

Key messages:

- **Socio-cultural values (SCV) (and therefore valuation applies to ALL ES services).** Combines both assigned and held values – held values influence the importance of assigned values (Brown et al. 1984, Scholte et al. 2015).
- **SCVs can be Individual or shared. Context is highly influential** - informed by experience, habit, heuristics and endowments. Links to wellbeing and quality of life. **Values shape desires for interaction with nature.**
- **SC 'Values landscape'** may be compared with planning objectives (for divergences and convergences).
- **SCV targets beneficiary perceptions** about relative importance of ES and methodologies (e.g. Bernue's *et al.* (2014)) and methods can vary (Felipe-Lucia *et al.* 2015).
- **SCV is beneficial to decision makers from both an Outputs and a Process perspective.**

Comprehensive Ecosystem Services Approach ESA = SCV+ EV+ ECON V

- Different ESVs are required in order for a '**holistic and comprehensive**' ES Approach to Decision-Making (ESA).
- Increases opportunities **to avoid information failure.**
- Combining deliberative and instrumental methods, with participatory mapping (PPGIS) **provides legibility about the socio-cultural context of decision making.**
- **Barriers** - no 'one-size-fits-all', transaction costs, robust methods, time intensive, buy-in from organisations, weighting within existing processes and no specific obligatory passage point?.
- **Benefits** – breaking down silos, demonstration of ES benefits, horizontal alignment of policy objectives, flips normal logic from 'impacts' to 'services' (Baker et al. 2013).
- **Nodes** – Forward Planning (zoning, design), project basis (EIA), SEA, education and awareness raising, Local Ecological Knowledge (LEK) to inform sectoral plans.

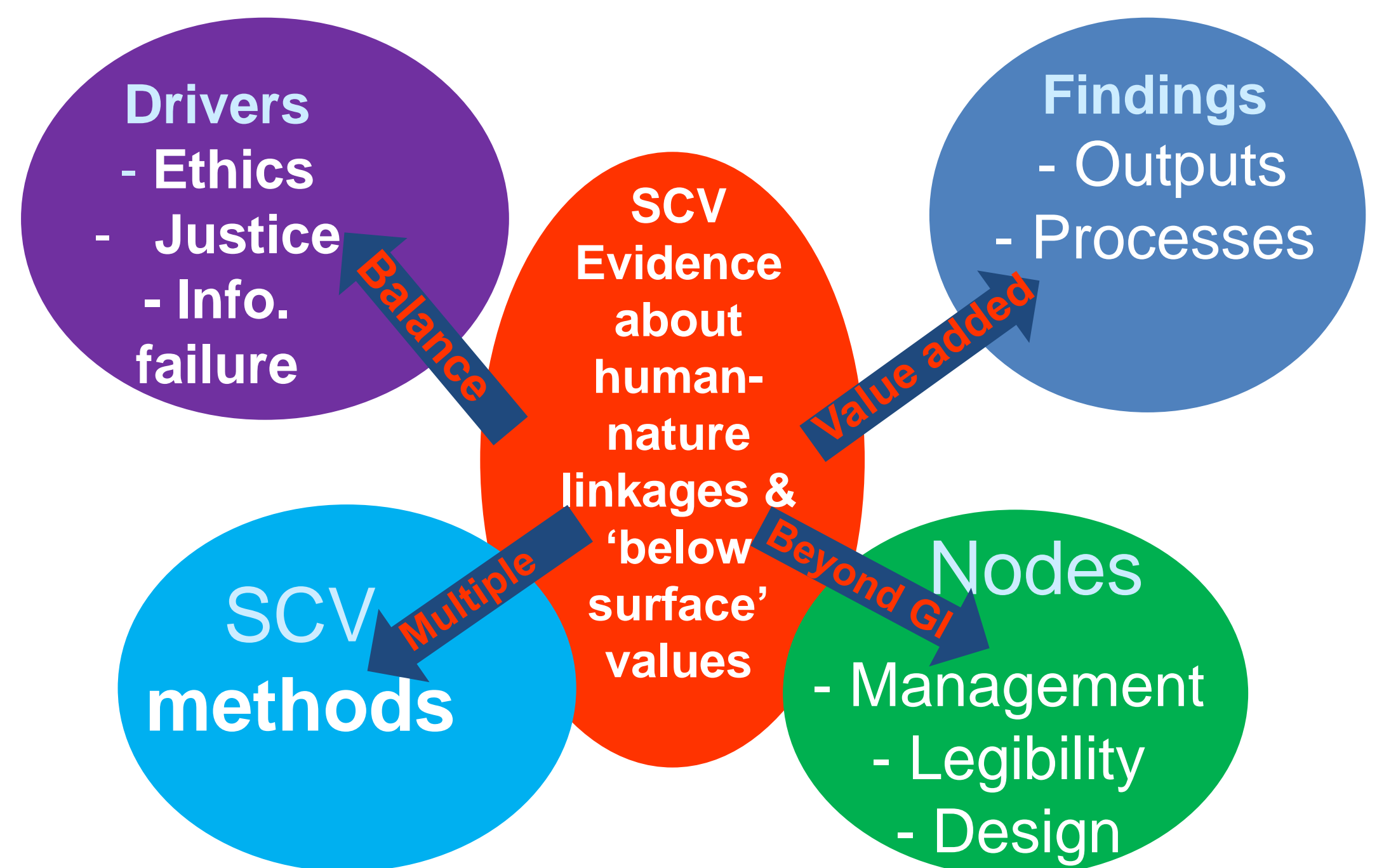


Figure 1. The role of SCV in ESA and relationship with land use planning – barriers and nodes to 'operationalisation'

(Role of MAES in supporting urban the urban policy agenda, Office for Official Publications, 2016 – adapted)

Findings: Relevance for Land Use Planning?

- **Outputs include:** ranking of socio-cultural preferences for ES against, but not limited to, ES typologies, spatial representation of ES "hotspots" - "bundles" or "clusters" of values and their intensities in the landscape context, deliberation reveals local ecological knowledge (LEK) and insights about ES condition (past and present) and ES benefits and preferences for use, management and SCV 'desire lines' for interaction:
 - **NRM (desire lines, demand side, LEK) —————> Feedback into ES Cascade (after de Groot et al. 2010)**
 - **Land Use Planning ('values landscape' as constraint maps, with potential to inform zoning, EIA, ex-ante analysis for SEA) —————> providing 'fine grain' data to inform decision context: Socio-ecological 'turn' in Planning (after Scott et al. 2013)**
 - **Ex-ante input & co-design —————> Parks design and management, Development Plans, LAPs (possibly tourism)**
- **SCV as a Process:** consultation with ESBs creates 'boundary effect' around dialogue, non-adversarial approach, deliberation triggers reflection about benefits, shared understandings and social learning amongst participants, increased awareness of benefits with educational and advocacy potential —————> **Habermasian "lifeworld" revealed, positive feedback on consultation process that asks about people's relationships with environment.**