

# **Making money talk: using economics to enable communication and mainstreaming nature's values into decision-making**

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**Motivations and arguments to act for biodiversity**  
**Alternative ways to inspire innovative policy making**

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# Basic Idea and Starting Point

## Basic Idea:

- Using economic arguments to trigger a broader societal debate on the relationship to nature, need for its protection and policies affecting biodiversity

## Starting Point:

- High frustration among nature conservationists - their arguments not taken up in policy processes
- Relatively high awareness raised by the Stern Report (2006) on „The Economics of Climate Change“
- TEEB was born – „The Economics of Ecosystems and Biodiversity“ (2007-2010, ongoing)
- Many follow-up studies, e.g., the German TEEB DE study

## Why use economic arguments?

- Economics – a language that many people understand
  - Many decision makers follow economic arguments
  - Reaching particularly those stakeholders beyond the „converted“ (nature conservation and biodiversity)
  - Numbers of value get picked up by the press and raise awareness
- **Good entry point for discussion, particularly beyond the circle of the „converted“**

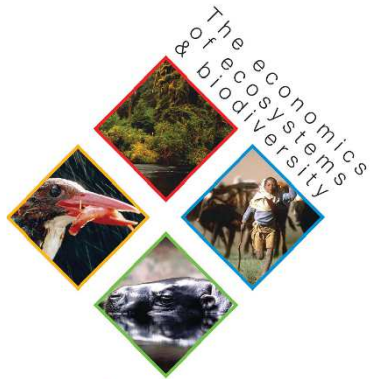
# Challenges – „wrong“ expectations and misconceptions

## „Wrong“ expectations in two directions:

1. Some nature conservationists / biodiversity policy makers expect that when using numbers all their problems get solved  
→ naive perspective on the power of economic numbers
2. Some people reject economics because they see the fault of our current system in economic drivers (financial crises...)

## „Misconceptions“:

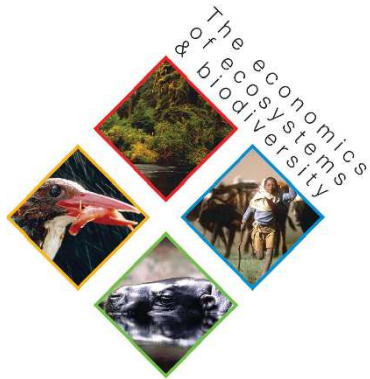
1. Economics is equivalent to monetisation
2. Economic valuation leads „automatically“ to markets and market-based instruments (MBI)



## Economics as conceptualized in TEEB and TEEB Germany



1. **Valuation** is not an end in itself but serves certain purposes. Values differ among individuals, are context-dependent and vary from site to site and over time → **“triangle concept“ of recognizing, demonstrating, capturing values.**
2. **Broad set of options for action**, addressing many instruments and policy options, not only markets and MBI
3. **Illustrate numerous real-world examples** (nature’s values unrecognized; successful examples; perverse incentives; ...)
4. Relate the economic significance of biodiversity to **topical issues on the political agenda** (e.g. biodiversity conferences, climate change issues, German “Energiewende” - energy transition)



## Mainstreaming by project design



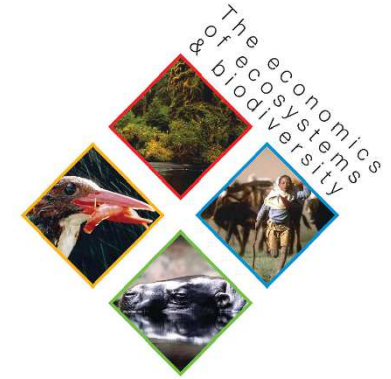
- **Open architecture – building up a „TEEB Community“**
- **Building the reports – 5 end user products for science, national policy, regional and local administration, business, consumers.**
  - Broad web-based call for evidence
  - Many people involved from academia, practice...
  - Extended Peer-review
- **Promoting results and stimulating discussions**
  - Overall 300+ public presentations and discussions in 4 years
  - Online TEEBcase collection (showcasing best practice, stimulate exchange and mutual learning)
- **TEEB Advisory Board** (eminent persons from diverse fields...)

# How to „measure“ the success of economic arguments to trigger and broaden the debate

## What is a successful science-policy interface?

- Impact: a long pathway:
  - Attention/awareness/agenda
  - Change of discourses
  - Change of policies
  - Implementation of policies
  - Change of human behaviour
  - Change on the ground, e.g. less biodiversity loss

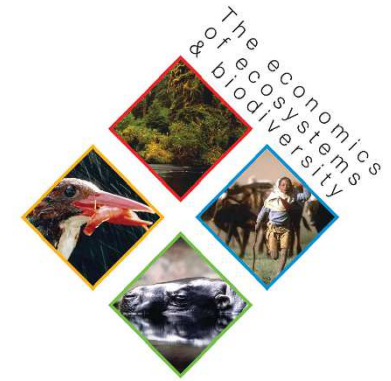
# Was TEEB successful ?



- Discourse:
  - Good press coverage
  - Present and mentioned at many important conferences
  - Plenty of invitations from science, society & policy
- Inclusion in policy debate:
  - Included in CBD strategic plan in 25 articles, „all over the place“, reflected in several Aichi targets.
- Inclusion in policy:
  - EU Biodiversity Strategy [Target 2, Action 5](#)
  - TEEB national studies started in several countries, in preparation in others
- Follow-up projects & research programmes



# Discussion & preliminary conclusions TEEB global



- A lot of awareness created
- Interest within the environmental sector high
- Many NGOs use and cite it to draw attention
- Some interest beyond the environmental sector
- Some interest in the general public
- Difficult to judge how far it has achieved public discussion and change of preferences

# And what about TEEB Germany?

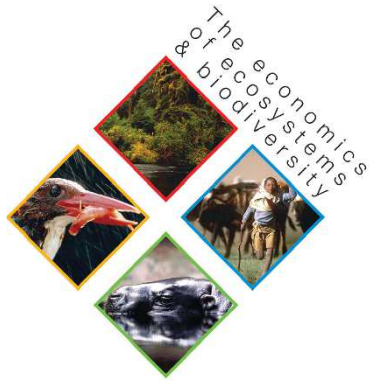


- More challenging to identify the added value, as there are similar approaches in use already (**landscape functions**); strong planning background with reservations against the ecosystem service (and economic) approach
- German academics particularly concerned with **academic debates**, less pragmatic and open to make use of „windows of opportunity“

## And what about TEEB Germany? (II)



- The need to provide **solid and verifiable facts** extremely high.
  - E.g. „sustainable intensification of agriculture“;
  - Ecosystem services of forests as near-natural systems
- TEEB widely recognized and acknowledged as a concept, however, **as soon as it comes to action, there are still the „old lines“ of conflict**
- **Mainstreaming** turns out to be **difficult**: TEEB and TEEB DE still not well-known in sectors beyond biodiversity policies



# Lessons Learned and Recommendations



- 1. When using economics, be broad!**
  - Broad concept of values; broad set of valuation tools – not only monetisation, broad set of policy instruments)
- 2. Focus on public goods character of the problem!**
  - biodiversity policy is state's responsibility)
- 3. Think about communication channels!**
  - communication strategies, „windows of opportunity“, new transfer channels multipliers...)
- 4. Include other ministries (if possible)!**
  - Look for alliances (UK NEA as excellent example)

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## **Thank you for your attention!**