

A wide-angle photograph of a lush, green landscape. In the foreground, there are tall grasses and purple flowers. The middle ground shows a dense forest of green trees covering a hillside. The background features a clear sky and distant hills.

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# Assessing and paying for ecosystem services in Europe – opportunities and WWF experience

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27<sup>th</sup> May 2015

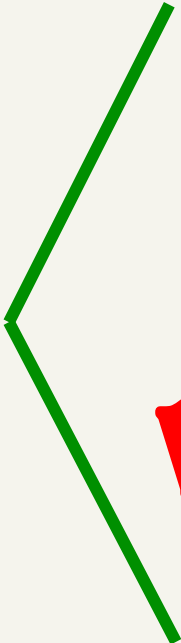
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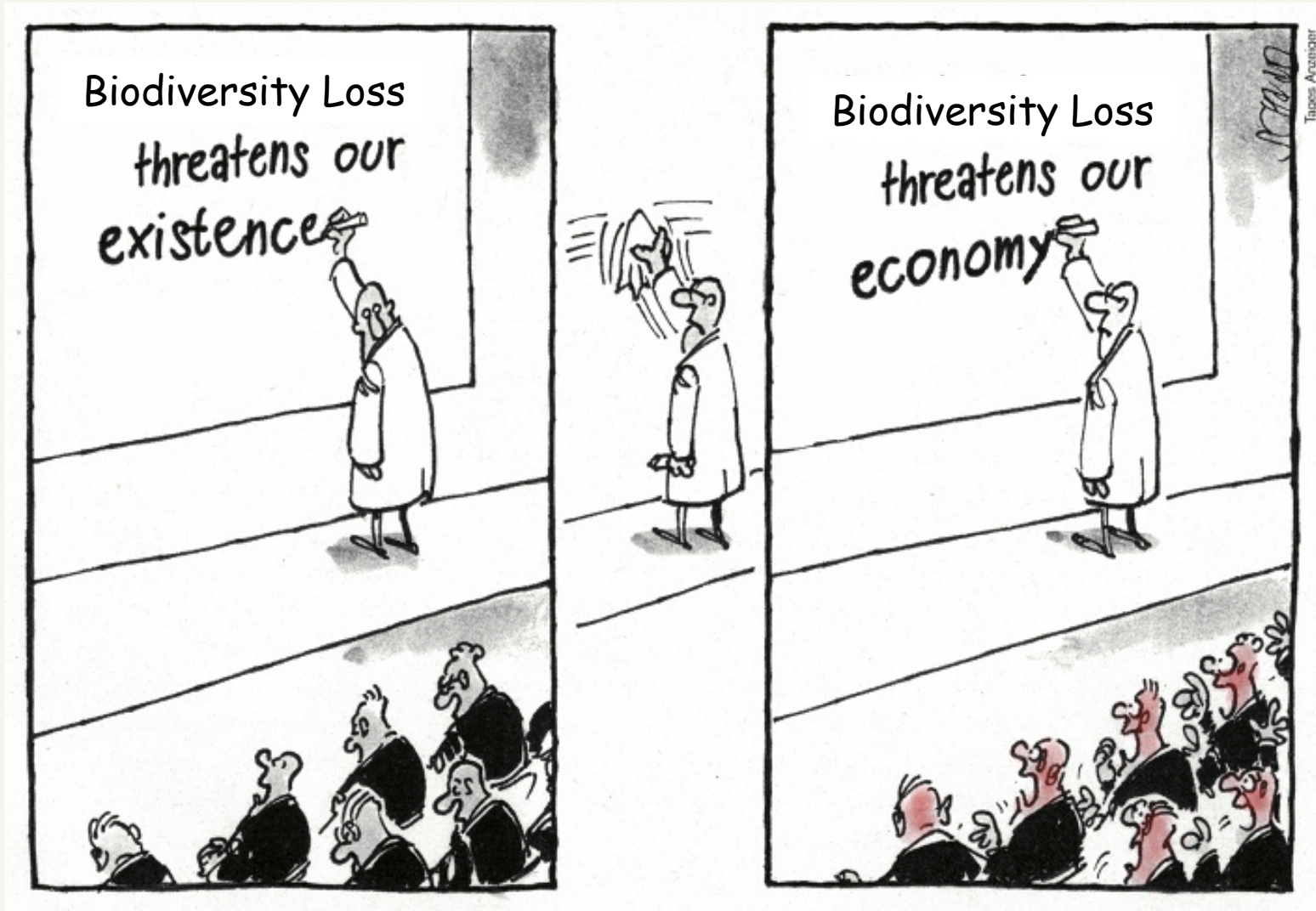


# ECONOMY



ECO  NOMY  
*policy makers*  
LOGY

The image displays the word "ECONOMY" in large, bold, black capital letters. A green bracket is drawn over the "CO" and "MY" parts, effectively separating the word into "ECO" and "NOMY". Below "NOMY" and above "LOGY" are two purple arrows pointing towards each other. Between these arrows, the words "policy makers" are written in a red, italicized, sans-serif font. The word "LOGY" is also in large, bold, black capital letters.





# Payments for ecosystem services

Wunder, 2005: A PES is:

1. a *voluntary* transaction where
2. a *well-defined ES* (or a land-use likely to secure that service) **Payment**
3. is being 'bought' by a (minimum one) ES **Buyer**  
*buyer*
4. from a (minimum one) ES **Seller**  
*provider*
5. if and only if the ES provider secures ES provision (*conditionality*)

**Beneficiaries, buyers and/or users of ecosystem services:** Pay for the services that they get

**Land users** protect ecosystems, natural resources

**Services**

**Ecosystem services** are provided by the land user in the form of land use practices contributing to restoration/protection of the ecosystem or habitat



## Why Payments for Ecosystem Services (PES)?

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- Provide **sustainable funding** to protected areas
  - improve rural **livelihood** and thus support for conservation
  - **Targeted spending of public funds**
  - **Raise awareness** of contribution of ecosystem services to economy and human well-being
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## The Danube PES project, area map

Timeframe:  
Jan 10 – Dec14

Scope: Bulgaria,  
Romania, Serbia  
and Ukraine





## Payments for sustainable fishpond management – Ciocanesti pilot, Romania

- **Location:** Ciocanesti fishpond, Lower Danube, Romania; 255 ha
- **Problem:** Fish-eating birds of high conservation value feed on this private market-oriented fishpond. The fishpond owners suffer loss of yield to up to 70%. More than 20,000 bird individuals visiting the place

*Picture: © WWF*





Foto: <http://dli.ro/pasarea-starcu-ipc-ixobrychus-minutus.html>



**Solution:** Introduce payments awarding the managers of the fishponds for their efforts to protect the birds and maintain water quality

**Investment:** A package of 5 measures was developed with different values for each measure: 70 - 6,000 Euro/ha/ year

**Benefit:** Protection of the 31 protected bird species, improved water quality, reduction of GHGs



## Market payments for wetland restoration and management – Persina pilot, Bulgaria

- **Location:** north of Bulgaria, 77 000 ha (150 ha pilot)
- **Status:** Protected area of inland marshes and flooded forests, including 24 islands, 3 reserves, 2 natural landmarks, 1 protected area
- **Socio-econ:** Rural area including 3 municipalities within approximately **27 000** residents
- **Problem:** deteriorated hydrological and carbon cycles

*Picture: Aerial photo of Persina Nature Park, © Alexander Ivanov*





**Solution:** improve the water regime of the wetland through reed harvesting – contributing to local economies and reduction of GHGs





## Payments for cultural ecosystem services - Rusenski Lom pilot, Bulgaria

- **Location:** Northeast of Bulgaria, 3408 ha
- **Status:** Protected area – nature park, IBA, Natura 2000 site
- **Problem:** unregulated tourism impacting negatively biodiv and Ecosystems

*Picture: © WWF*



**Solution:** Private deal between the tourism entrepreneurs, from one side and the Directorate of Rusenski Lom Nature Park, from another

**For:** visitors control and conservation activities of emblematic species: feeding of Egyptian vulture, creation of artificial water bodies, restoration of existing fishponds and fish-stocking for the Black stork, restoration of the ground souslik and *Crex crex* habitats



## Some lessons learned from Danube PES projects

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- The baseline information is crucial!
- Important to develop the financial framework with support of experts and consulting national authorities
- Starting point: to develop alternative future scenarios to assess the future effect of public policies and priorities
  - tracking what society loses when taking certain investment/development decisions
  - evaluate costs/benefits when giving priority to one or other ES at the expense of another



## Using Ecosystem Service information for planning and decision making

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- Working with stakeholders from the start -in particular on building the business case-: ownership and sustainability
- Useful to raise awareness of businesses and consumers about the value of ES
- to broaden the scope of discussions (eye opener) and foster the interdisciplinary approach
- to integrate this information into economic accounting systems





## Some Final remarks

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This is about values, about the value of Nature

1-Not a prize tagging exercise – nobody suggests to put nature in the market!

2-Useful as an “innovative financing tool”, but not the only nor the crucial focus

3-Very useful awareness raising tool

*More information:*

On WWF PES projects:

[http://wwf.panda.org/what\\_we\\_do/where\\_we\\_work/black\\_sea\\_basin/danube\\_carpathian/our\\_solutions/green\\_public\\_funds/pes/the\\_danube\\_pes\\_project/media/](http://wwf.panda.org/what_we_do/where_we_work/black_sea_basin/danube_carpathian/our_solutions/green_public_funds/pes/the_danube_pes_project/media/)

On natural capital accounting

<http://www.wwf.eu/?uNewsID=222134>

(or google „accounting natural capital eu wwf“)

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“Nowadays people know the price of everything and the value of nothing”. *Oscar Wilde*



Thank you!





## WWF IN SHORT

**+100**

WWF is in over  
100 countries, on  
5 continents

**1961**

WWF was founded  
In 1961



**+5000**

WWF is in over  
100 countries, on  
5 continents

**+5M**

WWF has over  
5 million supporters