

Area E: A Practical Strategy for the Application of Environmental Accounting to Emerging Policy



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Session structure

1. Opening presentation and framing Amanda Clark, Australian Bureau of Statistics
2. SEEA and Natural Capital case studies: John Maughan, Green Growth Knowledge Platform and Alison Fairbrass, University College of London
3. World Bank WAVES experience: Sonu Jain, World Bank WAVES Programme
4. Discussion, synthesis and next steps

Presentation structure

1. Case study approach to communicate the application of SEEA – how do we make it practical and useful?
2. SEEA tagline – agree on the concept
3. GIZ project update - UNSD

Why case studies?

- ▶ Tool to help progress towards the goal to mainstream SEEA
- ▶ Success stories of how SEEA has informed policy and other important decisions
- ▶ Written in non-technical language to appeal to a wide audience
- ▶ Many examples to draw together and create a useful catalogue of ideas

What should we do with them?

- ▶ Desire to develop a use strategy which resonates with policy and key decision makers
- ▶ Currently lots of 'case study' activity across similar groups. Is it useful to collaborate, coordinate and consolidate?
- ▶ How do we ensure the collective case studies are visible and useful?
- ▶ Over 50 case studies collected already by Area E

Case Studies by SEEA Thematic Areas



Agriculture, Forestry and Fisheries

5



Air Emissions Accounts

7



Energy

8



Environmental Activity Accounts

5



Ecosystem Accounts

17



Land Accounts

9



Material Flow Accounts

4



Water

13

Policy lens applied

	Policy focus		Stakeholder			Policy instrument			Impact		
	Macro policy	Specific policy	Public sector	Private sector	Communities	Regulation	Incentive	Market intervention	Environmental Use Pressures	Current State	Evaluation and response
Demonstrated Policy Use	6	11	14	6	5	11	4	9	12	22	9
Proposed for Policy Use	1	14	15	0	0	13	0	2	0	2	1

Tagline concept

- ▶ The purpose of a tagline is to help explain a value proposition
- ▶ Particularly useful when a pitch is not simple to make
- ▶ Proposed by our Communications Consultant:

“SEEA: Connecting the Pillars of Sustainability”

EnhaNCA project update

- ▶ Enhance Natural Capital Accounting Policy Uptake and Relevance
 - One year project funded by the Federal Ministry for Economic Cooperation and Development (BMZ) through GIZ
- ▶ Addresses three shortcomings of NCA
 - Lack of awareness by policy makers on the value added of the accounts
 - Lack of systemization of potential NCA policy applications
 - Lack of compelling success stories on impact of NCA policy applications
- ▶ Development of overview paper, issue papers, e-Learning
 - Progress on issue papers, establishment of editorial board
 - Call by ABS on case studies
- ▶ Dissemination through Fourth Forum on NCA for Better Policy Decisions and during...

NCA & Communications Conference in 2020

- ▶ Two and a half day conference 18-20 March 2020 at Yale University
 - Partners: Yale, UNSD, European Union, others
- ▶ Focus: Importance of NCA for decision making and how to better communicate
 - Policy applications and uses of NCA for different users and at different scales
 - How to improve communication of NCA
 - How emerging technology will impact compilation of NCA and implications for the communication of the accounts

Discussion Questions

- ▶ Is the case study approach of use to policy makers?
- ▶ How can we formulate a practical strategy to ensure that SEEA provides data that is useful to address emerging and current policy needs?
- ▶ Have there been similar processes which may be occurring so we can consolidate efforts and harness synergies?
- ▶ What are the views on the implementation of a SEEA tagline?

Discussion

