



**Programme on  
Ecosystem Change and Society**



## **SOCIO-CULTURAL VALUATION OF ECOSYSTEM SERVICES: STATUS QUO AND FUTURE DIRECTIONS (PSYMP-1)**

**Type:** SYMPOSIUM

**Date:** 9-Nov-17

**Time:** 10.30 – 12.00

**Chairs:** Tobias Plieninger & Claudia Bieling

Socio-cultural valuation is an important complement to biophysical and economic valuation of ecosystem services that enables a fuller characterization of diverse ecosystem values in research and practice. Socio-cultural approaches can be applied at various stages of ecosystem planning and management, e.g. in problem framing, mapping, assessment, and decision-making. They examine the importance, preferences, needs or demands expressed by people (i.e. individuals and groups) towards nature, and articulate plural values through qualitative and quantitative measures other than monetary or biophysical units. Assessment and mapping of perceptions, values, attitudes, and beliefs provide meaningful insights regarding the contributions of ecosystem services to human well-being. In particular, they facilitate understanding of the relevance of ecosystem services for local stakeholders, allowing cultural sensitivity and recognition of trade-offs in ecosystem services valuation between different user groups, such as between tourists and local residents. However, the normative nature and heterogeneity of valuation by various stakeholders provides methodological challenges, and socio-cultural approaches do not yet constitute a formalized methodological framework.

We invite presentations on recent progress in the socio-cultural assessment and mapping of ecosystem services through quantitative and qualitative approaches, e.g. through Delphi panels, public participation GIS, or photo elicitation. In particular, we intend a discussion on the benefits and challenges of different approaches for representing cognitive, emotional, ethical responses to nature, alongside ways of expressing preferences, needs, and the desires of people in the frame of ecosystem services. Our goal is to bring this together in a methodological framework that can guide the selection and application of various socio-cultural valuation approaches in different contexts and for different purposes. To achieve this aim, we propose three main questions that could flexibly guide each presentation:

1. How do socio-cultural approaches help to broaden the valuation scope and capture multiple values that complement other valuation methods?



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2. In what contexts and for what purposes are socio-cultural valuation methods particularly useful?

3. How can socio-cultural methods help to bring different voices and stakeholders into the decision-making process?

**Speakers:**

**Using social media photos to explore the relation between cultural ecosystem services and landscape features across five European sites**

*Tobias Plieninger*

**Bridging the gap between ecosystem services valuation, sustainability and justice**

*Erik Gomez-Baggethun*

**Using freelist interviews for the socio-cultural valuation of ecosystem services**

*Claudia Bieling*

**Do the poor benefit more? Patterns of ecosystem service benefit distribution and poverty in coastal Kenya and Mozambique**

*Tim Daw*

**Cross-scale connections among stakeholders of freshwater ecosystem services in the San Marcos River watershed: A PECS WaterSES social-ecological system case study**

*Jason Julian*

**Health clinic gardens as social-ecological systems: Resource diversity and stakeholder perceptions on ecosystem services**

*Sarel, S. Cilliers*