ESA/STAT/AC.301 UNCEEA/10/12

DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS STATISTICS DIVISION UNITED NATIONS

Tenth Meeting of the UN Committee of Experts on Environmental-Economic Accounting New York, 24-26 June 2015

SEEA Communication and Outreach

Draft communication materials prepared for UNSD¹

(for decision)

Prepared by Paul Newman & James Moran

¹ This work was undertaken as part of the project Advancing the SEEA Experimental Ecosystem Accounting. The project is led by the United Nations Statistics Division in collaboration with United Nations Environment Programme through its The Economics of Ecosystems and Biodiversity Office, and the Secretariat of the Convention on Biological Diversity. It is funded by the Norwegian Ministry of Foreign Affairs.

SEEA IDENTITY STYLE GUIDE TABLE OF CONTENTS

JUNE, 2015

- 1. SEEA Brand Guidelines
- 2. SEEA Presentation Template (PPT)
- 3. SEEA Technical Report Template (Word)
- 4. SEEA Verbal Copy Content
- 5. SEEA Introduction PPT Presentation
- 6. SEEA Introduction Brochure
- 7. SEEA Case Study Guidelines



SEEA BRAND GUIDELINES

JUNE, 2015

- 1. SEEA Brand Guidelines
 - A. The SEEA Brand Guidelines provide a foundation for all SEEA brand elements, including:
 - Logos
 - Logo lockups
 - Fonts (primary / secondary)
 - Colors
 - Icon Set
 - Application samples/styles





System of Environmental Economic Accounting

IDENTITY GUIDELINES JUNE 2015

PRIMARY LOGO



System of Environmental Economic Accounting SECONDARY LOGO





System of Environmental Economic Accounting



SEEA + UN Logo





System of Environmental Economic Accounting

Logo can be used together with a seperator line if needed

PRIMARY FONT

Franklin Gothic Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Franklin Gothic Demi/Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 Palatino Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Palatino Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

COLOR

LOGO

C: 80	C: 49	C: 58	C: 0
M: 32	M:4	M:26	M:0
Y: 15	Y: 10	Y: 0	Y: 0
K: 22	K: 0	K: 0	K: 90

SUPPORTING COLORS





WATER WATER SUPPLY SEWAGE WASTE MANAGEMENT REMEDIATION ACTIVITIES



ENERGY ELECTRICITY GAS STEAM AIR CONDITIONING SUPPLY



CARBON NUTRIENTS PHOSPHATES



ENVIRONMENT ECOSYSTEM CONDITION ECOSYSTEM SERVICES







OCEAN FISHING FISH

LAND SOIL



MINING QUARRYING



FOREST FORESTRY



GREENHOUSE GAS EMISSIONS AIR POLLUTION SOLID WASTE CLIMATE CHANGE



MANUFACTURING



SPECIES BIODIVERSITY ICON SET



SOCIETY



ECONOMY MATERIAL FLOWS PUBLIC ADMINISTRATION AND DEFENSE COMPULSORY SOCIAL SECURITY ENVIRONMENTAL PROTECTION EXPENDITURE ACCONT ENVIRONMENTAL GOODS AND SERVICES SECT® ENVIRONMENTAL TAXES AND SUBSIDIE



TOURISM CULTURAL SERVICES



BROCHURE COVER



System of Environmental Economic Accounting

THE MONITORING FRAMEWORK FOR GREEN ECONOMY AND SUSTAINABLE DEVELOPMENT



THE MONITORING FRAMEWORK FOR GREEN ECONOMY AND SUSTAINABLE DEVELOPMENT

JULY 23 2014 | 5:30 - 7:00PM RIO CENTER, ROOM T-9

A Side Event Co Sponsored by Australia and Brazil

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INTRODUCTORY REMARK BY THE CO-CHAIRS

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- Ditate non provident, sunt in dignissimos ducimus
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- Mollitia animi, id est laborum cupiditate non provident, similique sunt
- In culpa qui officia deserunt.

SEEA

LOREM IPSUM June 30, 2014

TABLE STYLE

	ABSTRACTION OF GROUNDWAT PER (SUB-)RIVER BASIN, 2011	TOTAL NL	RHINE-NORTH	RHINE-EAST	RHINE-CENTER	RHINE-WEST	EMS	MEUSE	SCHELDT	
resh	roundwate	A E Rev.	illi n							
Total			991.9	70.5	184.71	19.1	216.4	43.9	335.12	2.2
Agricu	Itural, Forestry, Fishing0	1-038	8.5	2.6	21.59	.9	2.82	.4	47.91	.2
Public	Water Supply Companies	36	755.7	60.5	134.19	4.5	166.4	38.1	244.61	7.6
Indust	ry; Power Plants; etc	06-35; 37-99	147.6	7.4	29.01	4.7	47.1	3.4	42.53	.4
Privat	e Households		0.00	.0	0.00	.0	0.00	.0	0.00	.0

ABSTRACTION OF GROUNDWATER PER (SUB-)RIVER BASIN, 2011

		TOTAL NL	RHINE-NORTH	RHINE-EAST	RHINE-CENTER	RHINE-WEST	EMS	MEUSE	SCHELDT
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Industry; Power Plants; etc	06-35; 37-99	147.6	7.4	29.01	4.7	47.1	3.4	42.53	.4
Private Households		0.00	.0	0.00	.0	0.00	.0	0.00	.0

INFOGRAPHIC STYLE





EMISSION FACTORS OF CO₂FOR THREE TYPES OF ENERGY CARRIERS



EMISSION FACTORS OF CO₂ FOR THREE TYPES OF ENERGY CARRIERS



SEEA PRESENTATION TEMPLATE (PPT)

JUNE, 2015

- 1. SEEA Presentation Template (PPT)
 - A. The SEEA Presentation Template (formatted for MS PowerPoint) provides a template for future SEEA presentations. The master template document contains the following:
 - intro slide (non-editable)
 - we have animated the SEEA logo it will play automatically on click (in presentation mode)
 - title slide (editable content title, subtitle, date)
 - slide with text
 - slide with bullets
 - note that there are multiple bullet/indent levels that are programmed into the template
 - slide with bullets (2 columns)
 - slide with text & image (click to insert image)
 - slide with test & 2 images (click to insert images)
 - divider slide (editable content divider category name)
 - slide with text & diagram (click to insert diagram)
 - slide with text & icon
 - you can change the icon used (ex: water icon) by going into view/edit master template/background
 - slide with text & graph
 - the graphs have been programmed to work with our brand colors/fonts
 - the graph is pulling from an excel document you can edit by selecting edit data and clicking into the file (which will bring up the excel doc with the data)
 - acknowledgement slide (editable content text, logos)
 - thank you slide (non-editable)





System of Environmental Economic Accounting

Bringing the Future into Focus



System of Environmental Economic Accounting

PRESENTATION TITLE

Subtitle

Date





Slide With Text Box

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Slide With Bullets

• Bullet 1





Slide With Bullets- 2 Columns







Slide with Text and Image

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Slide with Text and Image

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Slide With Diagram and Text

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Slide with Text and Icon

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Slide with Graph





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DIVIDER





THANK YOU

seea@un.org



Acknowledgments

This project is a collaboration of The United Nations Statistics Division, United Nations Environment Programme and the Secretariat of the Convention on Biological Diversity and is supported by the Government of Norway









SEEA TECHNICAL REPORT TEMPLATE (WORD)

JUNE, 2015

- 1. SEEA Technical Report Template (Word)
 - A. The SEEA Technical Report Template (formatted for MS Word) provides a template for future SEEA reports. It includes the following pages:
 - we've added a cover page, as discussed (non-editable)
 - template is programmed with our brand colors and fonts
 - however, as discussed, with Word-- mostly everything is editable, so we've used the example technical document to show how it can be used
 - the footer (on secondary pages) is locked it includes logo and page numbers
 - all text, headers, body copy content and table content is editable





System of Environmental Economic Accounting

Bringing the Future into Focus



System of Environmental Economic Accounting

A FUNCTIONAL APPROACH TO ENVIRONMENTAL-ECONOMIC ACCOUNTING FOR UNITS AND ECOSYSTEM SERVICES

DRAFT

Authors:

Mark Eigenraam and Emil Ivanov

Version:

3.0 [Draft for review, 30 March 2015]

This work was undertaken as part of the project advancing the SEEA Experimental Ecosystem Accounting. This note is part of a series of technical notes, developed as an input to the *SEEA Experimental Ecosystem Accounting Technical Guidance*. The project is led by the United Nations Statistics Division in collaboration with United Nations Environment Programme through its The Economics of Ecosystems and Biodiversity Office, and the Secretariat of the Convention on Biological Diversity. It is funded by the Norwegian Ministry of Foreign Affairs.

¹The views and opinions expressed in this report are those of the authors and do not necessarily reflect the official policy or position of the United Nations or the Government of Norway.








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1 INTRODUCTION

The SEEA EEA has strong accounting foundations but lacks focus on ecological principles. Therefore when attempting to marry the needs of ecology with accounting the compromise currently rests with ecology. The challenge is recognizing the work that has been undertaken in ecology and reframing the ideas in context of accounting without compromising ecology, or minimizing the compromise. The aim of this paper is to take ecological methods and approaches and apply them in an accounting context based on ideas in both the SEEA CF and EEA.

In order to achieve this aim a number of extensions and additions to SEEA EEA are proposed. The central accounting logic of SEEA EEA remains unchanged including the focus on clearly specifying units for accounting and linking them to the supply of ecosystem services.

One of the key challenges acknowledged in the SEEA EEA and built upon in this paper is the need to bring together ecological principles and accounting methods. Ecological principles require a clear link to the classification and function of ecosystems and methods to report on their condition and ability to provide ecosystem services. Accounting principles require classifications are ontological in nature and they balance their presentation of extent and condition but clearly link to changes in ecosystem services as a result of human interventions. This paper will focus on building from ecosystem function propose the Functional Ecosystem Unit (FEU) and a way to delineate and account for ecosystem assets and ecosystem services. The FEU does not depart from the fundamental logic of SEEA EEA but views that logic through an ecological lens.



2 BACKGROUND

- 2.1 Ecosystem accounting units
- 2.2 Linking FEUs to national and international EAUs



3 FUNCTIONAL ECOSYSTEM UNITS (FEU)

The classical view of an ecosystem structure (Odum & Odum, 1971; Odum & Barret 2005) includes six components as shown in Table 3 below, which interact with one another and define a functional ecosystem unit. Column one contains the high level ecosystem characteristics, column two the components contained in each characteristic and finally the last column lists the high level functions of an FEU. *



Table 3 FUE characteristics and FEU Ecosystem Services components

ECOSYSTEM CHARACTERISTICS	ECOSYSTEM COMPONENTS	ECOSYSTEM FUNCTIONS
BIOTIC		
Producers	(1) Autotrophs: Plants (trees, shrubs, herbs, grasses), that convert the energy [from photosynthesis (the transfer of sunlight, water, and carbon dioxide into energy), or other sources such as hydrothermal vents] into food.	Energetic Cycles- regulation
Consumers	(2) Heterotrophs: e.g. animals, they depend upon producers (occasionally other consumers) for food.	Biogeochemical Cycles- regulation
Decomposers	(3) Saprotrophs : e.g. fungi and bacteria, they break down chemicals from producers and consumers (usually dead) into simpler form which can be reused	
Abiotic	 (4) Inorganic Substances (C, N, CO2, Water), air, water, (5) Environment: substrate (bedrock), climate regime, hydrological regime 	Evolution- Information, development, behavior, integration, diversity
Other Linking Compounds	(6) Organic Compounds – proteins, humic substances (soil), fossil fuels	

In order to delineate each FEU uniquely the set of components needs to be described. A very common approach is to describe the autotrophs more commonly known and plant community associations for each FEU.



4 LINKING LAND COVER TO FEUS

4.1 Land cover accounts

Figure 3 below shows the links between the SEEA CF asset account, land cover and the FEU. The SEEA CF Land cover is a proxy for an FEU. For each FEU a series of accounts can be created from data at the BSU level which include an extent account, condition account, ecosystem services account and finally a number of component accounts.

Figure 3 Linking FEU to SEEA CF and SEEA EEA at the highest-level land cover is an FEU



cover is an FEU. Landover is based on compositional characteristics Adopting an ontological approach to the classification of FEUs relies upon building from the land cover classes.

The degree and detail in which FEUs are described should be linked to the purpose or use of the FEUs. Conceivably one could embark of specifying every FEU down to a very fine scale – say a small pond that exists for short periods during the wet season. However, achieving such levels of detail is both very costly and does not necessarily improve decision-making (even if it is attractive from a pond ecologist's point of view).

The following example is provided to examine the delineation of the FEUs and link it to purpose. In this example there is interest in understanding the role of wetlands in the landscape to provide water purification services for runoff from local grazing lands. It is generally understood that this particular type of wetland is often had hydrological alterations done to reduce flooding and then it is used for grazing.

4.2 FEU accounts by EAU – Bioregion



5 LINKING FEUS TO ECOSYSTEM SERVICES

- 5.1 Modelling ecosystem Services
- 5.2 FEU qualitatively estimating ecosystem services
- 5.3 FEU Condition assessments
- 5.4 FEU Ecosystem Services



6 CONCLUSION



7 APPENDIX I - LAND CLASSIFICATIONS SEEA



8 APPENDIX II – SOIL PARAMETERS



9 APPENDIX III - FEU PLANT COMPOSITION EXAMPLES

- 9.1 EVC 22: Grassy Dry Forest
- 9.2 Example of Compositional characteristics Plains Woodland



10 APPENDIX IV – LAND COVER CLASSES SEEA CF



11 APPENDIX V - EVC 55 PLAINS GRASSY WOODLAND - COMPOSITION



12 APPENDIX VI - STREAM/RIVER CLASSIFICATIONS

- 12.1 Headwaters (Stream order 1 to 3)
- 12.2 Mid-reaches (Stream order 4-6)
- 12.3 Lower reaches (Stream order >6)



13 APPENDIX VII – FEGS AND CICES OVERVIEW

13.1 Second Level

13.1.1 Third Level

13.1.1.1 Forth level

The SEEA EEA has strong accounting foundations but lacks focus on ecological principles. Therefore when attempting to marry the needs of ecology with accounting the compromise currently rests with ecology. The challenge is recognizing the work that has been undertaken in ecology and reframing the ideas in context of accounting without compromising ecology, or minimizing the compromise. The aim of this paper is to take ecological methods and approaches and apply them in an accounting context based on ideas in both the SEEA CF and EEA.

In order to achieve this aim a number of extensions and additions to SEEA EEA are proposed. The central accounting logic of SEEA EEA remains unchanged including the focus on clearly specifying units for accounting and linking them to the supply of ecosystem services.

One of the key challenges acknowledged in the SEEA EEA and built upon in this paper is the need to bring together ecological principles and accounting methods. Ecological principles require a clear link to the classification and function of ecosystems and methods to report on their condition and ability to provide ecosystem services. Accounting principles require classifications are ontological in nature and they balance their presentation of extent and condition but clearly link to changes in ecosystem services as a result of human interventions. This paper will focus on building from ecosystem function propose the Functional Ecosystem Unit (FEU) and a way to delineate and account for ecosystem assets and ecosystem services. The FEU does not depart from the fundamental logic of SEEA EEA but views that logic through an ecological lens.

There have been a number of other approaches proposed that aim to deal with the question of delineating the ecosystem accounting units problem including Canada's Measuring Ecosystem goods and Services (MEGS) project which builds on the LCEU presented in SEEA EEA; the Government of Victoria ecosystem accounts which focused on the use of BSU for reporting and accounting; Australian Bureau of Statistics Land Accounts which looked at links between land cover and statistical reporting areas and cadastral property valuation data; Sumarga and Hein (2014) used BSU level data to report ecosystem services and delineate the landscape based on topological and hydrographic data and the Secretariat of the Convention on Biological Diversity Quick Start Package (Weber 2014) which worked with the LCEU proposed in SEEA EEA and also proposed an SELU, MCU, RSU and HRSUs.





SEEA VERBAL COPY CONTENT

JUNE, 2015

- 1. SEEA Verbal Copy Content
 - A. The SEEA Verbal Copy Content includes the following:
 - Tagline
 - Headline
 - Descriptor
 - B. The Brand Story/Boilerplate is the narrative and purpose of a company or product written for communications and public relations needs. In the case of the SEEA boilerplate, it is written to and for a general audience. It is a top-level why, what and how statement meant to introduce the SEEA and invite them to learn more. Currently, the long, medium and short versions are meant to populate press releases, brochures, presentations, and general inquiries.
 - Brand Story/Boilerplate
 - Short Format
 - Medium Format
 - Long Format



System of Environmental Economic Accounting

June 9, 2015

SEEA Bring the Future into Focus

and social data to provide a more holistic view of the world.

bring the rutare into rocus	
Because broader understanding informs smarter decisions	HEADLINE
The SEEA is a framework that integrates economic, environmental	DESCRIPTOR

TAG

Brand Story

The Brand Story is the narrative and purpose of a company or product written for communications and public relations needs. In the case of the SEEA boilerplate, it is written to and for a general audience. It is a top-level why, what and how statement meant to introduce the SEEA and invite them to learn more. Currently, the long, medium and short versions are meant to populate press releases, brochures, presentations, and general inquiries.

SHORT

The member countries of the United Nations recognize that future world development must be evaluated from a comprehensive perspective. The System of Environmental-Economic Accounting (SEEA) was created to provide a complete framework for data collection, comparison and reporting. The system integrates economic, environmental and social data into a coherent model, bringing our future into greater focus.

<u>MEDIUM</u>

How do we evaluate the environment in economic terms?

Up to this point, leading indicators for the economy and the environment were not measured in standardized terms, and this limited our understanding and decision making ability. As we confront the challenges of 21st century, we need a more inclusive point of view that puts diverse data on the same plane.

The member countries of the United Nations recognize that future world development must be evaluated from a more comprehensive perspective. The System of Environmental-Economic Accounting (SEEA) was created to provide a complete framework for data collection, comparison and reporting. The system integrates economic, environmental and social data into a coherent model, bringing our future into greater focus.

With the SEEA, a common set of data can be shared, compared and compiled with universally accepted concepts, terms and definitions. The framework is designed to be applicable across all countries, regardless of their level of economic development and structure, or the composition of their environment.

To understand the intersection of the environment, economy and society, we need a sharper view and a more powerful toolkit. The SEEA makes isolated data comparable and complex problems coherent. By viewing our world with greater context and precision, we can build a more successful and sustainable future.

<u>LONG</u>

How do we evaluate the environment in economic terms? How can we compare the state of the oceans with the state of industry?

Up to this point, indicators for the economy and the environment have never been measured in comparable ways, limiting our understanding and decision making ability. As we confront the challenges of 21st century, we need a more inclusive point of view that standardizes diverse data. Oceans and industry have to be made apples and apples. Only then can we build a more successful and sustainable future.

Members of the United Nations recognize that future world development must be evaluated from a more comprehensive perspective. Our decisions must consider the environment, society and the economy as pieces of a larger picture. Analysts need a better way to compare data and understand the complex relationships that impact global progress, both within and across national borders.

The United Nations created the System of Environmental-Economic Accounting (SEEA) to provide a modern framework for data collection, comparison and reporting. Rather than focusing on one domain, the SEEA aggregates and organizes economic, environmental and social information into a unified framework. Rather than providing a headline indicator, the SEEA is designed to address a wide range of complex questions. By integrating world data into a coherent model, the SEEA brings our future into greater focus.

The SEEA is a catalyst for modernizing global statistics. For the first time, agencies and departments can share, compare and compile a common set of data with universally accepted concepts, terms and definitions. This gives governments, professionals and civil society a more complete picture for planning and policy decisions. The SEEA informs more nuanced and holistic decisions, promoting sustainable development at a micro and macro level. Critically, the SEEA adapts to decision-makers' specific needs. The framework is designed to be applicable across all countries, regardless of their level of economic development and structure, or the composition of their environment. The SEEA empowers an enhanced view no matter a country's policies, data sources or statistical capabilities.

Our sustainable development challenges are too vast and far-reaching to be analyzed with segregated data. From seas to silicon, micro-chips to marine life, literacy to logging, our actions and their impacts are increasingly interconnected. To understand the intersection of the environment, economy and society, we need a sharper view and a more powerful toolkit. The SEEA makes isolated data comparable, and complex problems coherent. By viewing our world with greater context and precision, we can advance a better future.

SEEA INTRODUCTION - PPT PRESENTATION

JUNE, 2015

- 1. SEEA Introduction PPT Presentation
 - A. The SEEA introductory PPT presentation to be used to start to explain/introduce SEEA.
 Of course, you can add to it-- if you'd like more technical content, but this should serve as the foundation.

Please note that this is built in the SEEA PPT template.





System of Environmental Economic Accounting

Bringing the Future into Focus



System of Environmental Economic Accounting





Context for SEEA

In the 20th century, development relied on economic perspective

- GDP served as the only universal measure of progress
- Environment and society were under-represented





Demand for SEEA

The challenges of the 21st century require a more holistic understanding

- Future world development must be promoted sustainably
- Decision-making must consider the complex relationships between the environment, society and the economy
- This requires a new model for statistical analysis





What is SEEA?

The SEEA: a modern framework guided by the United Nations

- More **comparable**: aggregates and organizes diverse economic, environmental and social data sets
- More **flexible**: designed to address a wide range of complex questions and challenges
- More **precise**: gives analysts a sharper macro- and micro-level understanding





Why SEEA?

The SEEA brings a big picture into focus

- A complete, holistic picture for planning and policy decisions
- A new way to compile, compare and share a universal set of data
- A framework that adapts to the unique policy needs, data sets and economic structures of each country





With a broader perspective we can advance a better future.



The SEEA brings greater context and precision to the way we measure the world, so we can inform better decisions for all.



THANK YOU

seea@un.org

Acknowledgments

This project is a collaboration of The United Nations Statistics Division, United Nations Environment Programme and the Secretariat of the Convention on Biological Diversity and is supported by the Government of Norway









SEEA INTRODUCTION - BROCHURE

JUNE, 2015

- 1. SEEA Introduction Brochure
 - A. The SEEA introductory brochure includes the following:
 - front cover
 - inside spread
 - with long brand story content and supporting imagery
 - inside spread sample template (for example purposes only)
 - includes chart/graphic treatment/approach (for example purposes only)
 - back cover
 - B. As we mentioned before, this design can be expanded if you'd like to include additional, more technical content. As such, we've included a sample spread to show how additional content would be treated in this design.





System of Environmental Economic Accounting

BRING THE FUTURE INTO FOCUS

Because broader understanding informs smarter decisions











THE SEEA IS A FRAMEWORK THAT INTEGRATES **ECONOMIC**, **ENVIRONMENTAL** AND SOCIAL DATA **TO PROVIDE A MORE HOLISTIC VIEW OF** THE WORLD.



With the SEEA, a common set of data can be shared, compared and compiled with universally accepted concepts, terms and definitions How do we evaluate the environment in economic terms? How can we compare the state of the oceans with the state of industry?

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The United Nations created the System of Environmental-Economic Accounting (SEEA) to provide a modern framework for data collection, comparison and reporting. Rather than focusing on one domain, the SEEA aggregates and organizes economic, environmental and social information into a unified framework. Rather than providing a headline indicator, the SEEA is designed to address a wide range of complex questions. By integrating world data into a coherent model, the SEEA brings our future into greater focus.

The SEEA is a catalyst for modernizing global statistics. For the first time, agencies and departments can share, compare and compile a common set of data with universally accepted concepts, terms and definitions. This gives governments, professionals and civil society a more complete picture for planning and policy decisions. The SEEA informs more nuanced and holistic decisions, promoting sustainable development at a micro and macro level.

Critically, the SEEA adapts to decisionmakers' specific needs. The framework is designed to be applicable across all countries, regardless of their level of economic development and structure, or the composition of their environment. The SEEA empowers an enhanced view no matter a country's policies, data sources or statistical capabilities.

Our sustainable development challenges are too vast and far-reaching to be analyzed with segregated data. From seas to silicon, micro-chips to marine life, literacy to logging, our actions and their impacts are increasingly interconnected. To understand the intersection of the environment, economy and society, we need a sharper view and a more powerful toolkit. The SEEA makes isolated data comparable, and complex problems coherent. By viewing our world with greater context and precision, we can advance a better future.



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For further information on this note, contact seea@un.org.



System of Environmental Economic Accounting

SEEA CASE STUDY GUIDELINES

JUNE, 2015

- 1. SEEA Case Study Guidelines
 - A. The SEEA Case Study Guidelines explain how to approach/proceed with country case studies. We have included a breakdown of the necessary content that should be included, as well as an example country case study (for China).
 - B. Please note that this is built in the SEEA PPT template-- images in the sample are 'for placement only' -- just to illustrate how imagery can be used, if necessary.




System of Environmental Economic Accounting

Bringing the Future into Focus



System of Environmental Economic Accounting

Content Guidelines for SEEA Case Studies

June 2015



Content Guidelines

- **1.** Environment/Economy in Country
 - Unique makeup and challenges of country
 - Sets context
- 2. Statistical Ability/ Environment of Country
 - Current ability of country's office in relation to SEEA
 - Sets professional context
- 3. Problem/Challenge to be Solved
 - Situation that spurred change, highlighted need, had to be overcome with SEEA
 - Sets situational context for use of SEEA
- 4. Action with SEEA to Solve Problem
 - What country preformed to address problem
 - Direct action that can be taken with SEEA
- 5. Result from Action
 - What change/difference has been made by acting with SEEA
 - Establishes ability to succeed with SEEA

(Note: This order applies if all of the items are present. If not, certain sections may be skipped.)



China (Sample Country Case Study)



Economy

China's rapid economic expansion over the past three decades has delivered a measured annual growth rate in GDP of around 10 per cent per annum.





Problem

There are increasing concerns among policymakers and the public in China about environmental issues such as natural resource depletion and environmental degradation.





Action

In response to an increasing demand for integrated environmental and development policies, the National Bureau of Statistics of China (NBS) has adopted the SEEA as the statistical framework for measuring interrelationships between the economy and the environment.

Over an extended period of time, the NBS has cooperated with a range of government agencies including the Ministry of Land and Minerals, Ministry of Environment Protection, State Forestry Administration, and the Ministry of Water Resources to develop SEEA accounts.





Result

The NBS, working together with Statistics Canada, Statistics Norway and the United Nations Statistics Division, has compiled (on a pilot basis) the following physical and monetary accounts for China with the goal of institutionalizing the SEEA: timber resources, energy flow and stock accounts, water accounts (including accounting for emissions to water), mineral accounts, and air emission accounts. Source: National Bureau of Statistics of China



