

# The Eco.... what approach?

Diana Pound BSc MSc MCIEEM CEnv (IUCN Commissioner)

## **dialogue matters**

Specialists in designing and facilitating stakeholder participation with a focus on the natural environment

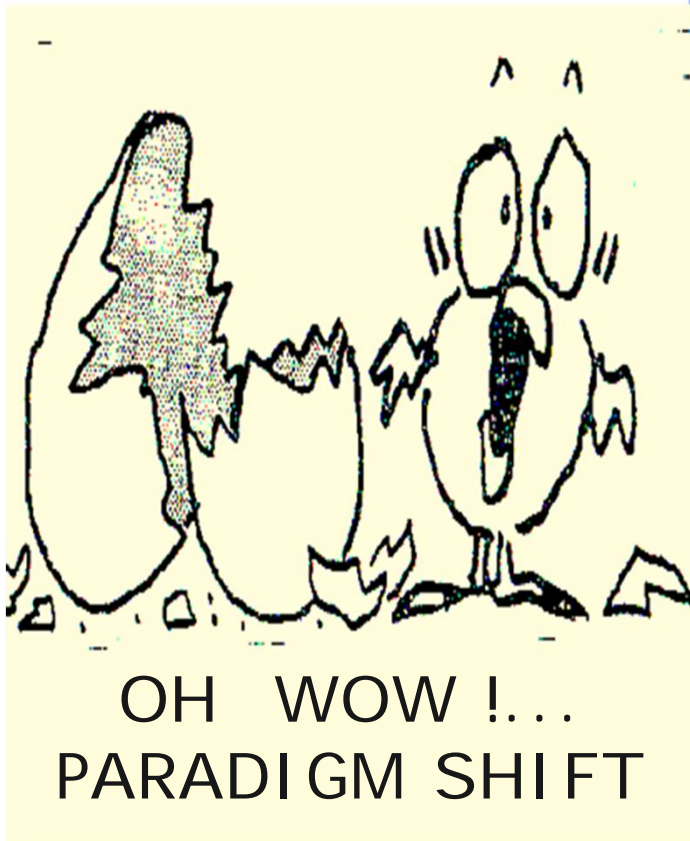
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# The way we make decisions affects the outcome



- How holistic the decision making is
- Who is involved in deliberating and deciding
- How information is used
- What is taken into consideration
- **How we make decisions**

# Decision theory is wrong!



Rationalist view	Reality
Rational optimisers	Not Rational
Conscious mind	Subconscious mind
Packaged data and evidence	Information contextual, dynamic and preferences alter
Logical analysis	Innate biases, norming, emotions, assumptions, rules of thumb
<b>Invest in better data and modelling</b>	<b>Invest in better decision processes</b>

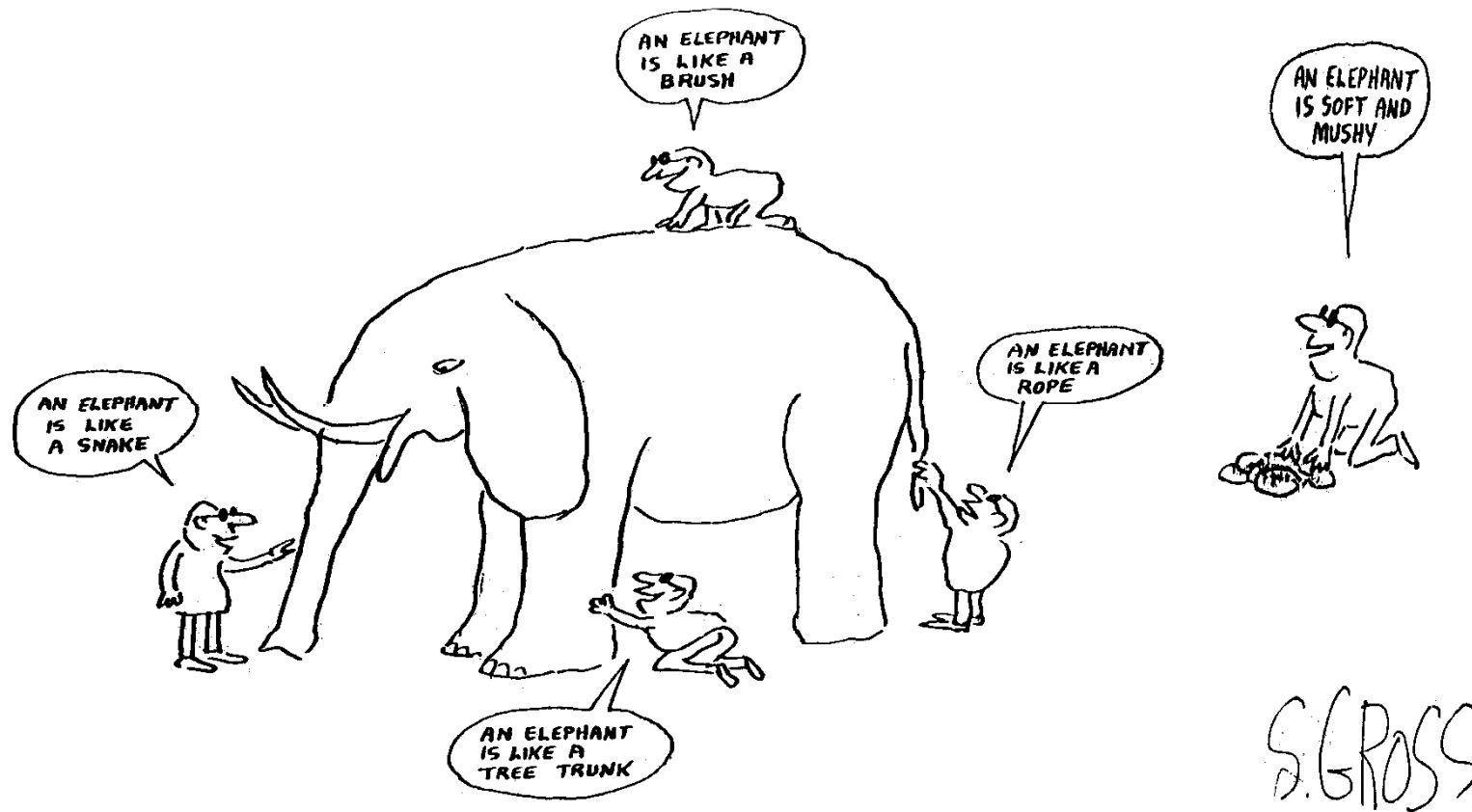
## Ecosystem Services - a telling quote

*“ we got to numbers  
but ..... if you put a  
value on something it  
doesn't tell you what to  
do or how to do it”*

*Project officer*

*reporting on an Ecosystem Services approach project.*

# We fixate on Part of the System, .....and Miss the Whole



## Focus alters process and role of stakeholders

	Quantification of services (ES)	Integrated Management (EcA)
<b>Data:</b>	Stakeholders generate rankings and valuations for modelling and analysis.	Supports stakeholder deliberations
<b>Basis:</b>	Debate and argument	Dialogue and principled negotiation
<b>Type of decision:</b>	Trade offs. ie tendency to 'either/or' outcomes.	Holistic, creative solutions, win/win, both /and outcomes
<b>Invest in:</b>	Ways to quantify services in a comprehensive and meaningful way to inform decision makers.	Designed, integrated, equitable, inclusive and informed Consensus Building processes.

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