

**Question 1 – How can we incorporate valuation, scientific and social evidence into our delivery?**

(Is ecosystem approach the best way)

- On balance yes but need to ensure ecosystem services are not the whole focus ie. Don't forget biodiversity
- Do not reinvent wheel. Need to use existing delivery frameworks and build on them with biodiversity evidence.
- Need to make a very strong case to change the paradigm.
- Also need to come up with a high moral value.
- Need better exchange of knowledge - no clear route for evidence to get to practitioners.

**Question 2 – Is knowledge of stakeholder preference necessary in decision making?**

- Yes (but a challenge and a risk)
- Need to recognise conflicts and address them honestly where they exist.
- Danger that biodiversity values are under-stated.
- Need to understand that stakeholders values in order to communicate our values.

**Question 3 – (seems to be missing)**

**Question 4 – Do stakeholders have the same mental constructs of the environment as biodiversity practitioners?**

- No! Need to accept that other sectors (e.g business) will have a different understanding.
- Need to understand these differences when communicating our values and messages.

**Question 5 – Is language for ecosystem services ecobabble?**

- Too many long words for same in the biodiversity sector let alone other stakeholders.
- Too many new initiatives e.g green infrastructure big new thing.
- Biodiversity imperatives don't match social valuations – (Trojan horse) required to deliver biodiversity outcomes.
- There are risks of overselling ecosystem services e.g too much water in a water quality improvement project can damage biodiversity.