (fb)
- linked in
- instagram
- blog
PRODUCTS
Hoping to share & learn!

Advice
Collaborations
Networks
Resources
What works?

Thank you!