BOOK OF ABSTRACTS

SESSION DESCRIPTION

Session ID:

O3

Title of session:

Telling Stories, Changing Policy: How We Can Bring Ecosystem Services From Idea To Action

Hosts:

<table>
<thead>
<tr>
<th>Host</th>
<th>Name</th>
<th>Organisation</th>
<th>E-mail</th>
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<tbody>
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Abstract:

How do we use our work in Ecosystem Services to change policy?

For nearly 20 years, ecological economists and ecosystem service practitioners have been attempting to integrate their research and findings into mainstream policy conversations, yet are still struggling for recognition. Time after time, policymakers and land managers express interest in ecosystem services theory, but there still seems to be uncertainty as to how to apply it.

At ESP 2013, one of the main questions asked was: “Yes, but how does this change policy?” We, as a community, need to be able to more clearly answer this question in an engaging and memorable way.

Research from the Stanford Graduate School of Business shows that information embedded in narrative that contains both data and emotion is remembered up to 22 times more than just facts alone because the listener is much more engaged. In other research, narrative seemed to be more effective at changing beliefs than writing that is specifically designed to persuade through argument and evidence. In yet another study, they fMRI-scanned the brains of 11 volunteers listening to a recording of the story that demonstrated the insula – a region that governs empathy and moral sensibilities – lit up in both speaker and listener.

This workshop will look at how to create engaging, compelling presentations by learning how to understand your audience and then use storytelling techniques to inspire and persuade people to remember your work and take action on it. We will do practical exercises to create foundational skills to identify key components that will resonate with audiences, and to learn to structure communication for maximum effect.

Compelling and memorable presentations to show the conceptualization and application of ecosystem services will create better funding opportunities, wider audience reach, and increased visibility and support for policy changes.

In this workshop, we will:
• Investigate methods and techniques for creating compelling and motivational stories about Ecosystem Services and their value;
• Discuss practical ways to embed these stories in our presentations in order to motivate our audiences to take action.

Voluntary contributions accepted
No

SPEAKERS

Invited speakers

<table>
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<tr>
<th>First name</th>
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<th>Organization</th>
<th>Title of presentation</th>
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<tr>
<td>Fabrice</td>
<td>DeClerck</td>
<td>Bioversity/CGIAR, France</td>
<td>Agricultural Ecosystems: Our best bet for an ecosystem service contribution to sustainable development.</td>
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In the past, agriculture was considered the big menace to ecosystems, responsible for deforestation, water pollution and degrading natural resources. At times this has pitted those concerned with feeding people and alleviating poverty against those who want to preserve ‘natural’ ecosystems. Today, we recognize that agricultural ecosystems are the world’s single largest ecosystem and play a central role in ensuring both human health and environmental health. Agriculture is dependent on ecosystems to provide healthy diets for a growing global population; on the flip side, decisions we make regarding how to manage agricultural landscapes can transform their impact on the environment and contribute to environmental conservation and restoration. Healthy, resilient socio-ecosystems can sustainably increase food security and alleviate poverty. Protecting landscapes while also allowing farmers to harness the benefits they provide will require carefully considered management and investment.

The CGIAR, a global agriculture research for development organization has embarked on a multiyear program on “Water Land and Ecosystems” that puts ecosystem services at the center its approach. The central hypothesis of the program is that uniting nature and agriculture is essential to meeting both human development and global conservation goals. This departs from traditional ecosystem service work by highlighting five core principles: (1) meeting the needs of poor people is fundamental, (2) people use, modify, and care for nature which provides material and immaterial benefits to their livelihoods, (3) cross-scale and cross-level interactions of ecosystem services in agricultural landscapes can be managed to positively impact development outcomes, (4) governance mechanisms are vital tools to achieve equitable access to and provision of ecosystem services, (5) building resilience is about enhancing the capacity of communities to sustainably develop in an uncertain world.

In this presentation, we highlight how ecological tools, particularly ecosystem service science and landscape ecology are being put to work to address some of the most pressing
development challenges faces by impoverished communities globally. We present the results of consultations with Ministries of Agriculture, Environment, Health, Water, and Planning from several African nations identifying pressing development challenges, and how existing ecosystem service and landscape planning tools are being modified to address food security, human health and nutrition, water security, and climate change. A critical result of this work is the transformation of environmental health as a victim of agricultural development, to environment and ecosystems services as a driving force in sustainable development and national level decision-making.

*Keywords:* Agriculture, sustainable development goals, ecosystem services