OPERAs

Ecosystem Science for Policy & Practice

WP2 Synthesis Across Exemplars on Social Valuation

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SYNTHESIS PRODUCT

Integrating stakeholder perspectives into environmental planning through social valuation of ecosystem services: Guidance and Prototype Applications

Aim

Enable users to set up a tailor-made social valuation procedure for a specific problem

Two main parts

Technical guidance

Four-step towards a tailor-made social valuation procedure

Catalogue of Prototype Applications

Addressees: Land use planner, natural resource managers and local

Main steps towards a tailor-made social valuation

① Define purpose and objectives

② Identify main addressees

③ Decide for an appropriate format for data collection

④ Choose appropriate methods for data collection

Step 1: Define purpose and objective

Purpose of social valuation	Specific objectives
Assess **current social value** of an ecosystem and its services	(1) Identify current social values (2) Measure current social values (3) Understanding the underlying reasoning for social values
Determine **preferred future ecosystem states** and **acceptable trade-offs**	(4) Identify visions for future land management (5) Identify preferences and acceptable trade-offs between distinct management options (6) Develop and test feasibility of alternative land management
Identify stakeholders and potential beneficiaries, and their interactions.	(7) Identify (diversity of) beneficiaries and stakeholders (8) Understand actor behaviour

Step 2: Identify main addressees

Individuals or representatives of groups

- who are **affected** by these decisions,
- who need to make the **decisions** in ecosystem management, or
- who are particularly **knowledgeable** about the ecosystem and its management.

TECHNICAL GUIDANCE

Step 3: Decide for appropriate format for data collection

Purpose	Objectives	Common formats				
		Work-shops	Interviews	Surveys	Observa-tions	Document and media analyses
Appreciation of current social values	(1) Identify social values	✓	✓			
	(2) Measure social values	✓		✓	✓	
	(3) Understand underlying reasoning	✓	✓			✓
Future preferences & acceptable trade-offs	(4) Identify visions for future LM	✓	✓	✓		✓
	(5) Identify preferences / acceptable trade-offs	✓		✓		
	(6) Develop and test feasibility of LM	✓	✓			
Identify stake-holders	(7) Identify stakeholders	✓		✓		✓
	(8) Understand actor behavior	✓	✓		✓	✓

Step 4: Choose appropriate methods

Workshops	Interviews	Surveys	Observation	Document and media analysis
• Expert workshops • Participatory workshop • Focus groups • Participatory mapping • Citizen juries • …	• Semi-structured interview • Unstructured interview • ...	• Structured questionnaires (face-to-face interview, online, email) • Choice Experiment • Q method • Delphi techniques • …	• Participant observation • Unstructured observations • Structured • Observations • …	• Analyses of written texts • Analyses of social media channels • Analyses of other media (e.g. films, photos) • …

➔ Methods in Inventory of Methods (Appendix)

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What are the main steps towards a tailor-made social valuation procedure? 6

Technical Guidance

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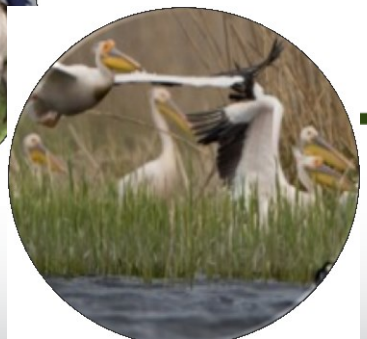
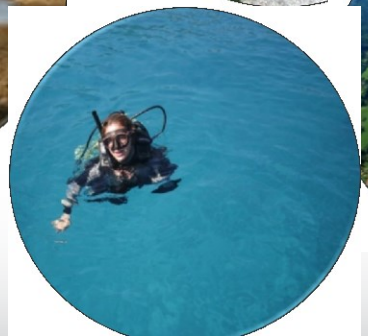
CATALOGUE OF PROTOTYPE APPLICATIONS

10 Prototype Applications distilled from Exemplars:

- Dublin/Fingal
- Pentland Hills
- Inner Forth
- Montado
- ast Lothian
- Kaikusha Marsh
- Grenoble
- Barcelona
- Balearic Islands

CATALOGUE OF PROTOTYPE APPLICATIONS

Overview

STEP 1			STEP 3					STEP 4	STEP 2		
Main Purpose	Specific Objective	Prototype Application	Format					Methods/tools	Addressees		
			Workshop	Survey	Interview	Document	Observation		Public	Selected stakeholders	Experts
Appreciation of current social values	(1) Identify social values	Spatial planning and coastline management on the North County Dublin Coastline, Fingal	✓		✓			• Focus groups • Participatory mapping • Rating values • Scenario analysis		✓	
	(2) Measure social values	Visitor appreciation at the Pentland Hills Regional Park		✓				Structured questionnaire via face-to-face interviews, available also online	✓		
	(3) Understand underlying reasoning for social values	Estuary restoration and conservation planning at the Inner Forth Estuary, Scotland			✓			In depth face-to-face interviews using the interactive visual tool ("streamline")	✓		
	(4) Identify visions for future land management	A. Future visions based on visitor survey for the Pentland Hills Regional Park		✓				Structured interviews • On-site (tablet-based) • Online	✓		
								• Participatory workshops			

CATALOGUE OF PROTOTYPE APPLICATIONS

(2) MEASURIN

Exemplary case	Vis Re
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People Addressed	Vis
Methods	St int
Formats	Int Or
Exemplary results	Th Ed bro Th fro rat the tha val na A Fig Me
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(3) UNDERSTAND FOR SOCIAL VA

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Use of the results	Based analyz recom Initiati results able to well re
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Fig 3.1:

(4B) IDENTIFY VI LAND MANAGEM

Exemplary case	Cultural Portuga
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Formats	Worksh Intervie Online
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Use of the results	With th for seve the part worksh importa platform sustain
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Fig 4B.1 montado

(5B) IDENTIFY PREF ACCEPTED TRADE- DISTINCT MANAGE

Exemplary case	Wetland ma Persina Nat Bulgaria
Aim	Testing pre options fort instance, o with econor year mosai usual
People Addressed	Stakeholde manageme local stakeh
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Format	Workshop (Face-to-fac
Exemplary results	The results business-as consequent some reed both manag opportunist
Use of the results	The pilot st revealed ex decision-ma Multi-criteri deal with co
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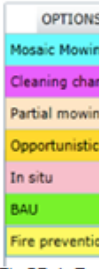

Fig 5B.1: Exe

(5A) IDENTIFY PREFERENCES AND ACCEPTED TRADE-OFFS BETWEEN DISTINCT MANAGEMENT OPTIONS

Exemplary case	Off-setting the impact of housing development in East Lothian, Scotland
Aim	Assessing to what extent people are willing to 'offset' the environmental impacts from urban development through woodland restoration in a rural to peri-urban environment.
People Addressed	Local rural and peri-urban residents
Methods	Choice experiment using housing as a cost attribute (i.e. without a monetary payment vehicle) based on structured face-to-face interviews

Source: www.iha.com

Format	Interviews (Oct 2014: 285)
Exemplary results	Results from the choice experiment show that respondents who felt most affected by additional housing (predominantly rural residents with long residence times) were least willing to accept woodland restoration as a way to compensate for the losses incurred by additional residential development. This is most likely because these residents do not only perceive additional housing as a threat to the landscape, but also as a threat to their own identity. The people who were most willing to make the trade-off between higher levels of housing with high levels of compensation and low levels of housing with no compensation, were respondents who thought that additional housing may have environmental impacts, but is also necessary to fulfil the increasing demand for housing. By also giving different options on possible woodland restoration, the restoration of broadleaved and softwood forests was seen as most valuable for preserving biodiversity and wildlife. Generally, the findings indicate that there is over- all support for the general idea of biodiversity offsets.

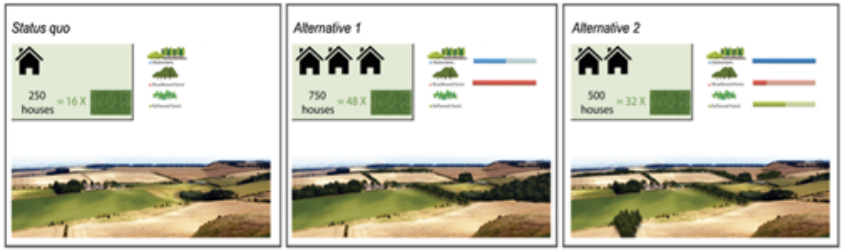

Fig. 5A.1: Choice card example. Source: Scholt, S.S.K. et al. 2016

Use of the results	The results show that any effort to achieve a 'no-net-loss' of ecosystem services (which is an explicit aim in the EU biodiversity strategy) should firstly begin by identifying: a.) who is affected by the proposed change, b.) how people are affected by the proposed change (e.g. in East Lothian recreation was not perceived to be threatened by additional housing, lowering the need to compensate for urban development by creating more space for nature-based recreation) c.) how those affected can and should be compensated.
Contact	Samatha Scholte (samantha.scholte@vu.nl) and Astrid van Teefelen (astrid.van.teeffelen@vu.nl), Vrije Universiteit Amsterdam, The Netherlands.
References and further sources	• East Lothian study on OPERAs website: http://www.operas-project.eu/sites/default/files/resources/astrid-ecosystem-services-offset-urban-development-east-lothian.pdf • Scholte, S.S.K., van Zanten, B.T., Verburg, P.H., van Teeffelen, A.J.A. 2016. Willingness to offset? Residents' perspectives on compensating impacts from urban development through woodland restoration. Land Use Policy, 58, 403-414. doi:10.1016/j.landusepol.2016.08.008.

Take-home messages

- Within the framework of an ecosystem service assessment, social valuation has the potential to make people´s opinions, beliefs and preferences visible.
- Set up a **tailor-made social valuation procedure** for your specific problem:
  - Be clear about the purpose and specific objectives for your specific problem.
  - Identify the addressees.
  - Consider the appropriate format.
  - Decide for coherent methods.
- Learn from **experience**:
  - We provide you with a Catalogue of Prototype Applications of social valuation.
  - Use an established community of practices, such as oppla
- Be aware:
  - Perception and preferences of stakeholders might not be based on a comprehensive understanding of the ecosystem. They **cannot replace biophysical assessments** of ecosystem and ecosystem services.
  - Besides concrete results of the social valuation, the process itself is likely **to trigger changes in perception, knowledge and preferences** of all partners.

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http://www.oppla.eu/product/17514

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