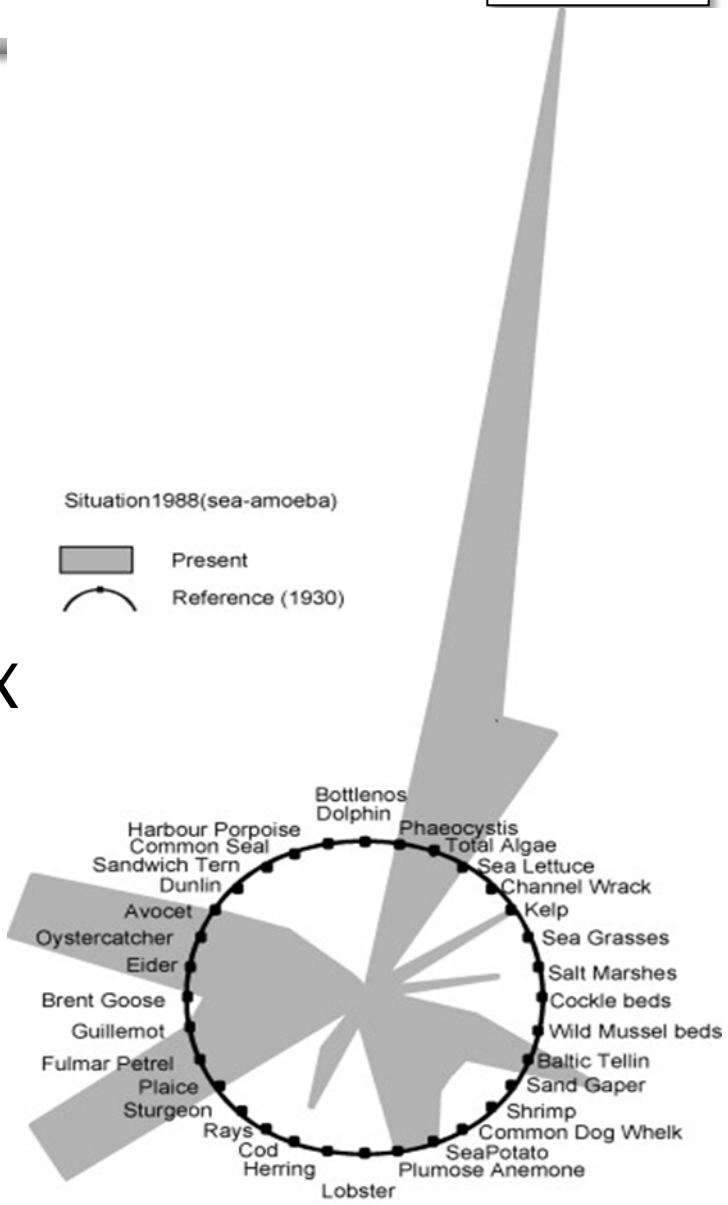
Context and effectiveness

Overview

- Effective arguments for biodiversity:
  - Bruce covered types of arguments
  - Eeva will discuss effectivness
  - I'll focus on role of **context**
- Links across FP7 projects
  - **SPIRAL**: effective science policy interfaces
  - **BESAFE** (and **BIOMOT**): effective arguments
  - **OPERAs** (and **OpenNESS**): effective tools and instruments

SPIRAL 'Story' (1)

- Science Institute for the Dutch Ministry of Water Management
- Integrated water management c.1988
- Nature: no clear figures
  - ships need 30m; farmers need X m3...
- Forty flagship species
  - spider/radar chart ('amoeba')



SPIRAL 'Story' (2)

- Policy question: what if Rhine cleaned up by 50% of heavy metal pollution?
  - Answer: little impact! 90%+ needed.
- "Bad message": $$$ spent for little benefit!
  - Must add chemical, biological, fisheries measures.
  - Other Ministries (inc. Nature) resist interference.
- Water ministry response: OK, forget it, focus on sewage and water quality, drop the ecosystem stuff.

SPIRAL 'Story' (3)

- Minister heard of the diagram
  - Opened a conference with it
  - "Ecological Dow Jones index of the North Sea"
  - Insisted it must be in third water management plan
- Why am I talking about this?
  - Context: same arguments, different effects
  - Other Ministries: They're encroaching on our patch!
  - Water Ministry: Political trouble: heads down.
  - Scientist: Keep quiet? Publish? Dangerous territory!
  - Minister: Hmmm, I could use this…

THE AUSTRALIAN

Climate expert Clive Spash 'heavied' by CSIRO management

NICOLA BERKOVIC THE AUSTRALIAN NOVEMBER 03, 2009 12:00AM

A CSIRO economist whose research criticising emissions trading schemes was banned from publication said last night he had been subjected to harassment by the senior agency management.

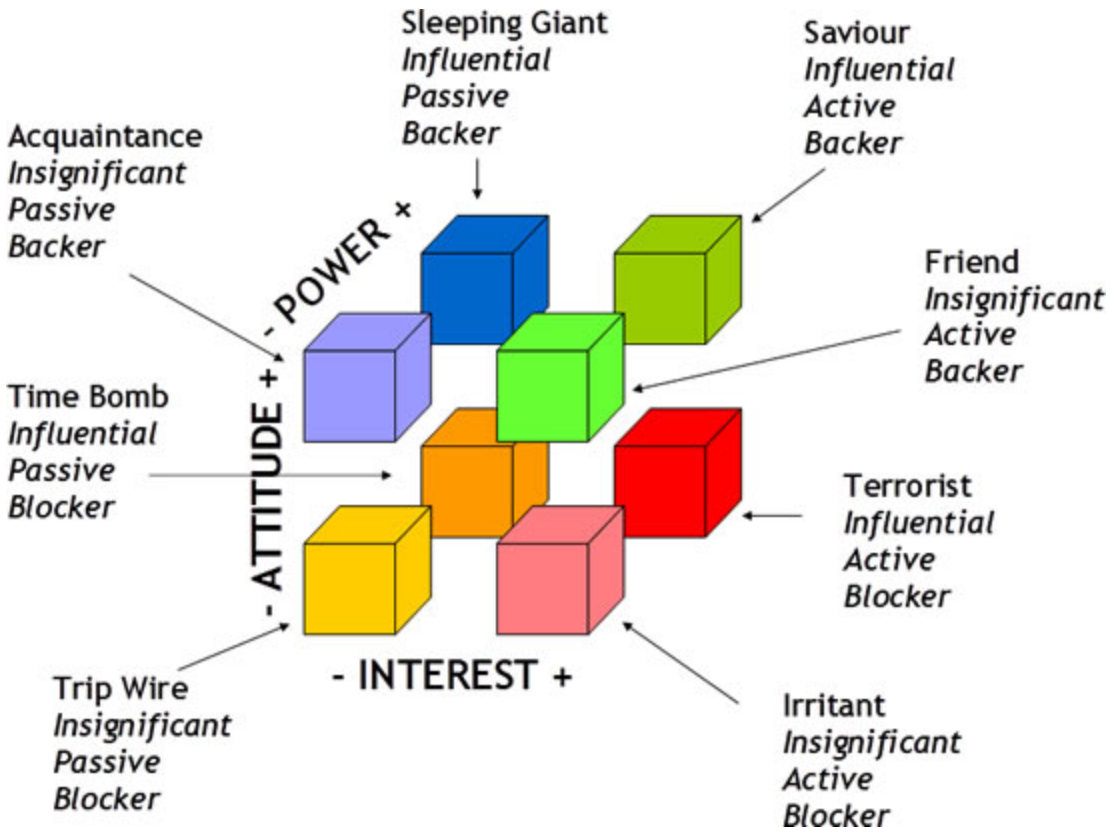
Clive Spash also accused the agency of hindering public debate and trampling on his civil liberties by preventing the research being published in British journal New Political Economy.

Dr Spash defended the paper, The Brave New World of Carbon Trading, saying it was a dispassionate analysis of ETS policies and was not politically partisan.

He was told in February he could publish the work if it were peer reviewed. But in July, CSIRO management said it could not be published after it was cleared for publication.

This month, he was informed he could not publish it even in his private capacity, because it was "politically sensitive". Within 24 hours, he also received a letter outlining a list of trivial instances in which he was accused of breaching CSIRO policy, for example not completing a leave form properly.

Context: stakeholders



Politicians
Policy makers (environmental)
Policy makers (other sector)
Government agencies (executive)
NGOs
Academic
Consultancy
Private industry
Land managers, farmers, foresters etc.
Land owners
Property owners and residents
Users groups (hunters, anglers, tourists etc.)
Media
General public
Other (explain)

Interest

Perspective

Power

Understanding

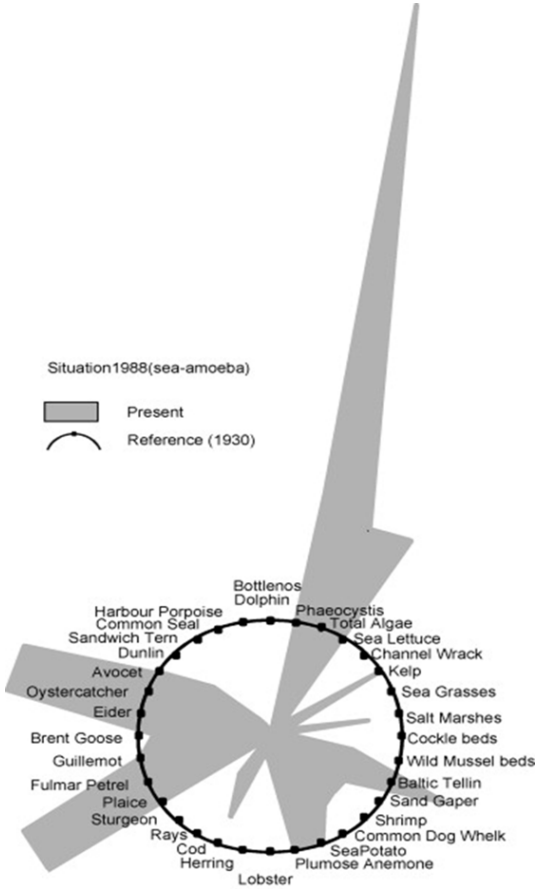
Style

"Scientists tend to be very matter of fact. It's all facts so they present it as facts and then it's…just not accessible.

And they think "well, why is it not accessible?"

Because … that's not how people really communicate."

Format



Indicator/Species	Proportion of Baseline (1930)
Phaeocystis	515%
Total algae	197%
Sea lettuce	209%
Channel wrack	23%
Kelp	100%
Sea grasses	19%
Salt marshes	57%
Cockle beds	13%
Wild mussel beds	50%
Baltic Tellin	156%
Sand Gaper	69%
Shrimp	74%
(and 28 others…)	

Which one would you open a conference with?

History, habit

- Stephenson, G. R. (1967). Cultural acquisition of a specific learned response among rhesus monkeys. In: Starek, D., Schneider, R., and Kuhn, H. J. (eds.), Progress in Primatology, Stuttgart: Fischer, pp. 279-288.

Frame of reference

Feeling of entitlement: I'm paying for this service!
Transfer of blame
Distrust of motives

Concern for others
Responsibility for own actions
Acceptance of external conditions

The choice of framing can influence arguments used and their effectiveness

"While payments may strengthen community relations and simplify action for environmental care, they may also introduce a purely instrumental logic and in some cases worsen the environmental status by crowding out environmental virtues." (Vatn 2010 "An institutional analysis of payments for environmental services", Ecological Economics, 69:6)

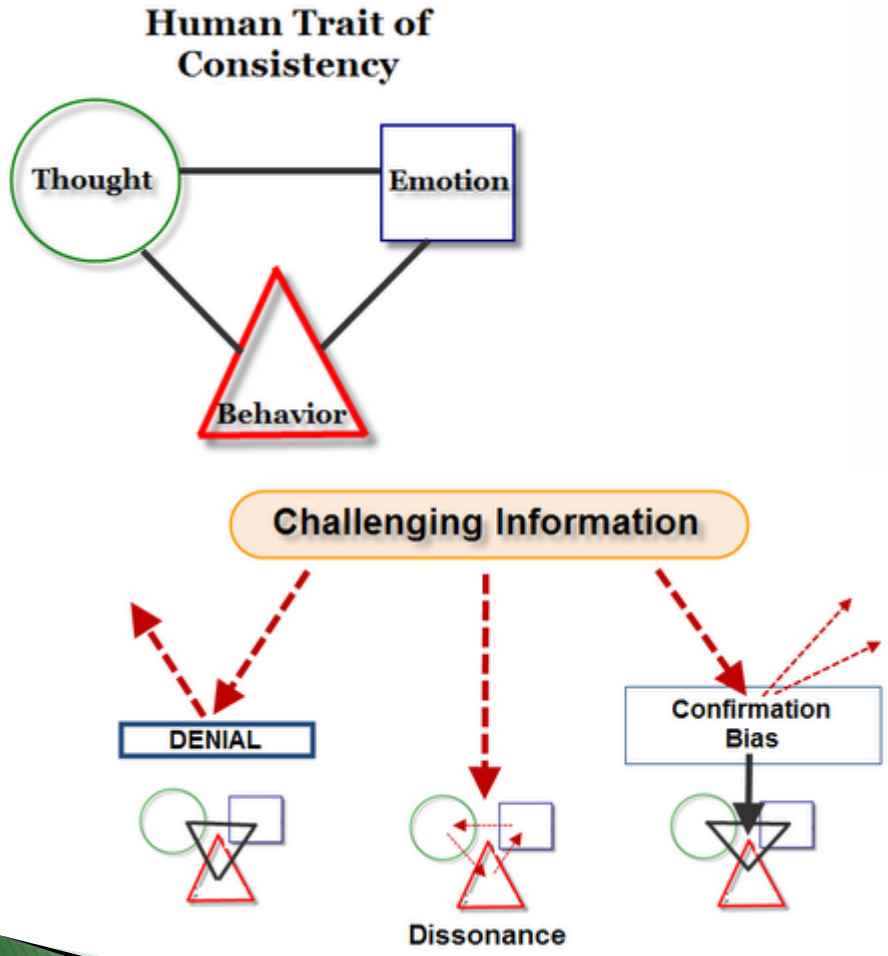
Decision context

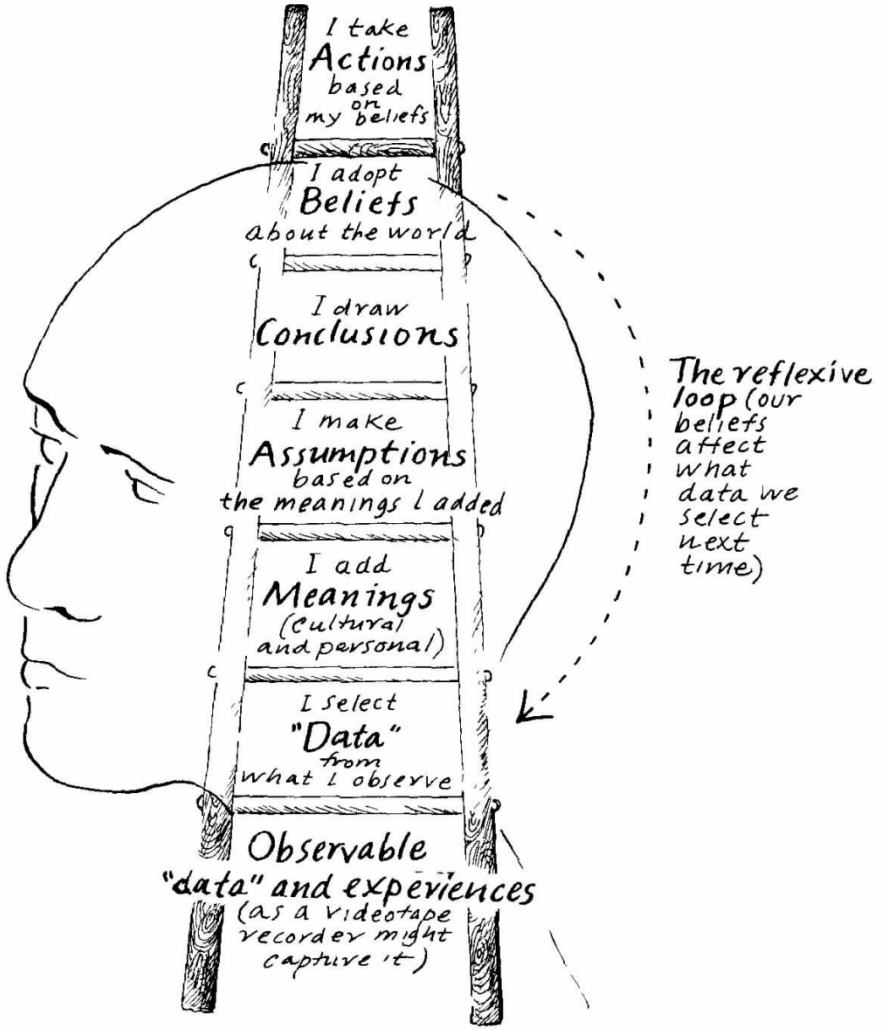
Primary Issue	Definition
Protected areas	Designation, management, agreements etc. relating to formally designated protected areas
Resource management	Agriculture, forestry, fisheries, water, energy, hunting…
Restoration	Habitat creation, restoration, clean-up
Species management	Invasive species, alien species, wildlife, reintroductions, endangered species plans
Development	Impact assessment, consideration of negative impacts on biodiversity from development
Reducing human impacts on biodiversity	Pollution control, climate change regulation/mitigation…contexts aimed at controlling or reducing negative impacts of humans on nature
Biodiversity impacts on human activity	Enhancing biodiversity for, or recognising, its impacts on humans – flood control, recreation, aesthetics, health benefits…
Other general conservation	Priority setting, biodiversity action plans, corridors/connectivity, adapting to climate change
Other (explain)	

Policy drivers

Implementation of policy or legal obligation
Impact assessment, policy appraisal
Attempt to influence policy or opinion
Setting targets, prices, limits
Focus on enhancing ecosystem services
Focus on biodiversity/conservation gain
Other (explain)

Cognitive dissonance





DOUBLE FACEPALM

FOR WHEN ONE FACEPALM DOESN'T CUT IT

CRELE: content, context, process

- **Credibility**: perceived quality, validity and scientific adequacy of the people, processes and knowledge exchanged;
- **Relevance**: salience and responsiveness of the SPI and knowledge to policy and societal needs;
- **Legitimacy**: perceived fairness and balance of the SPI processes;
- **Iterativity**: proposed as additional criterion in SPIRAL research.

SPI Features

Goal Features	Structural Features
Vision	

Output Features	What to assess
Relevant outputs	Timely in respect accessible, compr efficient dissemin
Quality assessment	Processes to ensu comprehensivene robustness, and n uncertainty
Translation	Efforts to convey different domains and making the n for various audier

Process Features	What to assess

Outcome Features	What to assess
Social learning	Do SPI participants, audiences, wider public learn and change their thinking about biodiversity?
Behavioural impact	Do SPI participants, audiences, wider public change behaviour as a result of learning?
Policy impact	Do SPI information, learning, and associated changes in policy-maker behaviour lead to changes in policy?
Biodiversity impact	Do the above changes lead to changes drivers and pressures threatening biodiversity, societal responses and the state of biodiversity?