

Description of the Problem/Challenge for Communicating the Value of Ecosystem Services



Reluctance of decision-makers to utilize the ESV approach to help evaluate tradeoffs.



“Your ecosystem service value approach makes good sense. Unfortunately, we won’t be able to use it because we’ve never tried something like this before.”

Experience in Communicating These Values

Provided information to.....

- Academia
- Government
- Advisory Groups
- Consultants
- General public



Lessons Learned

❑ Know your audience

- Culture (i.e. perceptions, way of doing things)
- Priorities (i.e. ESVs are one of many considerations)
- Familiarity with topic

❑ Keep the message relevant, clear and timely

- Deliver from audience perspective (i.e. What's in it for them?)
- Note methodological strengths / limitations (i.e. remote areas paradox)
- Add complexity only when necessary (i.e. palatable / uncomplicated concepts and terms)
- Identify “windows of opportunity” to communicate results (i.e. specific events, policy cycles, decision-making processes)

❑ Encourage dialogue

- Welcome questions / commentary
- Seek opportunities to collaborate (i.e. include important stakeholders that are not typically “in the choir”)
- Acknowledge persons and progress

