

**Agriculture and the Environment X
Delivering Multiple Benefits from Our Land:
Sustainable Development in Practice**

Carse of Stirling Project

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Outline

- Background – why, where, when
- Summary of methods

- What we learned:
 - ❖ the practicalities and benefits
 - ❖ the language and communications tools
 - ❖ engaging stakeholders



Project Ambitions

- **Identify priority actions**
- **Demonstrate** the benefits of applying an ecosystems approach to land use

What people
want



Policy &
incentives



Carse of Stirling Project

Legend

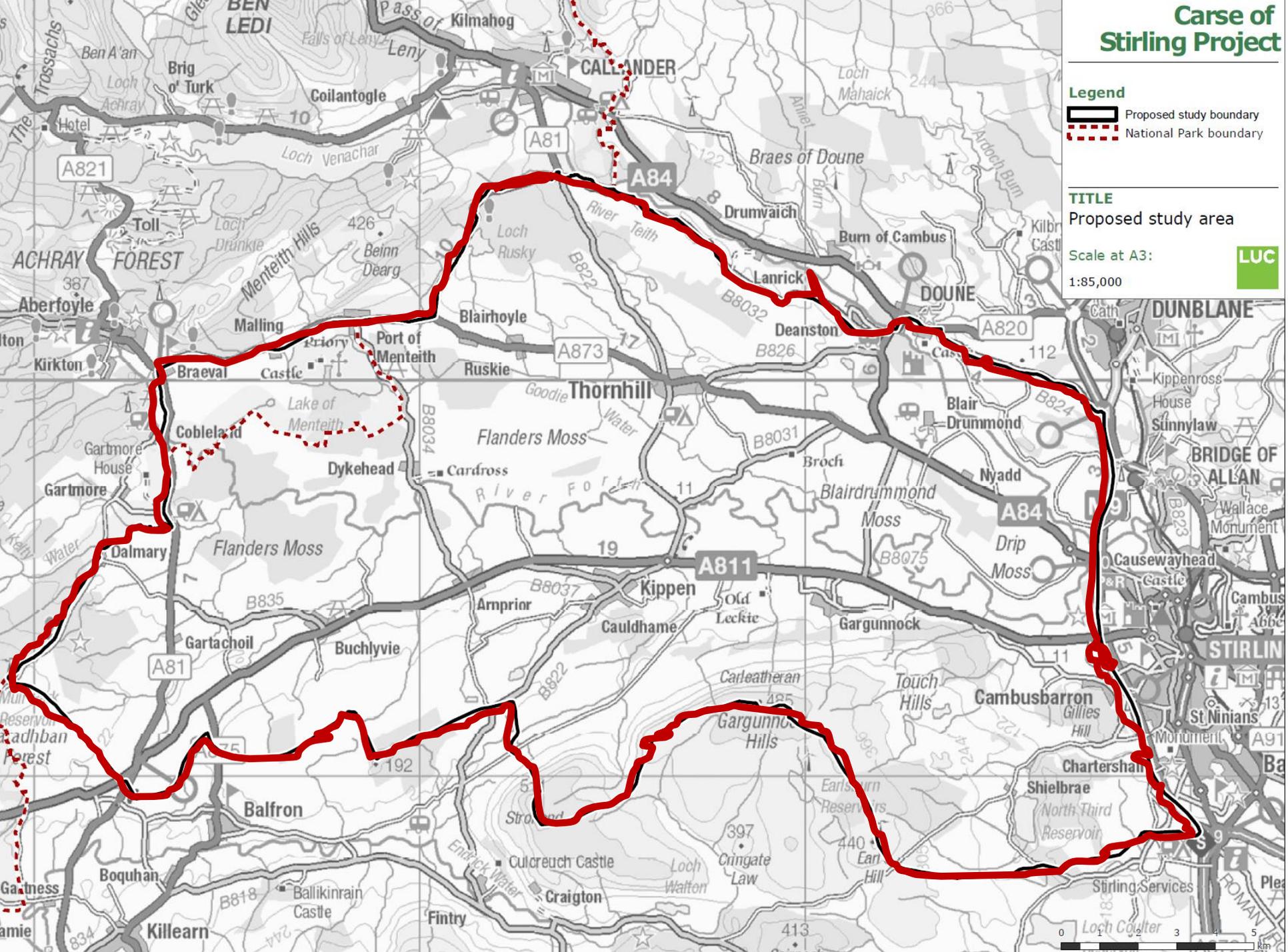
-  Proposed study boundary
-  National Park boundary

TITLE

Proposed study area

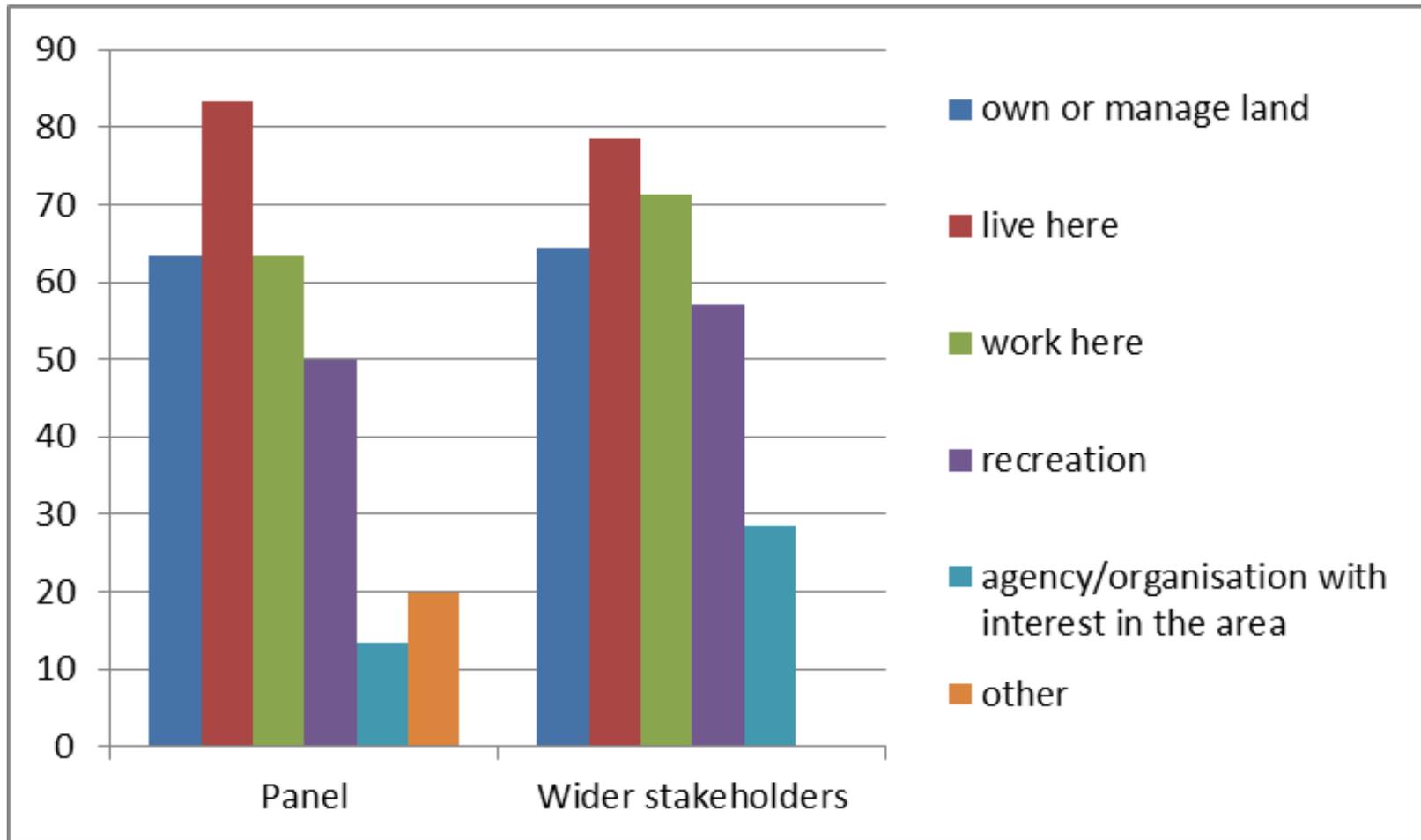
Scale at A3:

1:85,000



Panel Meeting 1: Introduction to the project and to benefits from the land	Defining the project area Identifying current land uses Benefits from the land
Panel Meeting 2: Mapping benefits	Mapping benefits Who benefits
Panel Meeting 3: Past present and future change	Changes and impacts Developing future scenarios
Panel Meeting 4: Scenarios for the future	Scenario display and review by the Panel <ul style="list-style-type: none"> • Business as usual • Maximising food production • Farming and wildlife • Flood management • Carbon management • Sustainable communities
Panel Meeting 5: Vision and action	Presentation of Draft Vision and Action Plan Detailed feedback on Draft Action Plan Implementing the Action Plan Next steps

Scottish Natural Heritage

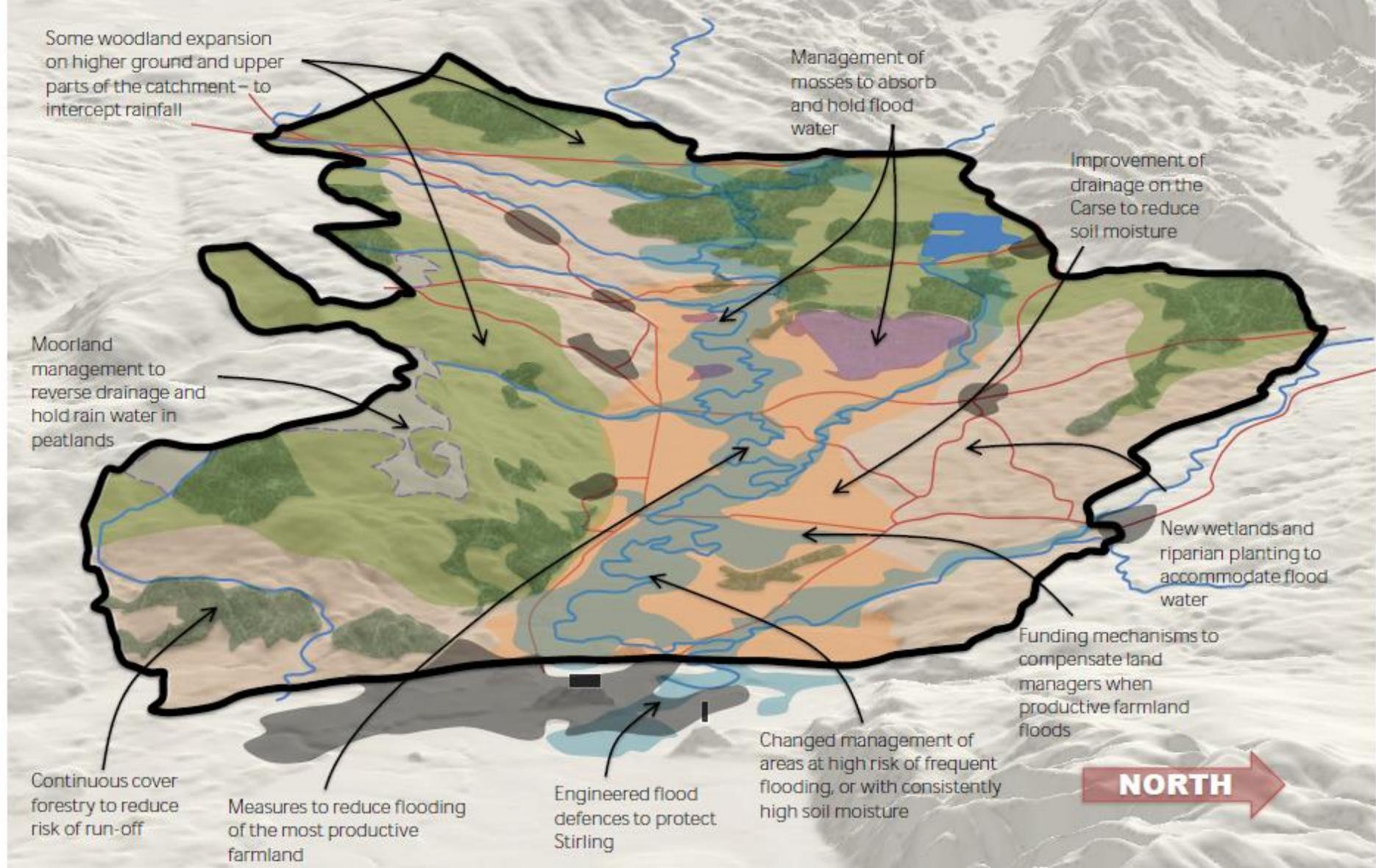


People's interest in the area

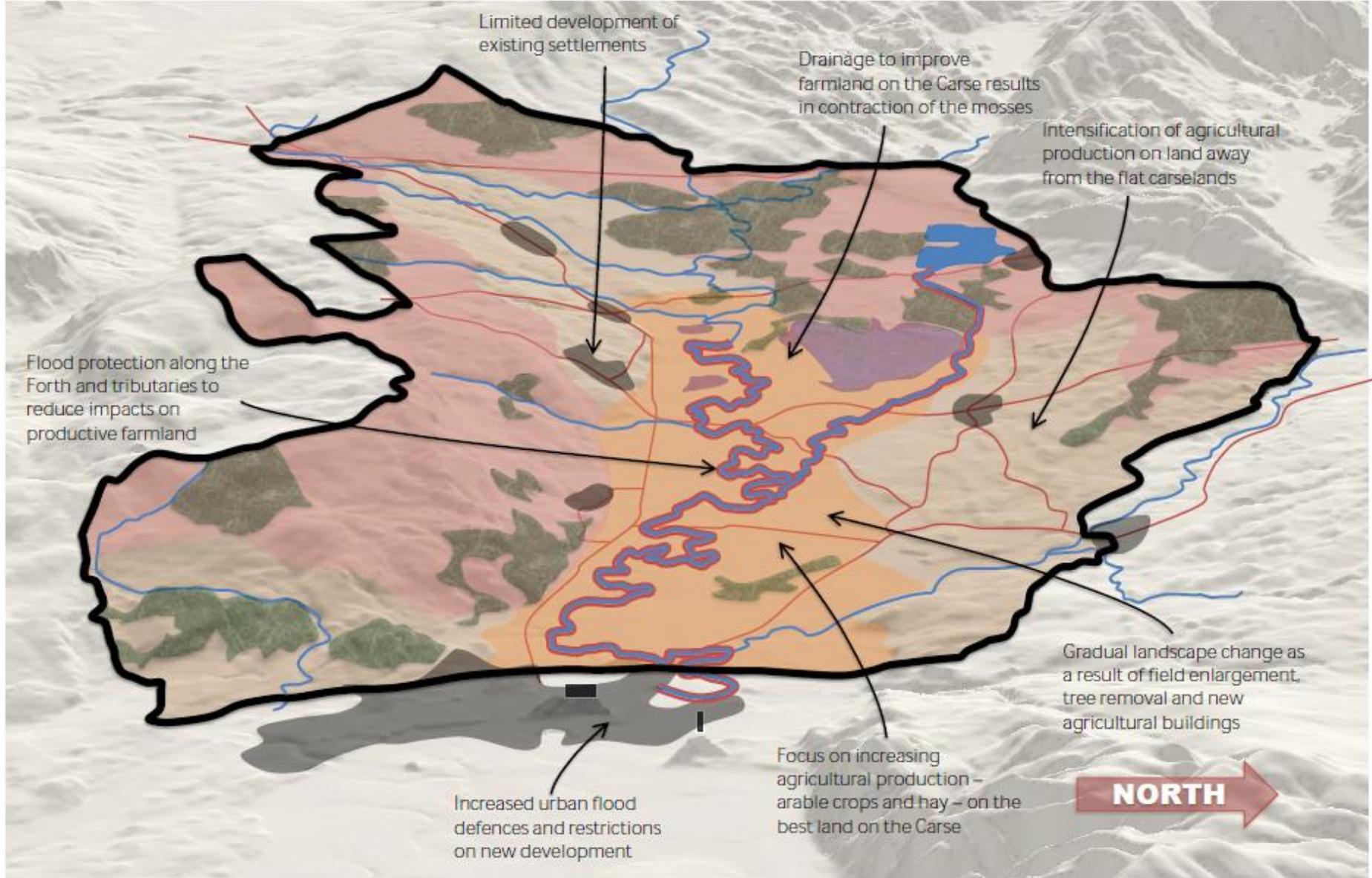








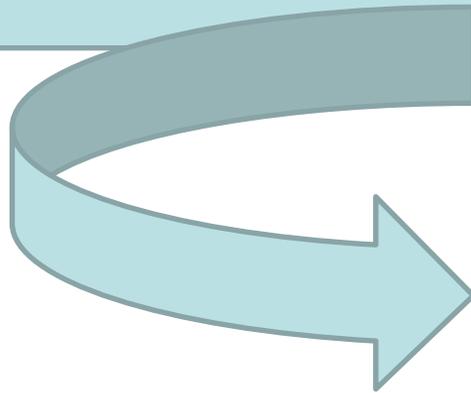
Flood management



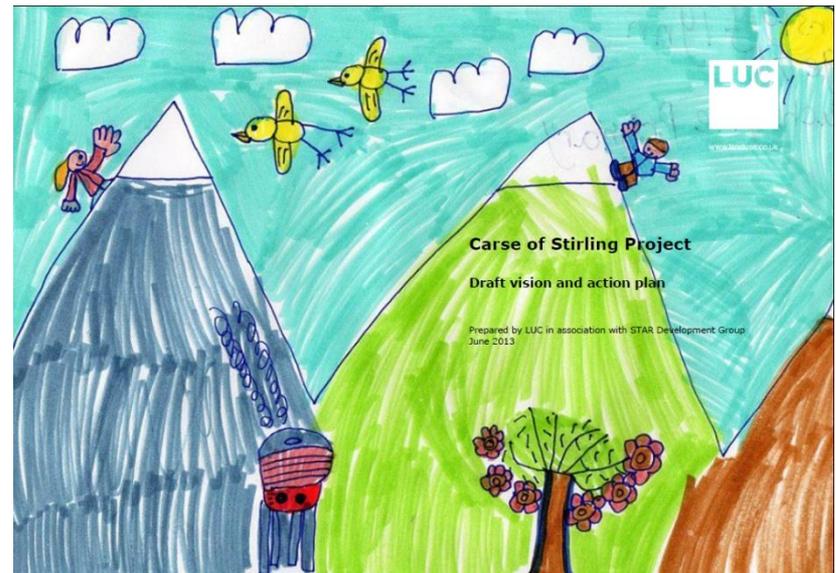
Max agriculture

Vision

The Carse of Stirling is economically, socially and environmentally resilient, vibrant and viable.



Action plan



The practicalities and benefits of adopting an ecosystems approach in a stakeholder-based project

- Engaged a wide range of people in thinking about land management and multiple benefits from land
- The focus on benefits helped people to think more broadly, beyond their own local issues
- Illustrated land management data requirements, availability and constraints
- The project identified benefits at different scales and also potential trade-offs between providers and consumers of services



“I believe that better farming practices integrated with other management could achieve much more.”

“The Carse has been a prime farming production area for many years, and this should be maintained.”



How successful was the project in engaging stakeholders?

- Some farmers are concerned about agency roles in land management
- Working with a new community group needs investment of time
- Choice of language is important
- People are motivated by different things depending on their life perspective



“Good meeting – very enlightening”

“Discussion at the tables was stimulating”

“I feel we are not getting to grips with a positive demonstration project”



How successful was the project in engaging stakeholders?

- Increased understanding of the concept of services or benefits from nature
- Increased awareness of change in landscape over time and the forces for change
- Provides a realistic action plan
- Created a new community “group” (a new “we”)
- Provides a mechanism for agencies to support the community



What are the lessons from the language and communications tools used in the project?

- Choice of language and technical terms
- Creating a safe space and facilitating dialogue around difficult issues
- Timing, venue and format
- Presentation of information and data



keep it simple

