



## Understanding the Benefits of Ecosystem Services



South Downs Way Ahead Nature Improvement Area



### 'Chalking up the Benefits' project



L&OVe Interpreting ecosystem services to engage local people


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## Understanding the Benefits of Ecosystem Services

In 2010: **Who understands?**



**Who understands?**

The World?

UK?

Professional bodies & agencies

**internally** ✓

Via MA, UK National Ecosystem Assessment, EKN & VNN

More widely? **X**

# Lewes & Ouse Valley eco-nomics

Valuing Local Natural Capital

## Understanding the Benefits of Ecosystem Services

In 2010: **Who's even talking about?**

THE GROUP: **Who are we?**  
Lewes & Ouse Valley eco-nomics Group



Is a community group under the Transition Town Lewes banner that acts as a focal point in the wider community for discussion and action that connects the local economy with the local environment

# Lewes & Ouse Valley eco-nomics

Valuing Local Natural Capital


Aims to promote awareness of the value of ecosystem services in the Lewes and Ouse Valley area



All activities entirely voluntary



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**THE PROJECT: 'Chalking up the Benefits'** - What does Lewes get from the local environment?

Project part of



South Downs Way Ahead Partnership

Funded by DEFRA via Natural England, SDNPA & Sussex WT



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**‘Chalking up the Benefits’:** What does Lewes get from the local environment?

Aims to work with the community to explore & document benefits to wellbeing from local environment (with a focus on the chalk downs)



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**‘Chalking up the Benefits’:** What does Lewes get from the local environment?

Aims to raise and spread awareness of gains for Lewes local economy from locally provided ecosystem services.









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## 'Chalking up the Benefits': Strategy

Work with professionals plus established groups







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## 'Chalking up the Benefits': Strategy

Interpreting ecosystem services with locals



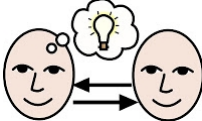
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**Sussex**  
THE wildlife TRUSTS

**‘Chalking up the Benefits’:**  
Outputs and targets

**Output 1. Establish links between local economy, community wellbeing and ecosystem services; establish valuation criteria for locally provided ES; promote project (e.g. via event websites)**

**WHAT?**



**Getting the message across**

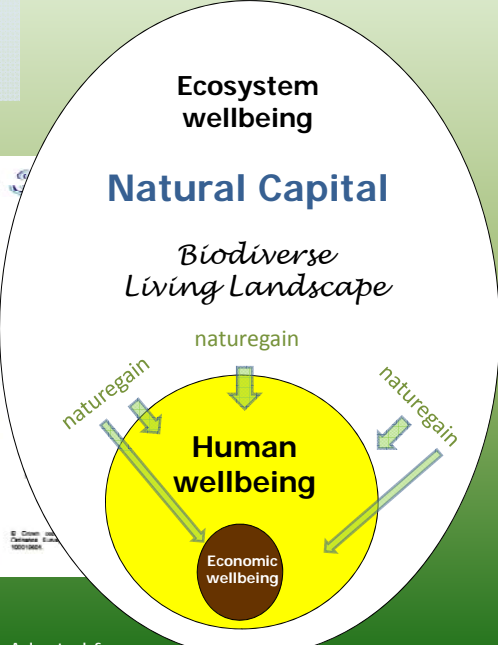
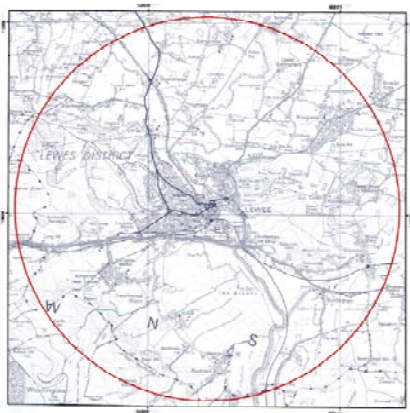
- L&Ove have found that using the words ‘ecosystem services’ does not tend to help members of the public, people in business and others in the community to readily engage with the concept.
  - We are thus using ‘benefits from the environment’, ‘landscape benefits’ and other terms instead of ecosystem services.
  - We (thanks to Dr. John Parry) have also come up with a new word that may help get the message across .....

# *naturegain*

*...what nature does for us and how we can help*

Source: Parry, 2011

## NATUREGAIN & THE EGG OF WELLBEING



The diagram illustrates the 'Egg of Wellbeing' concept. It features a large white oval containing the following elements from top to bottom: 'Ecosystem wellbeing', 'Natural Capital', and 'Biodiverse Living Landscape'. Below these is a yellow circle representing 'Human wellbeing', which contains a smaller brown circle for 'Economic wellbeing'. Three green arrows labeled 'naturegain' point from the 'Biodiverse Living Landscape' area towards the 'Human wellbeing' circle, indicating the flow of benefits from nature to human well-being.

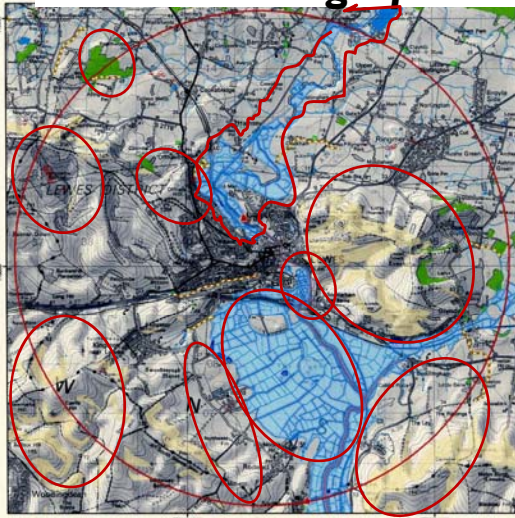
Adapted from:  
Prescott-Allen, R. 2001 The Wellbeing of Nations



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### Chalking up the Benefits



Output 1.  
Environment/Community/economy  
– Links and valuation:

**Valuing Ecosystem Services for Lewes (VESL):**

**Team: L&OVe**  
Sussex Wildlife Trust  
Lewes Railwayland WT  
Natural England

**Identifying habitats**

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### Chalking up the Benefits

Output 1. Valuing Ecosystem Services for Lewes (VESL)



**Lewes Railway Lands**  
Tree covered summer school route  
CO<sub>2</sub> sequestration  
Water purification  
Flood relief potential  
Official health walks  
Young people's escape area



**Lewes Downs**  
Water provision  
Soil erosion Prevention  
Pollination

**Identifying ecosystem services provided by each habitat/area**

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## 'Chalking up the Benefits': Outputs to date




**Output 1. Publicity**




- Public engagement events
- <http://www.transitiontownlewes.org/landove-group.html>
- <http://www.lewes-eco-nomics.org/>

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## 'Chalking up the Benefits': Outputs and targets

**Output 2. Techniques identified and trialled to value ES benefits across community (including public sector and business decision-makers) and key enterprises identified as major beneficiaries of local ES provision**

**HOW?**

**Postcard from the Future: 25 years on**

Imagine yourself in Lewes, 25 years ahead  
- a future full of naturegain.  
Walk around it in your mind .....  
enjoy it!

Now, turn over the postcard and write to  
tell us what you see and value  
PLEASE POST YOUR POSTCARD BY THE BUS BY THE BUS BENEFITS GAME

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**‘Chalking up the Benefits’: Outputs to date**

**Output 2. Tools developed & key beneficiaries identified**

Almost all tools involve participatory experiential learning

from the Future: 25 years on

yourself in Lewes, 25 years ahead  
ature full of naturegain.  
Walk around it in your mind .....  
enjoy it!  
Now, turn over the postcard and write to  
tell us what you see and value  
PLEASE POST YOUR POSTCARD BY THE BOX BY THE BIG BENEFITS GAME

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**Chalking up the Benefits: Output 2. Tools**

1. *Naturegain walks*



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**Chalking up the Benefits: Tools**

*Naturegain walks*

**UPTAKE**

- Series of walks run locally with SWT, LDC, NE, LOAP, LRLWT & FoL
- Teaching tool – Natural Resources MSc, University of Greenwich
- Darwin project: Ecosystem approach to pesticides & biodiversity in the Ethiopian Rift Valley



More at [www.lewes-eco-nomics.org](http://www.lewes-eco-nomics.org)

**'Chalking up the Benefits': Tools**

2. *Naturegain* Going Local workshop



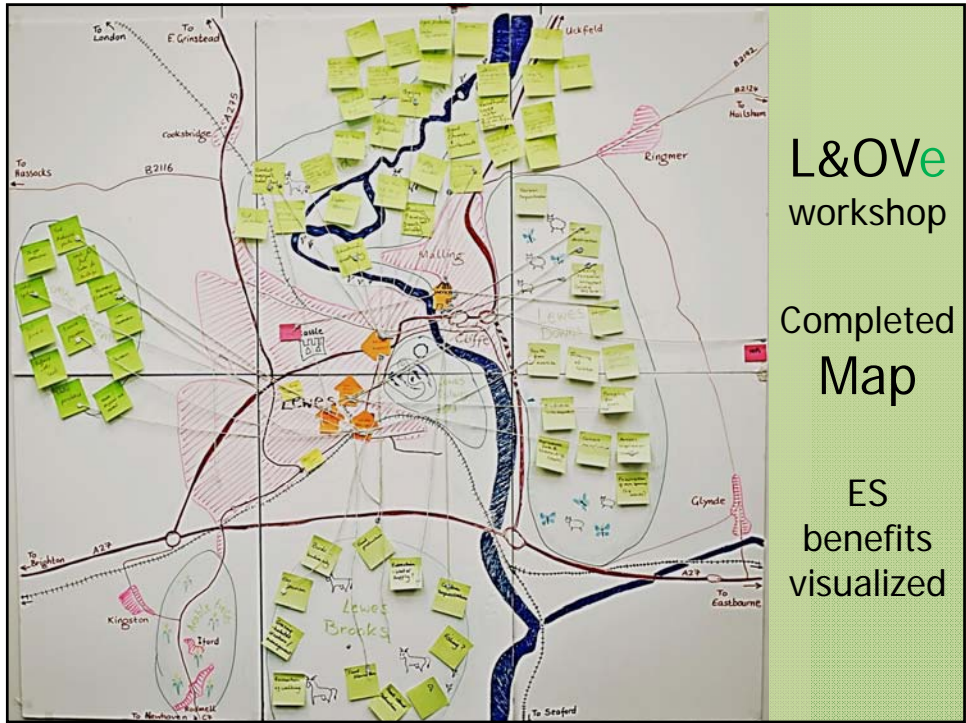
Go Exploring!





L&Ove  
workshop

Blank  
Map



L&Ove  
workshop

Completed  
Map

ES  
benefits  
visualized



## UPTAKE

- [Coastal Communities CC2150 Project](#) – designed & ran workshop on ecosystem services and community adaptation to long term climate change
- Lewes Neighbourhood Plan

More at [www.lewes-eco-nomics.org](http://www.lewes-eco-nomics.org)



## OUTPUTS

- Coastal Communities CC2150 Project –
  - ❖ [Workshop report](#)
  - ❖ [Workshop Template](#)
  - ❖ [Project film](#) (including workshop elements)

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## 'Chalking up the Benefits': Tools

### 3. Big Benefits Game



More at [www.lewes-eco-nomics.org](http://www.lewes-eco-nomics.org)

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## 'Chalking up the Benefits': Tools

### 4. Naturegain poems

Over flowing rivers  
Whistling brooks  
Clear, free running streams  
The steady thump of  
heavy rain  
Water soaked earth  
Noisy, soggy soil  
underfoot  
Steady sunbaking soil  
Parch, dried earth  
The wait for another  
rain



INSPIRATION  
Smell the joy of sunlight  
Delight  
in nature's courtesy  
to the Maker  
artist bold  
a story told  
by each flower, leaf,  
flight  
of her ruffled wings  
Hold dear to her  
for her cosmic ball  
is our home

More at [www.lewes-eco-nomics.org](http://www.lewes-eco-nomics.org)



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‘Chalking up the Benefits’: Tools

5. Naturegain Quiz



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‘Chalking up the Benefits’: Tools

6. Teaching materials for Schools



**Ecosystem Services data collection**

Priory School Lewes yr 10

Cultural Services – survey of visitors to Lewes Railway Land Nature Reserve

Regulating Services – estimation of carbon sequestration at LRLNR

**Rythms of Life**

Wallands School Lewes yr 2

Wildlife & Seasons

Introducing *naturegain*

Where does our water come from?

The water cycle





## Friends of Lewes – Lewes Arboretum project



L&OVe are supporting the Friends of Lewes  
Arboretum project.

This project is just about to start an i-Tree  
survey to  
calculate the ecosystem services provided by  
Lewes's trees

More at <http://friends-of-lewes.org.uk/current-concerns/friends-of-lewes-projects/lewes-urban-arboretum-project/>

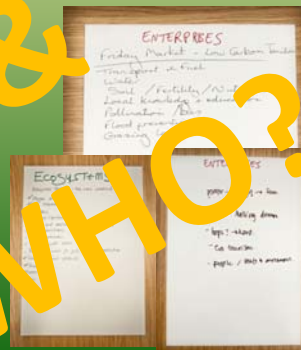
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### 'Chalking up the Benefits':

Outputs and targets

Output 3. Key ecosystem services mapped  
and benefits assessed. Stakeholders  
engaged in project and programme of land  
management



WHERE?  
&  
WHO?

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**NATURAL ENGLAND**

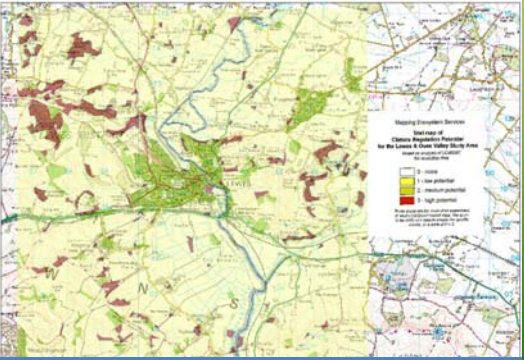
### 'Chalking up the Benefits':

Output 3. Ecosystems services mapped

**Sussex Biodiversity Record Centre**

**Natural England ES maps**

- 9 maps cut to L&OV area
- Local knowledge used to assess accuracy and usefulness
- Feedback to NE – decided maps NOT suitable for v. local use



Climate regulation potential for L&OV focal area

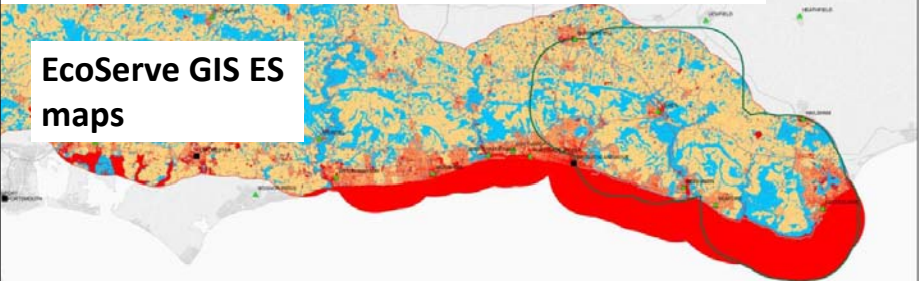
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### 'Chalking up the Benefits':

Output 3. Ecosystems services mapped

**Sussex Biodiversity Record Centre**

**EcoServe GIS ES maps**



Carbon Storage Zones across NIA, including L&OV focal area

**Storage Benefitting Areas - Priority Zones**

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More at <http://www.durhamwt.co.uk/current-projects/ecoserv-project/>

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**‘Chalking up the Benefits’:  
Key successes**

- ❖ Use of workshops to engage professionals in reaching out into the community with ecosystem services messages
- ❖ The CC2150 workshop – demand for more
- ❖ Uptake of the ecosystem service walks to complement wildlife and/or site specific nature walks
- ❖ Request by Lewes Neighbourhood Plan steering Group to use the *naturegain* going local workshop process
- ❖ Positive responses from schools and their stated intention to build on what we’ve begun

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**Key challenges**

- ❖ Getting to the first engagement steps
- ❖ Embedding engagement – nowhere yet!
- ❖ Doing this job as a community group
- ❖ Measuring & evaluating success
- ❖ Current economic model & ‘push for growth’ – financial stresses on MOST partners/potential partners

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## Key Messages

- ❖ Interpret ecosystem services WITH local people
- ❖ Interpret benefits from the IMMEDIATELY local area
- ❖ Make the 'invisible economy' visible
- ❖ Work with partners with shared interest
- ❖ Follow John Gower's final advice – "Be bold, be brave, be honest"



## L&Ove sharing in partnership



Group work within L&Ove plus ....



... partners from within or outside the NIA Partnership, have been crucial to the successes we've achieved







## L&OVe sharing in partnership



Sussex Wildlife Trust (SWT)  
Lewes Railway Land Wildlife Trust  
Sussex Biodiversity Records Centre  
South Downs NPA



Natural England (NE)  
Environment Agency CC2150  
Transition Town Lewes (TTL) Groups  
Lewes District Council (LDC) NIA project  
Lewes District Council Ranger team  
Lewes Organic Allotment Project (LOAP)  
Friends of Lewes (FoL) Arboretum project



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## Thank you for listening!

Please contact Colin Tingle  
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Tel: 01273 477595



## Useful References

MA (2005) *Ecosystems and Human Well-being: Synthesis*. Millennium Ecosystem Assessment. Island Press, Washington, DC.

<http://www.maweb.org/documents/document.356.aspx.pdf>

MA (2005a) *Ecosystems and Human Well-being: Health Synthesis*. Millennium Ecosystem Assessment. Island Press, Washington, DC.

<http://www.maweb.org/documents/document.357.aspx.pdf>

Parry, J. & Tingle, C.C.D. (2011) *New ways of thinking and a new word to match: 'Naturegain'* In: TTL (ed) Transition Town Lewes Newsletter. December News & Events. 2011. [http://www.transitiontownlewes.org/naturegain\\_dec\\_2011.html](http://www.transitiontownlewes.org/naturegain_dec_2011.html)

<http://www.transitiontownlewes.org/524.html>

Prescott-Allen, R. (2001) *The Wellbeing of Nations: a country-by-country index of quality of life and the environment*. Island Press, USA. 342 pp. (Summary at

<http://cmsdata.iucn.org/downloads/wonback.pdf> preview copy – not complete)

TEEB (2010) *The Economics of Ecosystems and Biodiversity. Report for Business - Executive Summary*.

<http://www.teebweb.org/Portals/25/Documents/TEEB%20for%20Business/TEEB%20for%20Bus%20Exec%20English.pdf>

WRI (2008) *Ecosystem Services: A guide for decision-makers*

<http://www.wri.org/publication/ecosystem-services-a-guide-for-decision-makers>

## Useful websites

Lewes & Ouse Valley [eco-nomics](#)

[www.lewes-eco-nomics.org](http://www.lewes-eco-nomics.org)

<http://www.transitiontownlewes.org/landove-group.html>

Coastal Communities 2150

[www.CC2150.eu](http://www.CC2150.eu)

L&OVe workshop for CC2150

<http://webarchive.nationalarchives.gov.uk/20140328084622/http://www.environment-agency.gov.uk/aboutus/wfo/136998.aspx>

[http://webarchive.nationalarchives.gov.uk/20140328084622/http://cdn.environment-agency.gov.uk/lit\\_9197\\_1d8118.pdf](http://webarchive.nationalarchives.gov.uk/20140328084622/http://cdn.environment-agency.gov.uk/lit_9197_1d8118.pdf)

South Downs National Park Forum

<http://southdownsforum.ning.com>

Sussex Wildlife Trust

<http://www.sussexwildlifetrust.org.uk/livinglandscape/index.htm>

Ecosystem Knowledge Network

[www.ecosystemknowledge.net](http://www.ecosystemknowledge.net)

## Useful websites

Pavan Sukhdev (2011) The invisible economy.

<http://bankofnaturalcapital.com/category/natural-capital/>

The economics of ecosystems and biodiversity (TEEB)

<http://www.teebweb.org/Home/tabid/924/Default.aspx>

<http://www.teebweb.org/InformationMaterial/TEEBReports/tabid/1278/Default.aspx>

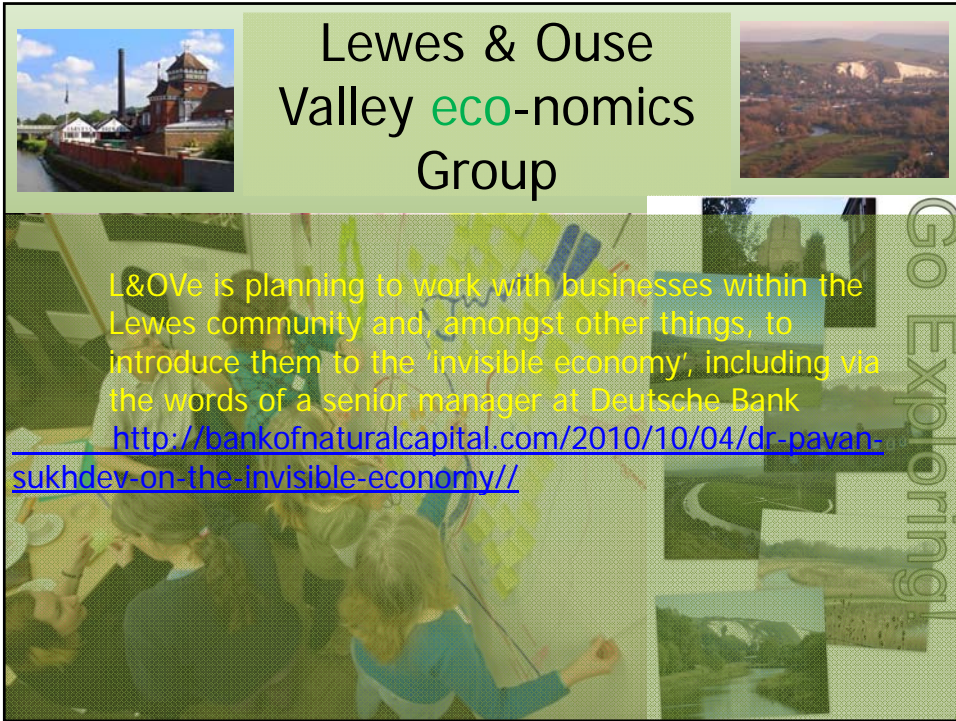
UK National Ecosystem Assessment

<http://uknea.unep-wcmc.org/Resources/tabid/82/Default.aspx>

Valuing Nature Network - <http://www.valuing-nature.net/>

Transition Network – <http://www.transitionnetwork.org/>

<http://www.transitionnetwork.org/blogs/rob-hopkins/2014-06/transition-social-medicine-health-leaders-discuss>



## Lewes & Ouse Valley eco-nomics Group

L&Ove is planning to work with businesses within the Lewes community and, amongst other things, to introduce them to the 'invisible economy', including via the words of a senior manager at Deutsche Bank  
<http://bankofnaturalcapital.com/2010/10/04/dr-pavan-sukhdev-on-the-invisible-economy//>

Go Exploring