

Draft Workshop Outputs, Wales Biodiversity Partnership Steering Group Meeting WBPSG12 11th November 2010, Environment Centre Wales, Bangor

Workshop Activity 1

Question 1: How do we make biodiversity and ecosystems a core activity of peoples day job?

- Needs to come from the top down – written into job descriptions and objectives
 - Strengthen wording of existing legislation e.g. NERC (have regard vs. ensure)
 - Needs to be included in Local Authorities strategic plans/KPIs etc
 - Need to get better at capturing information at source- capture what people are already doing on a daily basis
 - Use examples of good practice to incentivise others ors/public bodies to improve
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- Can affect through influencing delivery and LW development
 - Need to focus on what's working e.g. protected sites
 - Sponsorship by WAG at high level
 - Profile of WBP (balanced?) Farming
 - WLGA very important
 - Biodiversity cannot be a voluntary add on - integrated into work/projects
 - Make it part of day job- not seen as a block
 - Cohort of WBP to visit sectors loosely engaged
 - Two-way learning required; look for loosely cooperative issues
 - Draw back from 'tick box' nature conservation
 - WBP meeting with key sectors, learning, two-way
 - Road map of sectoral activities so we can engage to influence strategy and opportunities for join up in planning e.g. spatial planning, historical planning CADW Heritage Alun F. Jones & CCW habitat mapping
 - Need the link
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- Bigger "stick"
 - Only 'have regard for' 'consider' at the moment
 - Biodiversity duty should have weight of health and safety
 - Different approaches – local government; private sector; NGOs; citizens
 - Education and awareness raising
 - Plus carrots/incentives for embedding
 - Biodiversity in policy practice

- More 'awareness' 'rewards'
- Independent audit

- Determine value and then (possibly) assign a monetary value to ecosystems
- Determine & communicate intrinsic value of the environment (well-being & non-use benefits)
- Performance target for the environment in every job description in Wales? e.g.
 - ISO Standards
 - C.S.R. Requirement/Investors in people
 - WAG lead?

Question 2: How do we engage with people more effectively- what can be adjusted to make it more effective?

- Look at strategic objectives of WBP and how this ties in with member organisations – how can objectives be achieved together
- Need to do the above to then be ambassadors for the wider work of the WBP
- WBP Profile?
- Needs to be relevant to all audiences (? Link to recreation, health and wellbeing agenda)

- Influence behavioural changes e.g. taxes (environmental)
- Legislation – carrot& stick approach
- Communication
- Ecosystem Statement from WBP
- Positive language to other sectors
- Language- life support (no need for biodiversity and ecosystem services)
- See answers in Q1 – e.g. in house to PLM, then go out
- Listen

- Engagement for effectiveness
- More incontrovertible evidence to convince people will help bring people on board
- Subsidies e.g. valuation of ecosystems and biodiversity
- Remove perverse incentives
- Strengthen planning
- Co-opt more 'advocates' and 'champions'

- Language: Biodiversity & Ecosystem services hard concepts! It's about 'Nature' (wildlife, air, soil, water)
- Develop opportunities for a positive experience (city/rural divide)

- Reconnect people to their environment
- Food is a route for reconnection
- Retain gardens in suburbia
- Education in schools-grow & eat healthy food
- Farmers are a key audience 'Star farmers' & sector champions?

Question 3: How do we make the space in which to build our skills

- TIME
 - Need advocates within all public bodies/ organisations – warm contacts
 - Make priority within work area
 - Ties into point 1
 - Strategic approach – what others are doing
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- Less bureaucracy
 - Skills audit in WBP
 - Strategic course for where we want to go
 - Communication training. Diff is partner orgs are doing? Pay offs
 - More of a focus on advocacy and communication
 - Identify part/while trained individuals
 - Gaps and opportunities for natural groupings
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- 'valuing' (economic and non-use values) biodiversity skills and knowledge/appreciating expertise
 - We need a campaign in Wales to revitalise our natural history
 - Whole organism biology training at all levels
 - Wales has a strong but waning tradition that needs to be revitalised
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- Quality of training is an issue
 - A clear & short message to communicate (branding)
 - Look for efficiency (branding)
 - Copy good examples:
 - RSPB
 - National Trust
 - Amazon
 - Obtain professional help?
 - Tap the corporate resources

Workshop Activity 2

Question 1: Which, if any of the recommendations made in the paper should we look at in more detail?

- ALL
 - Positive work pushed through ALGE, WLGA and statutory bodies
 - Attach tax to small scale projects i.e. peat to raise awareness of cost/implications amongst the public
 - Gain needs to be associated to impact of development
 - Mitigation should be a legal requirement on developers as opposed to tax
 - Mitigation can result in only temporary gains – long term value needs to be attached!
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- Biodiversity offsets, proven method. Needs to be consistent
 - Invest in domestic tourism and develop links
 - Use ‘hotspots of wildlife to increase footfall and funds
 - Needs strategic intervention for development of offsets; discretionary at the moment
 - Cumulative impacts addressed by scheme. Bring into spatial planning and local planning. Need strategy
 - Strategic Master Planning e.g. TAN 8
 - Look to other orgs with similar agenda e.g. CAT to piggyback on
 - Lottery tickets fund
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- Tax incentive on inheritance tax – risk is hypothecation? (leave tax free money for the environment
 - Labour is as important as money!
 - Imaginative campaigns to raise money by donation (National Trust, British waterways example) Risk of funder fatigue
 - Biodiversity toll on Severn Bridge after 2012
 - Pesticide tax is good
 - More EU funding applications
 - Target the corporate pocket
 - Transferable geographic mitigation and compensation measures – risk on ‘invaluable’ and ‘irreplaceable’
 - Look at civil penalties for opportunity
 - Carbon reduction commitment (CRC) - £500m/year in Wales – where will the money go
 - Species favouritism is a risk throughout
 - £1/pen pension in Wales = £3m/yr

- Section 106
- Conservation credits
- Landfill tax
- ‘missing markets’ for biodiversity trades/offsets

Question 2: Is there any existing expertise we should/could tap into?

- Carbon credits system
- North Wales fire service, Flintshire council – large land holdings making use of this for biofuels and biodiversity
- Examples of good practice – shared
- Powys Peat Network
- S106 agreements – cumulative effects when used in a coordinated ways (N.E Wales)
- National Trust sponsorship scheme

- USA and Australia examples, look outside Wales (Dutch example)
- Affinity scheme (WTW – Brewery?)
- Black Grouse Project, RSPB
- Link to commercial activities of companies
- Go to other sectors e.g. food, to include messages and potentially funds form sales
- Engage with retailers to influence funding (plastic bag levy)

- Biodiversity and environmental economics in Wales (NEF workstream)

Question 3: What are the barriers and risks?

- Makes it acceptable if you attach a cost
- Intrinsic value overlooked
- Process becomes overriding issue rather than the species or habitat you are trying to protect
- Where money is spent – local vs. national – intelligent decision making
- Barriers – economic/political
- Insufficient evidence (carbon etc)
- Perverse outcomes – planting woodland in inappropriate areas etc

- Don’t neglect previously developed land for offsets when planning is granted
- Factor in temporal scales for different habitats
- Don’t trade off biodiversity for ecosystem services (carbon and water in Glastir)

- Discretionary system vulnerable to funding fluctuations and does not incentivise enough. Need a formal system
 - Austerity package – biodiversity will loose out
 - Public perception and image – don't understand value 'someone else is looking after it'
 - Need to take civil society 'with us' to understand issues. Environmental taxes may be problematic.
 - Resources- time. Targeted action to engage decision makers to imbed into the system
 - Development of penalties – give menu options for infraction not just a straight fine
 - Re-word for working with NC organisations and not added burden/scrutiny
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- 'sticks' have negative connotations – turn people off



