

Agenda item 3.1

In-depth review: application of the ecosystem approach

Marketing the Ecosystem Approach

Dr Hillary Masundire

Chair

Commission on Ecosystem Management

IUCN

Presentation Content

- **Marketing the Ecosystem Approach to different audiences**
- **Finding telling arguments for each**
- **Going beyond research which retrofits Ecosystem Approach principles to existing research, to real implementation**
- **Easing the pathway to implementation through appropriate training and tools development**



Marketing the Ecosystem Approach to different audiences

Marketing the Ecosystem Approach to a wider audience

There are several different types of audiences for the Ecosystem Approach and we need to make somewhat different cases to each, tactically, even though our intended end results are the same

Marketing the Ecosystem Approach to the conservation community

For this audience, the main arguments concern:

- the means by which better understanding of livelihoods and institutions in the wider landscape can lead to better biodiversity conservation outside protected areas
- Proper interaction with all other stakeholders (Nat and Local Govt, private sector, local people)
- More sympathy for local conservation values

Marketing the Ecosystem Approach to the development community

For this audience, the main arguments concern:

- protection of rural (and urban) livelihoods through protection of ecosystem goods and services
- poverty reduction through the wise use of natural resources
- better integration of natural resource-based and non-natural resource-based planning and rural development agencies and initiatives

Interlinking the two where possible

The inter-linkage between poor people's livelihoods and improved ecosystem management is vital.

- Biodiversity conservation cannot be treated in a fragmented manner - we have to take account of its economic and governance dimensions.
- Integrated ecosystem management *can* be translated into effective, accountable and democratic planning, negotiating processes, and decision making.

Interlinking the two where possible

In non-protected area landscapes

- people and their use of landscape and biodiversity are at the centre of ecosystem management.
- Conservation, productivity and sustainability outside protected areas all depend on decisions made by local managers

In protected areas

- if the Ecosystem Approach were applied more often, a wider range of natural resource users would become part of management.

Conservation of ecosystems can contribute well to the MDGs

- **Ecosystem goods and services are more vital for meeting MDG goals than is often realised**
 - Ecosystem products contribute directly to the reduction of poverty through cash sales (**goal 1**)
 - Ecosystem products generate cash for school fees for boys and girls and promote gender equality (**goals 2 and 3**)
 - Ecosystem products contribute to better rural health, and especially to mother and child health (**goals 4, 5, 6**) directly through food, and through the medium of cash

Conservation of ecosystems can contribute well to the MDGs

- Good ecosystem management contributes to environmental sustainability (goal 7)
- Ecosystem services contribute to better urban water supplies and sanitation (goal 7)
- The Ecosystem Approach thus links not only development and the environment, but makes urban dependence on ecosystem services from rural areas more explicit

The Millennium Ecosystem Assessment could contribute more to development

In the same way, if the capacity of Millennium Ecosystem Assessment tools to capture data on ecosystem goods and services were used to explain the value of the environment to humans in rural and urban areas, the environment would get more commitment from governments.

The Ecosystem Approach has helped to clarify these relationships...

But until now the main work on the ecosystem approach has been through research and analysis:

- for ex-post analysis to evaluate and draw lessons from what went right and wrong
- For highlighting management dilemmas and for making assessments
- The research track will continue to refine tools for planning, for monitoring against a baseline
- For developing frameworks

The Ecosystem Approach – going to another level

But if the Ecosystem Approach is to achieve wider recognition, it now has to go further.

- It has to develop tools and ways of working that can be used by government officials in the course of their daily tasks
- Ways that fit with what they are already doing but enhance it step by step.
- Ways that may well start from a single NR sector such as forests or fisheries, but which broaden over time to embrace conflict with other sectors in the context of a spatial entity such as a watershed, a wetland or an island.

Issues for which new tools and new ways of working will gradually be required

- The Ecosystem Approach, applied in a landscape mosaic of different kinds of tenure and different kinds of land-use can become an analytical and integrative mechanism.
- It can only be fully applied where people are ready to share power and knowledge.
- It must be a multilevel approach - national and sub national policy and legal frameworks will be just as important as what is going on within the chosen ecosystem.

Key integrative mechanisms

Ecosystem Management

- Successful EA implementation shows that management goals have to be clear-cut, and agreed by stakeholders, if the right institutions are to develop to continue successfully with management.
- The EA is good at investigating institutional gaps and overlaps, and highlighting the need for innovation and change.

Key integrative mechanisms

Knowledge Management

- The Ecosystem Approach's stress on the democratization of data-gathering and sharing deserves to be underlined.
- It should apply to all phases of data-collection, from the creation of baselines, through assessment and monitoring, to evaluation.
- It should choose methods which can be understood and accessed by all parties, and some imaginative effort may be required to reach inclusivity.



Key integrative mechanisms

The power of the market

- The impact of markets on ecosystem management is enormous.
- The influence may be negative but it is often highly positive, giving incentives for active management where none would otherwise exist.
- The potential impact of the marketing of ecosystem goods and services may be important in the future, but it may be too difficult to organize.



Fine-tuning the Ecosystem Approach by type of country

The Ecosystem Approach will have to be implemented very differently in poor developing, middle-income developing and in developed countries if it is to be successfully marketed to all CBD members.

- available resources are very different in the three types of country
- direct dependence on natural resources differs
- the clarity of tenure probably differs greatly
- planning processes have differing capacity and strength

What kinds of assistance to meet needs?

Universal tools unlikely to be useful without more field activity first:

- More field learning at site level is needed, but explicitly through implementation with officials and landscape managers, rather than through researcher activities in a vacuum. The need initially is for training through:
- Co-analysis of problems to be solved; co-identification of stakeholders; co-identification of institutional impediments and opportunities; and joint implementation and write-up of results.

What kinds of assistance to meet needs?

At this stage –

- more learning by doing
 - in a training and implementation context
 - for implementers not researchers
- the most urgent needs by far.
- The CBD Secretariat can act as an information portal, but testing and training will need to be undertaken with the assistance of Convention Parties and through new institutional partnerships with field actors.



Thank you