

# How do arguments generate effects?

Eeva Primmer  
Finnish Environment Institute  
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# Arguments for biodiversity

- Science produces good arguments for biodiversity



- Scientists communicate these arguments in many different ways



# The scientists' arguments have made it to policy

## The need for preserving valuable areas has been recognised



“By 2020, at least 17 per cent of terrestrial and inland water, and 10 per cent of coastal and marine areas, especially areas of particular importance for biodiversity and ecosystem services, are conserved through effectively and equitably managed, ecologically representative and well connected systems of protected areas and other effective area-based conservation measures, and integrated into the wider landscapes and seascapes.”

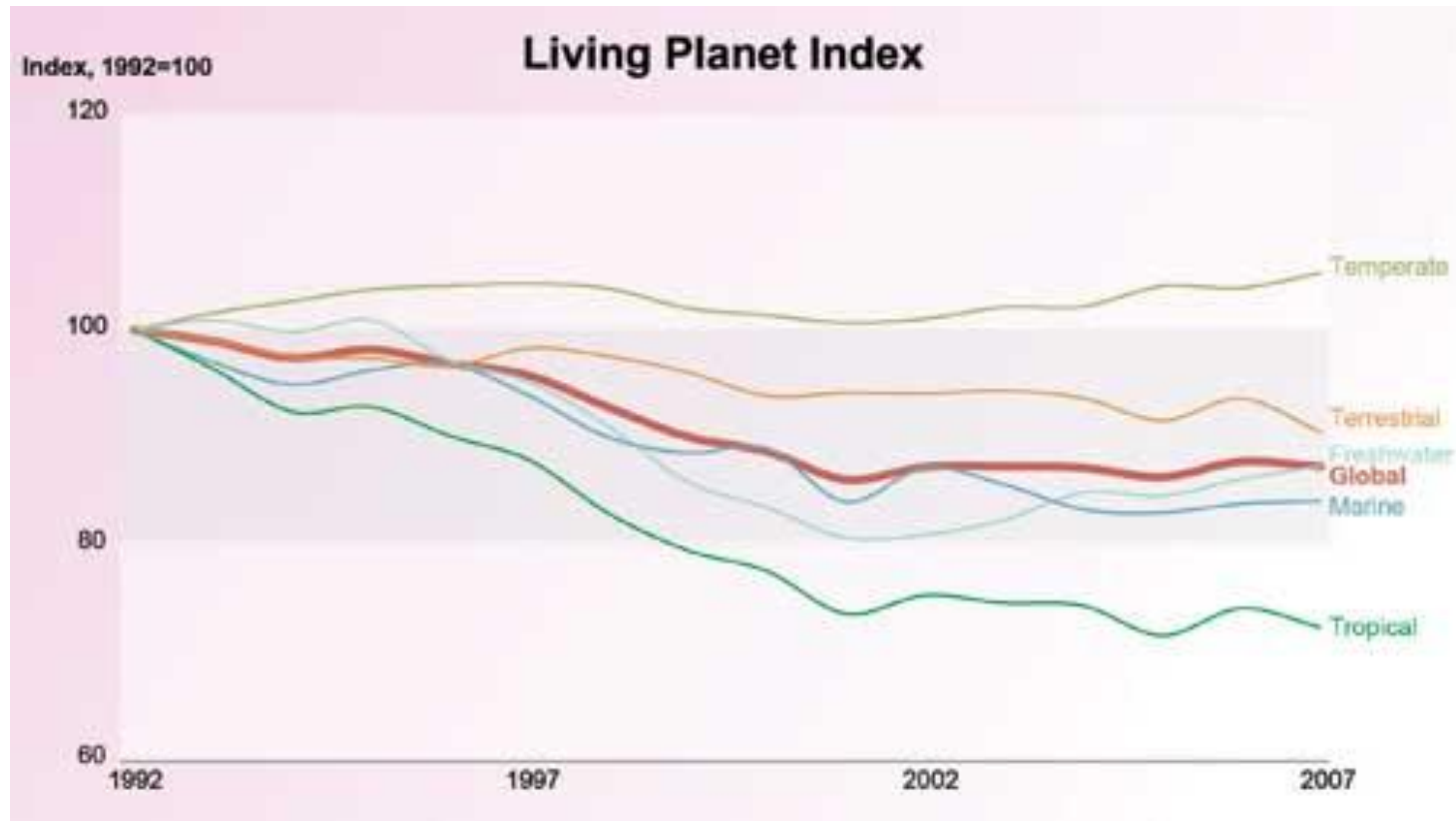
## The need for preserving ecosystem services has been recognised



Halting the loss of biodiversity and the degradation of ecosystem services in the EU by 2020, and restoring them in so far as feasible, while stepping up the EU contribution to averting global biodiversity loss.

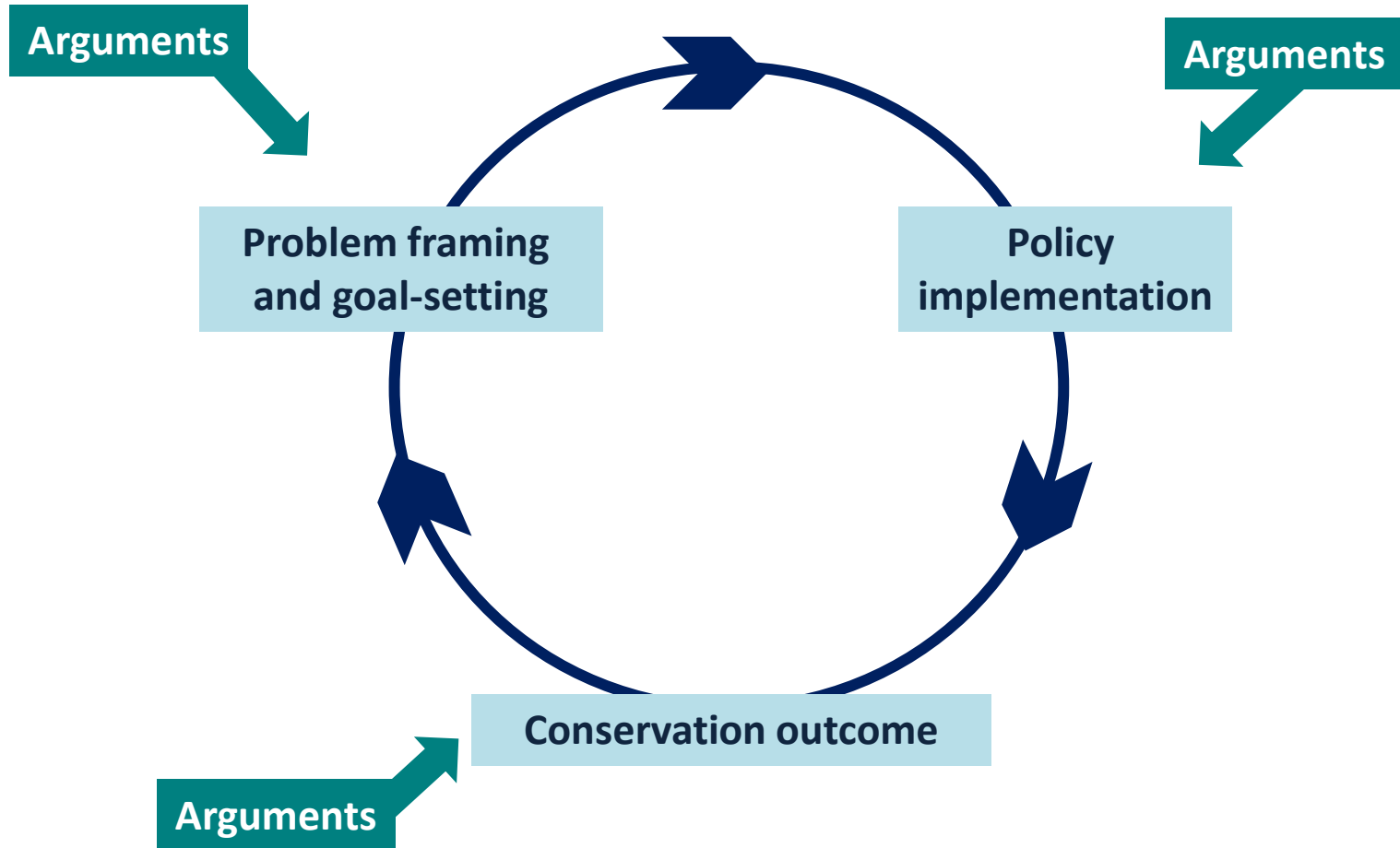
## Is this a measure of effectiveness?

# Another measure would be to look at the outcome





# Arguments produce effects at all stages



# Sometimes arguments grow in importance

- With crisis
  - economic crisis and green economy
- With new advocacy efforts and civil society pressure
- With increasing threat
  - climate change
- With new opportunities
  - payment mechanisms
  - green infrastructure

→ **Accumulation**



# Arguments might even push other arguments aside

- Already existing goals can be justified with new reasons
  - Bioenergy
- New goals might make old goals redundant
  - Economic growth

→ **Replacing**



# Some arguments stick around

- Even with new evidence, some arguments do not give way
  - Bioenergy
  - Forest biodiversity conservation

→ **Persistence**





# Some arguments make it to different levels

- Arguments “trickle down”
  - Arguments make their way from the bottom to the top
- **Level-crossing**



# Arguments might reach new audiences

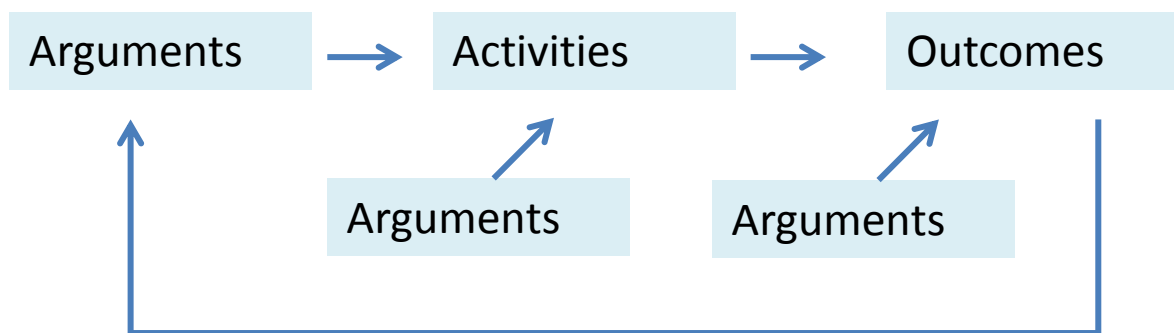
- Collaborative policy implementation can engage new stakeholders
- Actors might copy successful ideas

→ **Diffusion**



# How to identify the effects of arguments?

- Infer/reason the potential effects
- Observe the accumulation, persistence, replacing, level-crossing and diffusion of arguments



- Ask:
  - What are the ways that arguments generate effects?
  - What are the effects of arguments?

