

## **Can we incorporate biodiversity values into decision making?**

Is Ian's view (can't value non use values) too pessimistic about the potential for estimating values for biodiversity?

- People have extreme views on value of biodiversity
- Methods of stated preference studies have improved lots. Good for things that people have real experience of and understanding. Not good for things that people are unfamiliar with.
- Total value of biodiversity today is more than it will be in the future. But marginal value of that being lost will increase.
- No, it puts it in simple terms, that decision makers may understand
- Shouldn't we look at value of restoring ecosystems?
- NEA (not well resourced) but should look at this.
  - environmental
  - market or trend
  - policy

## **Can natural science provide guidelines for safe minimum standards?**

- The danger is people will work to the minimum rather than being more ambitious
- what if other factors change and alter minimum level
- The principle is OK but standards will need to be very high to include adequate buffer. They are likely to be higher than the present! i.e. biodiversity currently significantly undervalued.

## **How might policy makers and individuals determine what opportunity costs are acceptable for the provisions of biodiversity?**

- Currently on an ad hoc basis
- By being more joined up – integrate policies for land use.
- Moving target – what we are prepared to pay for today may change tomorrow

- Comes down to what people like, but not necessarily rational for biodiversity (or ecologically sustainable)
- Need special rules for biodiversity valuation
- Need to think about outcomes and how we get there

**What might biodiversity partnership do to take these issues forward?**

- Get a good advertising agency!
- Push safe minimum standards – but yes, they are **really** high

**Can we incorporate biodiversity values in decision making?**

- Yes – but as long as we know what we are valuing