

# Executive Summary

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TEEB organised an international TEEB Country Study workshop from 4-7 December at the margins of the CBD COP 13 in Mexico. Government representatives and academics from Bhutan, Brazil, China, Ecuador, Liberia, Mexico, Philippines and Tanzania shared experiences, expertise and preliminary TEEB Country results with colleagues and the international community.

The workshop discussions led to the following outcomes and key messages:

- 1. Participants identified the comparison of alternative policies as key to visualizing policy trade-offs and inducing policy change.** The five countries discussed preliminary results in policy scenario comparisons in terms of biophysical changes in ecosystem service provisioning. Furthermore, it was argued that economic values can resonate very strongly in the policy sphere, if rightly contextualized. *Total* values (as opposed to the *marginal* benefits of switching from business-as-usual to the policy) were considered useful for awareness raising but less effective for direct policy change.
- 2. Progress was made on identifying strategies to reach policy buy-in with a wider range of stakeholders.** In each of the countries, every phase and activity in the TEEB Country Study process is linked to the policy needs, but participants discussed how to overcome challenges in engaging stakeholders from different sectors and with different types of interest and authority. The joint preparation and implementation of the study by cross-sectorial decision makers, the scientific community and other stakeholders is seen as an important result of the TEEB process.
- 3. The following issues were identified as crucial to avoid the TEEB assessment 'ends up as a publication on a shelf':**
  - **TEEB is more than an economic valuation study. Ecosystem service valuation can be a powerful tool for decision makers to show how different land use changes affect ecosystem services.** Results will also demonstrate how nature can help address wider policy concerns such as poverty alleviation and food security (Liberia), avoiding land degradation and securing livelihoods (Ecuador, Bhutan), improving water quality and climate resilience (Philippines), and soil fertility and agricultural productivity (Tanzania).
  - **TEEB processes should not only depend on commitments from Ministries of Environment.** Addressing cross-sectorial policy questions in the five countries is an opportunity to bring various actors to the same table. Participants agreed on the importance of having a multi-sectorial Steering Committee/Review Group for the project.
- 4. Participants found it relatively straightforward to synthesize data and information in biophysical and economic interim reports, but carrying out scenario analysis was considered much more challenging.** Although the current balance between national institutions and international expert support is adequate, some countries argued that stronger guidance early on in the TEEB study process would have avoided initial capacity gaps. Alternative valuation methodologies and awareness raising activities were discussed to conduct work in data-poor environments such as Liberia.

5. **Participants discussed the strong synergies with other initiatives, such as World Bank Waves, UNDP Biofin, GIZ ValuES and Conservation International.** Best practices and opportunities for cooperation were highlighted, including the sharing of a Steering Committee (e.g. Philippines and Ecuador). Representatives from Brazil, India and Germany shared their experiences on TEEB projects in which GIZ is the implementing partner, and GIZ ValuES shared a best practice on supporting the further implementation of the TEEB Ecuador results.
  
  6. **Dissemination and outreach for TEEB Country Studies will require further smart and targeted messaging.** In particular, it is important to develop a creative storyline that changes the policy discourse through different media channels. Powerful short and simple messages can be used as ammunition in the policy process. Participants argued that some messages may be reformulated towards 'a cost that you can avoid'. This generally resonated more strongly with decision makers than speaking about the 'benefits of nature'. There was very positive feedback for the media training provided in Day 3 of the workshop, and a request to develop country-specific media training (which the TEEB Office is looking into).
  
  7. **Life beyond the TEEB project.** Participants emphasized the importance of building a **community of practice for change** and, as such, viewed this study not as an end in itself, but as a means to influence policy making. TEEB host institutions and environment ministries are the "anchor" for conservation support, but the community needs to be expanded by involving and reaching out to other actors. The different tools for mainstreaming nature's values in decision making in the five countries need to be replicated to go beyond piloting work.
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