

The effectiveness of arguments. Initial results from the case studies.

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1. The case study setting

2. Two case study examples

3. The database



Case study objectives

- BESAFE analyses the effectiveness of arguments for biodiversity conservation empirically – by observing arguments at different policy stages, at different governance levels and among different stakeholder groups.
- 13 + 2 case studies to provide the data for fulfilling this task.



Twelve 'deep' case studies

Invasive species strategies; Germany, Europe

Large mammals in Norwegian wildlands

Water company uses of valuation evidence in investment planning; UK

Nested Socio-Ecological Systems from Romanian Lower Danube River Catchment

Fox controversy in Flanders; Belgium

An underwater tidal electricity turbine; Northern Ireland

Bialowieza Forest conflict; Poland

Many uses of peatlands; Finland

Management plans for the Andalusia national parks; Spain

Department of Environment, Food and Rural Affairs Biodiversity Action Plan; UK

Implementing the Natura 2000 network, EU level, Europe

Long-term Management of urban green areas; Finland

Synthetic biology

Two comparative studies

- A study on EU Biodiversity strategy 2020 implementation.
- A study on perceptions of biodiversity, ecosystem services and values.



The stage of the case studies

- Data has been collected
- The database has been filled up
- First analyses have been carried out and initial results produced
- First drafts of the case study reports written
- The next step: the synthesis of the case study results
- Two case study examples:
 1. The many uses of peatlands, Finland
 2. Implementing the Natura 2000 Network - Arguments at EU scale.

Case 1: Conflict on peat production

At the global scale, Finnish peatlands considered unique \leftrightarrow peat still a quite significant heating fuel \rightarrow local conflicts have strengthened



Conflict on peat production I

- The *Viurusuo* mire area (Eastern Finland): a case study with a long time-scale showing how nature-related arguments have evolved in time and varied in different phases of the policy process and in different institutional settings.
- In 1978, two ministries agreed that this mire was to be used for peat mining ↔ In 2012, the government decided to buy the area from the major Finnish energy company for protecting the area.
- Data: stakeholder interviews; policy documents, judicial documents.



Conflict on peat production II

- Over 60 individual arguments, either for the conservation or for peat extraction, were identified.
- The richest amount of arguments by local people (all against; can be divided to 16 themes); others fewer.
- The arguments by regional actors often relied on science --
“More value is put on some frog, than local concerns.” (A local)
- The arguments by the energy company pro peat extraction and thus counter-arguments to those by others.



Conflict on peat production III

- The scope of legislation and the courts' interpretations have basically determined the rules of the game.
- The court decisions have especially been targeted at ecological values; local people's arguments for recreation and mental values have not been effective at all.
- The final statements by the energy company VAPO and by the Finnish government when the area was protected (i.e. sold): overall nature values finally crucial [9 reasons to be identified].
- The success was not ultimately based e.g. on particular species, the ponds, threat of water eutrophication – instead, the change in legislation (society) and thus broad nature values.

Case 2: Implementing the Natura 2000 Network - Arguments at EU scale I

- This multi-case study on stakeholder engagement at Natura 2000 sites shows how different stakeholder groups react when addressed with alternative types of arguments about the value of biodiversity (particular focus on ecosystem services as arguments for nature conservation).
- While the site designation under Natura 2000 is based on ecological criteria, many sites have to deal with conflicting socio-economic interests of various stakeholders (= arguments do matter).
- Data: in-depth interviews with LIFE project managers and documents. 365 projects were selected from the LIFE online database (referred to Natura 2000 sites).



Implementing the Natura 2000 Network - Arguments at EU scale II

Relative frequency of the use of arguments per stakeholder group:

Argument type		NGO- Foundation	Park- Reserve authority	Local authority	Regional authority	National authority
Instrumental	Economic	14%	16%	12%	11%	7%
	Social	29%	18%	24%	28%	23%
Non-instrumental	Inherent	29%	33%	41%	28%	43%
	Human happiness	10%	13%	10%	12%	9%
Goal not expressed		15%	17%	14%	20%	16%



Implementing the Natura 2000 Network - Arguments at EU scale III

- Instrumental and non-instrumental arguments very differently perceived by stakeholder groups.
- Instrumental arguments particularly effective for commercial users, when economic interests against the conservation activities.
- Also stakeholders without commercial interest more receptive to arguments implying a benefit to themselves or their communities (e.g. a recreational or a cultural value).
- Overall, a mixed picture: individuals among the same stakeholder group can be persuaded by very different arguments.

The database

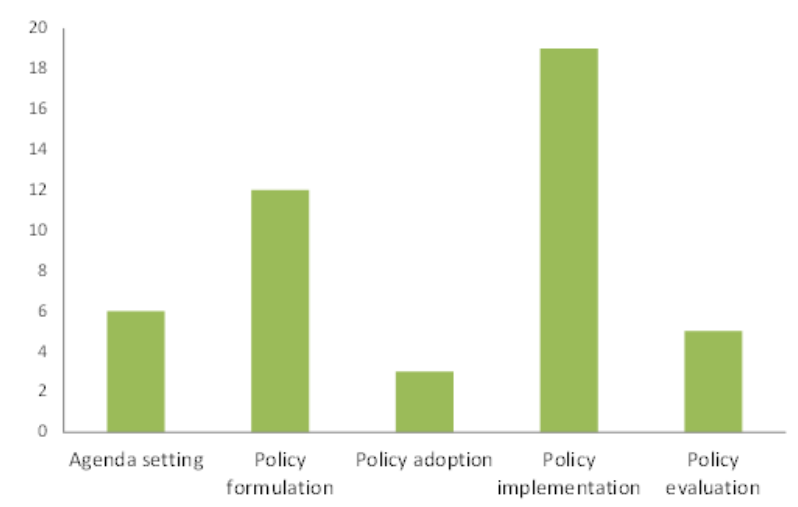
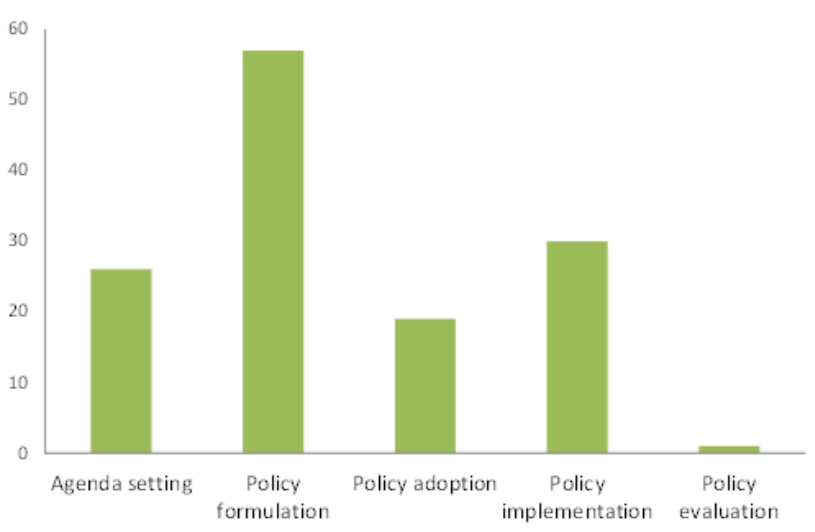
- The database is divided into three different sections:
 - 1.Event information
 - 2.Stakeholder information
 - 3.Argument information
- Observed effectiveness by empirical work
- Potential effectiveness by empirical work or logic



Arguments at different stages

Different types of arguments are used at different stages of the policy cycle:

1. *Intrinsic value of nature type arguments* – the early stages of the process
2. *Legal obligation arguments* – the implementation and evaluation stages



Another example on the use of the database: Białowieża Forest

*Particular measures of effectiveness evaluation for main argument types;
by stakeholder group (for or against park enlargement):*

	Stakeholders for park enlargement						Stakeholders against park enlargement					
Argument type	Persistence	Accumulation	Level-crossing	Diffusion	Replacing arguments	Behaviour changing	Persistence	Accumulation	Level-crossing	Diffusion	Replacing arguments	Behaviour changing
Balance in nature	High	Mid	Low	Low	Low	Low	High	Low	Low	Mid	Low	Low
Ethical, moral	Low	Low	Low	Low	Low	Low	-	-	-	-	-	-
Legal obligation	High	Very high	Mid	Mid	High	High	Mid	Low	Low	Low	Low	Low
Livelihoods	Mid	Low	Mid	Low	Low	Low	High	Mid	Mid	Mid	Mid	Mid
Nature itself	High	Low	Mid	Low	Low	Low	-	-	-	-	-	-
Reputation	Low	Low	Low	Low	Low	Low	-	-	-	-	-	-
Tourism	Mid	Low	Low	Low	Low	Low	-	-	-	-	-	-

Example 1

FRAMING	CHANGE BEHAVIOUR				
	Very high	High	Mid	Low	Very low
Appeal to emotions	8	16	57	43	29
Appeal to fear, risks of major damage	28	26	10	10	25
Appeal to higher authority, religion	0	0	0	10	0
Appeal to knowledge/logic	11	86	84	73	31
Appeal to morality, duty	17	15	33	58	38
Appeal to self-interest, economics	5	16	31	49	35
Other (explain)	1	4	17	13	4
	70	163	232	256	162

Example 2

		Robustness essential for effectiveness				
		Observed effectiveness				
Potential effectiveness		Contribution to final effectiveness				
ROBUSTNESS		Very high	High	Mid	Low	Very low
Very high		66	116	38	28	36
High		38	95	88	15	11
Mid		7	37	59	66	26
Low		12	15	16	43	20
Very low		1	4	0	10	36
	0	0	7	2	4	2

Examples 3

BENEFITS \ POLICY_CYCLE	CONTRIBUTION TO EFFECTIVENESS				
	Very high	High	Mid	Low	Very low
Rights / values of nature itself (intrinsic value, rightness of pristine/natural state)	15	53	41	22	3
Meeting ethical, moral or religious obligations to nature	0	6	15	22	0
Achieving balance of nature, healthy systems, natural functions	18	8	17	13	5
Precaution, risk reduction, resilience of services	3	13	1	2	8

Livelihoods, employment	3	10	21	23	5
Options for future use, bioprospecting	0	0	2	0	0
Reputation, looking good, winning customers/staff/voters	10	11	6	8	2
Legal obligation	4	73	10	4	0

Group discussion

Instructions...

