

How do we value biodiversity within an ecosystem approach?

- Economists don't understand the inter-relationships of landscapes.
- We are still at an early stage with this science and need to be mindful of this before making assumptions.
- People make assumptions about the 'countryside', they may see what we consider to be poor quality landscapes yet they still value it as 'countryside'.
- How can we measure biodiversity?
- The value of biodiversity is generally subjective and we tend to look at past land use as what we want to see.
- One way of valuing biodiversity is to look at the costs saved by the health service due to people going out into the natural world, eg heart patients and patients with mental health issues.
- Studies show that people respond to any greenspace however and not specifically biodiversity.
- Value has many meanings and relative importance to different groups of people.
- Value has traditionally been communicated as 'rarity' and we need to move away from this, communicating that even common things have a value.
- The public has a right to good biodiversity but generally people don't realise this.

In what ways can the ecosystem approach encourage the use of biodiversity and ecosystem services in decision making?

- Is it as simple as getting the ecosystem approach understood by policy makers?
- Policies around 'protecting' are often considered irrelevant by planners.
- regions differ around the country on the issue above.
- Do we need to say if something is of national importance then we will go ahead without public consultation?
- People very quickly forget the things that are no longer there, eg populations of species that have declined.

- You can't convince the people who won't be convinced but you still need to take them along with you.

In what ways can decision making accommodate multiple methods and currencies for valuation of biodiversity and ecosystem services?

- Who's value? Where is the balance between what we as ecologists want and what the local population want, which may differ radically?
- There are issues of scale – biodiversity is only a small part of ecosystem services.

How can the ecosystem approach, with an emphasis on i) inclusion of people and communities and ii) multiple scales and dynamics, be used to improve understanding of the value of biodiversity?

- We need to use language that the general public can understand.
- Biodiversity is only one element of landscapes.
- The feedback from the general public may not be what we want to hear.
- People have forgotten why we value ecosystem services, eg they no longer understand the value of wetlands.
- Biodiversity is a 'good' rather than a service.
- Biodiversity is a good predictor of ecosystem stability but not should a good predictor for ecosystem services.
- Perceptions of changing values – the change from a little bit of something to none is greater than the change from a little bit of something to just a bit less of something.
- Why does biodiversity matter – has this been explained to the public?

- Who are we trying to persuade that biodiversity has a value – policy makers, the public, developers?
- We keep talking about people ‘getting it’, is this a reality? Will we ever reach a wider demographic?

What might the Biodiversity Partnership do to take these issues forward?

- We need simple messages from the biodiversity partnerships.
- We need to be careful about how we put across the message.
- We need to understand the role of biodiversity in ecosystem services.
- We need to bring value and benefit for biodiversity at a local level.
- Update the UK BAP website, make it more modern and use it as a networking tool, appeal to different audiences.
- Revisit the Convention.
- Shift the way that we deliver BAP to a landscape scale.
- Interact more with children, the next generation.
- We need fewer groups, greater co-ordination and clarity.
- We need to change how we communicate the concept.
- Does the biodiversity partnership exist in a way that can address these issues.
- We need the steering group to look at multiple designations and review the legislation to see if it still has a value.
- We need to explain the value and benefits of nature and consider the language that we use.