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How to co-create collective awareness on the benefits of trees

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CLC 2018 – Copernicus Land Monitoring Service

Trees = part of ecosystem (biodiversity)

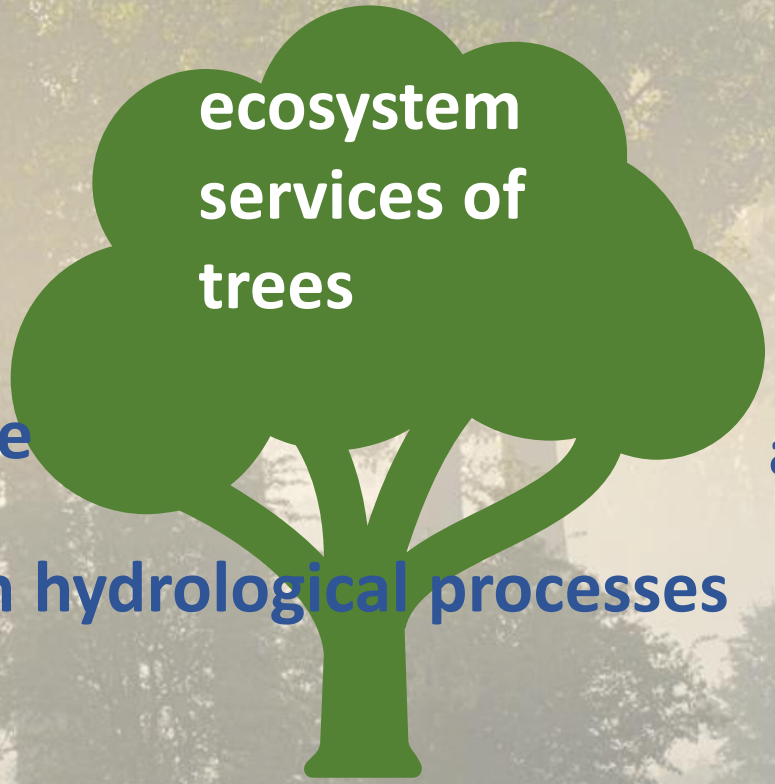
&

Ecosystem services = the benefits society receives from ecosystems in the form of goods and services

sound buffer

timber production

regulation local climate



climate regulation

recreation and landscapes

air quality regulation

regulation hydrological processes

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1. Tree felling: a screening of the permit system
2. The URBiNAT method and SROI tool in a nutshell
3. How can we use the SROI tool for awareness around tree conservation?

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1. Tree felling: a screening of the permit system

90% applications approved

>50% residential zoning areas

75% private individuals

Flanders: 12% gardens (GARMON)

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1. Tree felling: a screening of the permit system

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-> Permit providers (including local councils) and private individuals (private garden owners) play an important role in preserving our tree stock!

-> But how can we increase awareness on the benefits of trees?

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2. The URBiNAT method in a nutshell

What is URBiNAT?

- **URBiNAT = Urban Innovative and Inclusive Nature (Porto, Nantes and Sophia)**
- **Innovative European project** (funded by the European Union's Horizon 2020)
- **Co-creation (co-diagnostics, co-design, co-implementation, co-monitoring)**
- **in social housing estates/ disadvantaged neighbourhoods**
- **Physical, mental & socio-economic health**
- **Healthy corridor with NBS (Nature Based Solutions) projects in each city (3 'frontrunners' and 4 'followers')**
- **Consortium of city governments, research institutions (academic & public), other companies...**

Current research - URBiNAT

Socio-economic impact → SROI tool (NBS)

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2. The URBiNAT method in a nutshell

WP5.4. Socio-economische impact

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Phasing the implementation of the SROI* instrument

Scope (1)	TOC Mapping (2)	Evidencing the TOC (3)	Influencing factors (4)	SROI metric (5) and narrative(6)
What are the **NBS** overall/URBiNAT features & embeddedness? (+ spatial factor) Who are the **stakeholders**, what is their role and stake? *Public actors, local organisations and citizens.*	For each key-stakeholder we zoom into their roles at different co-creation phases: **input, output and outcome** (TOC with impact map). *Optional: actual + ambitioned.*	**Quantify** input, output, outcome. Estimate monetary factors, and manage **non-monetary** factors. E.g. perceived importance of change by the NBS on a Likert scale (from very high (5) to very low (1)).	Which circumstantial factors **influence** the quantitative factors ('importance score') defined in phase III? *Levels: NBS, neighbourhood, city, stakeholder*	(5) Calculating the SROI **metric.** (6) Lessons learned and embedding the SROI metric in a narrative.

*SROI = Social Return on Investment to measure the economic, societal & public performance of the NBS implemented in the HC

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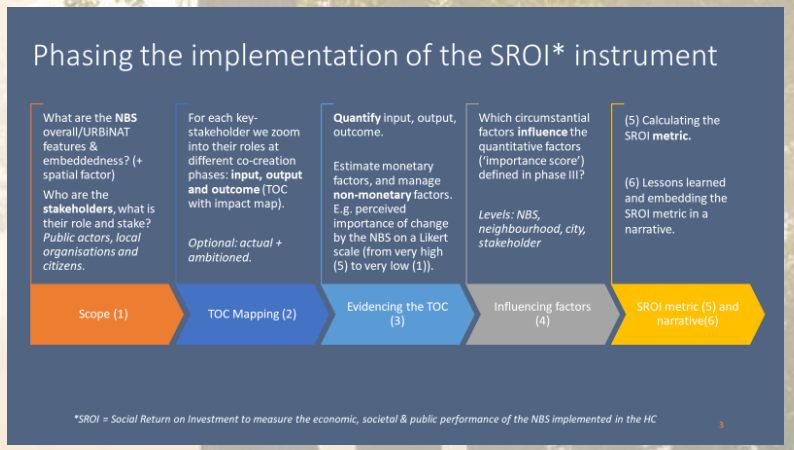
3. How can we use the SROI tool for awareness around tree conservation?

- **WIDER PERSPECTIVE –> involve different 'types' of greenery, such as low greenery (< 3 m), and high greenery (> 3 m) for example**
- **SPATIAL FACTOR!**



Scope 1: different types of greenery + various stakeholders: citizens, all kinds of gouvernments , farmers, schools, etc.

Scope 2: analyse influence and role different stakeholders perspective: what is the input, output and outcome?

Scope 3: input, output and outcome of phase 2 will be quantified (monetary and non-monetary factors)

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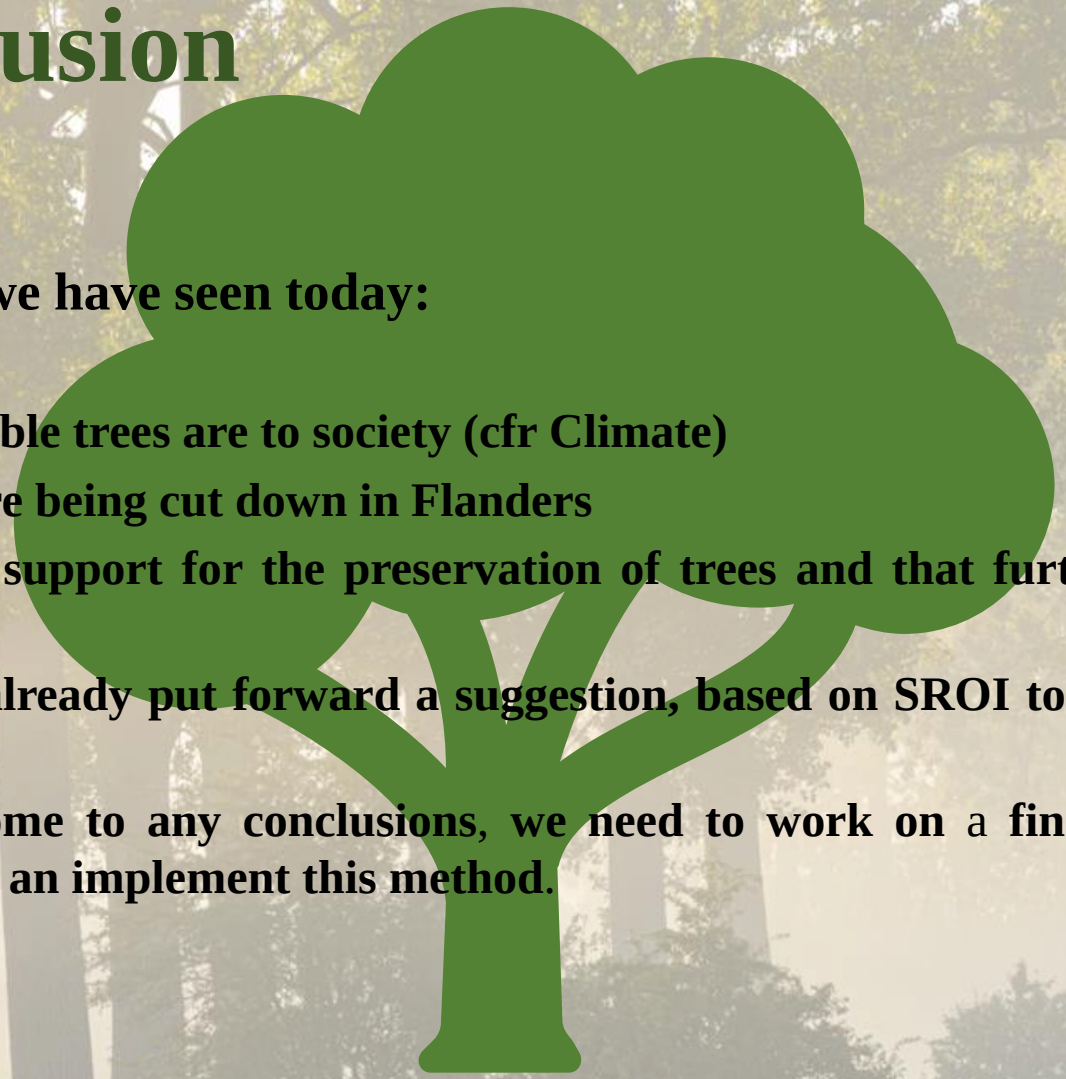
Conclusion



Let's recap what we have seen today:

- **we saw how valuable trees are to society (cfr Climate)**
- **too many trees are being cut down in Flanders**
- **there is too little support for the preservation of trees and that further research is needed**
- **In the paper we already put forward a suggestion, based on SROI tool of URBiNAT (different phases)**
- **But before we come to any conclusions, we need to work on a final draft of this research proposal an implement this method.**

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Conclusion

Thank you for your attention!

Questions to the audience:

- **What do you think of this research proposal?**
- **Is it a good tool for this purpose or do you suggest or know another tool or manner to quantify the ecosystem services without losing the non-monetary incentives?**
- **Does anyone have experience with a SROI tool or any other tool/work for this purpose?**
- **Do you think we will reach our goal with the method proposed?**

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