Social and cultural limitations
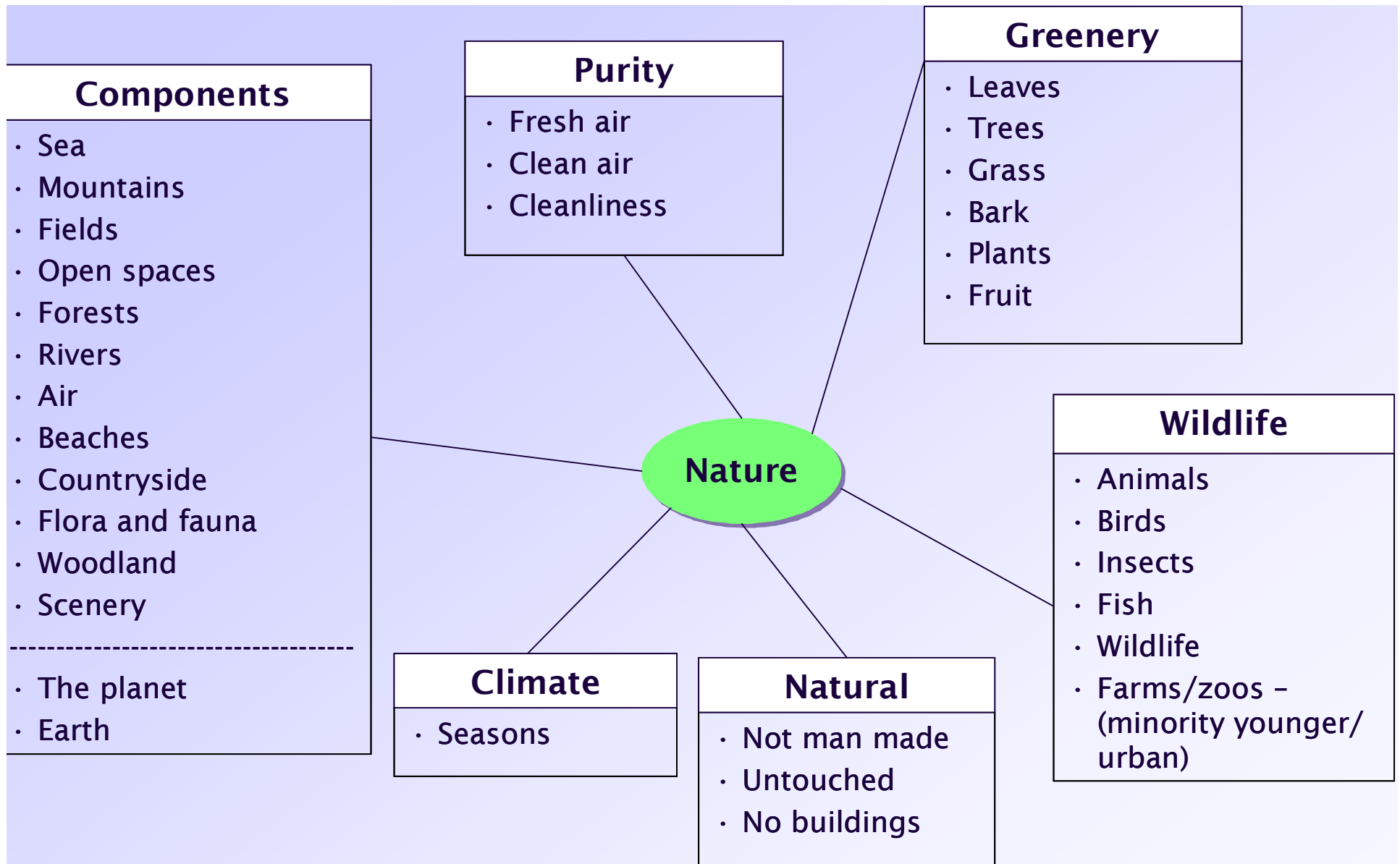# Defining cultural services

- MEA – Non-material benefits - Different countries and systems of knowledge

- NEA – Environmental settings - Domestic gardens to national landscapes

- Distinct from ecosystems and habitats, spatially defined, explore links to satisfaction of human needs

- A series of cultural goods contributing to well being – health, tourism and recreation, heritage, education and ecological knowledge religious and spiritual

- Major knowledge gaps – the contribution of ecosystem services to these goods and related inequalities of goods

Understanding shared values held by people as citizens

- Involves issues of altruism, existence value and aesthetics

- Techniques to link shared values to quantitative and monetary valuation techniques

- Deliberative monetary valuation and participatory multi-criteria analysis

Communication and language

- NEA quantitative study of 100 terms linked to ecosystems in 1.5 billion word of UK language corpus and 3 specialised corpora

- Not meaningful framework for vast majority of people but influence in policy recently

- Issue of nominalisation - tendency of syntax to obscure agency

- Nature and natural environment have most meaning and multiple meanings

Nature

Components
- Sea
- Mountains
- Fields
- Open spaces
- Forests
- Rivers
- Air
- Beaches
- Countryside
- Flora and fauna
- Woodland
- Scenery

- The planet
- Earth

Purity
- Fresh air
- Clean air
- Cleanliness

Greenery
- Leaves
- Trees
- Grass
- Bark
- Plants
- Fruit

Wildlife
- Animals
- Birds
- Insects
- Fish
- Wildlife
- Farms/zoos – (minority younger/ urban)

Climate
- Seasons

Natural
- Not man made
- Untouched
- No buildings

Defra 2007 Public understanding of the concepts and language around ecosystem services and the natural environment

Policy needs – the link with planning

- National Planning Policy Framework

- Foresight Land Use Futures - Systems maps departmental goals meet over land use and the demand for land

- 'Offsets', property rights, active and recipient stakeholders/partners

Policy needs – the link with planning

- LDFs, green infrastructure , sustainability appraisal and EIA

- Localism Bill - Neighbourhood Plans – Assets of community value

- ESRC study Making Connections in Community Planning – communities want not new responsibilities but system that is simpler to connect to and delivers outcomes with their imprints

- Constraints of community resources and professional culture