



'The Economics of Ecosystems and Biodiversity' - TEEB

Call for contributions

TEEB D4-Output for the General Public – Citizens and Consumers

We look for insights on different information needs and appropriate communication formats for biodiversity and ecosystem services, their loss and importance for human wellbeing.

The TEEB D4 report will seek to translate key findings from the TEEB study to meet the interests and the ears of citizens and consumers from around the world, focussing on examples and best practices from different ecosystem types in all parts of the world and address how citizens have an influence by their consumption decisions.

THE TEEB STUDY AND TEEB D4 OUTPUT:

The TEEB-Initiative was launched as a consequence of the G8+5 Environmental Ministers meeting in Potsdam, Germany, in March 2007. TEEB is hosted and organised by UNEP, currently funded by the German Federal Ministry for the Environment, the EU Commission, Directorate General for the Environment and DEFRA, U.K. with additional contributions from other partners.

The TEEB study will seek to make more visible the many ways in which we depend on biodiversity – and the costs and problems we will encounter if biodiversity is not fully considered in decisions at various policy levels and in economic decisions.

TEEB D4 output (e.g. website, report, audiovisual, brochures) will address the general public both as citizens who can influence policy & public management, and as consumers whose daily decisions affect biodiversity

The purpose of D4 is:

- to show linkages between biodiversity and human well-being, emphasizing that conservation is not a luxury but essential,
- to show that biodiversity cannot be dealt with separately from development: portrait of changes in ecosystem services between sustainable and unsustainable levels of resource use,
- to make visible the full impact of such changes by means of cost and benefit assessments,
- to give examples on how policy can adapt accordingly, inter alia by developing and implementing new economic instruments



- to provide orientation on the relation between consumption modes and biodiversity and how daily decisions affect biodiversity and the provision of ecosystem services;

Process

This call for evidence is a key mechanism to solicit input from scientists, stakeholders, interested individuals and organizations worldwide. Responses to this call are welcome at any stage but are especially encouraged before **30 August 2009**. They can reach the TEEB D4 team at: env-call-teeb-d4@ec.europa.eu

A first outline of the D4 report will be developed in autumn 2009.

CALL FOR EVIDENCE - QUESTIONS:

All contributions used will be referenced and duly acknowledged, if contributors permit so. Please use this call for contributions to share your experience and expertise with a worldwide audience!

We are interested in (scientific) studies, material and internet links addressing one or more of the following questions:

- 1) Do you think that citizens have enough knowledge about biodiversity in your country? Are there existing gaps or specific information needs for citizens in your country?
- 2) Do you think that consumers have enough information to make informed choices in your country?
- 3) What is a most suitable communication practice on these issues to reach citizens/consumers in your country?
- 4) What is a most suitable information format (websites, newspaper articles, broadcasts) on these issues to reach citizens/consumers in your place?

Furthermore, we are looking for examples and best practices from the following areas:

- 5) Examples of comparisons between ecosystems where resources are intensively and extensively used and the different gains and losses of wellbeing this generates.
- 6) Examples of how consumers have changed resource use in a specific place and how this has changed biodiversity
- 7) Examples of how citizens have insisted and changed policies affecting negatively biodiversity and natural resource management in a negative way
- 8) Examples illustrating the distribution of benefits and costs of biodiversity and ecosystem conservation
- 9) Examples showing how biodiversity and ecosystem services loss can slow down development in a broad sense
- 10) Examples which help explaining how economic instruments can help in better decision-making for biodiversity following where possible an ecosystem approach



D4 TEEB FOR CITIZENS CORE TEAM

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