



# Diagnostic Tool

Project: Advancing the SEEA  
Experimental Ecosystem Accounting



United Nations



UNEP



Convention on  
Biological Diversity



NORWEGIAN MINISTRY  
OF FOREIGN AFFAIRS



## Overview

- Purpose of the Diagnostic Tool:
  - Strategic planning
- Discussion of:
  1. Policy priorities (national)
  2. Institutions (stakeholders)
  3. Knowledge (sources)
  4. Progress (status)
  5. Context (other activities)
- Next steps: Work plan? Proposals?
  6. Priority accounts
  7. Constraints and opportunities
- Group exercise (15min) → Elevator speech



## Why plan strategically?

- Why not? What is the alternative?
- Inform proposals & work plans
- **Engage partners** (data providers, users, supporters)
- Identify strengths, weaknesses, opportunities & threats
  - Build capacity
  - Develop & integrate data, knowledge
  - Strengthen institutional mechanisms (+collaboration)
- Build on existing work and initiatives
- **Link demand** for integrated information with **supply** (data, capacity)



## Why plan strategically?

- You want your data, knowledge and capacity to be used
- Should this be:
  - **Bottom → Up?**: Build a prototype (proposal...) and shop it around to potential users
  - **Top → Down?**: Ask users what they need and make it for them
  - **Outside → In?**: Decide together what is possible and work together to create it

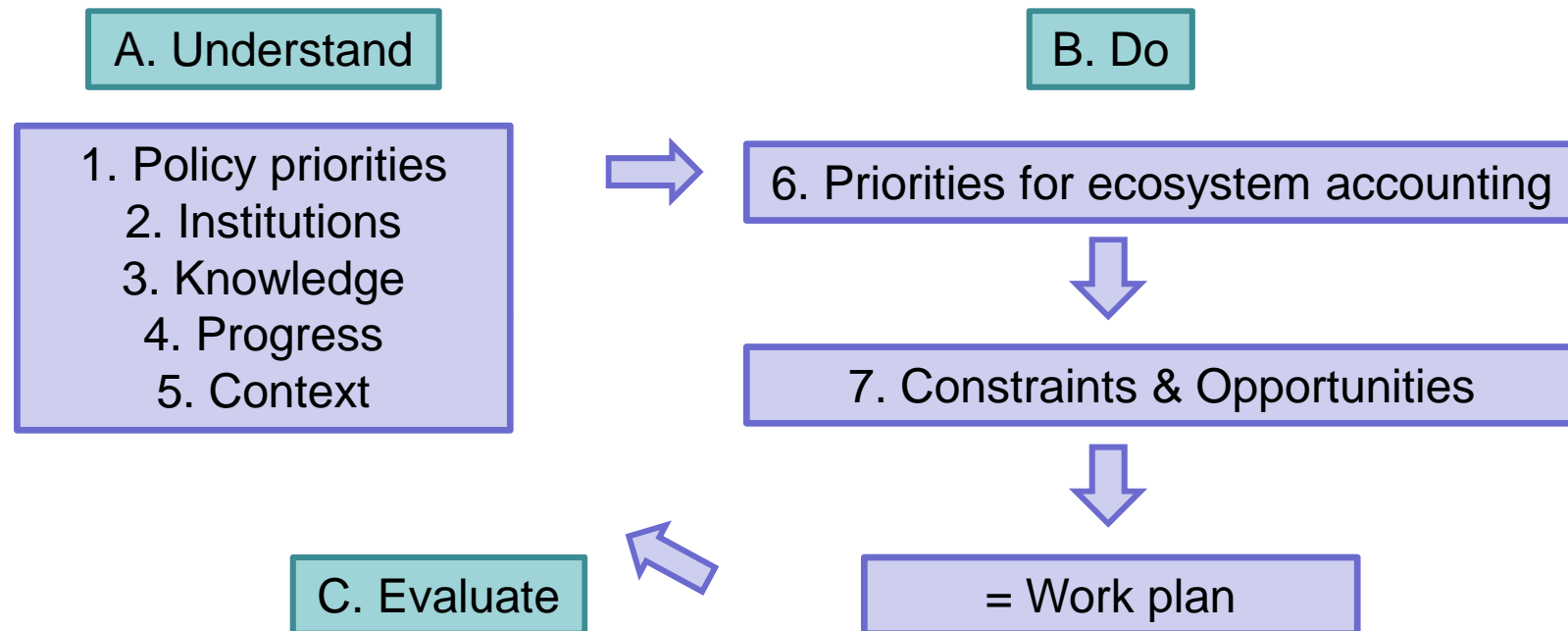


## Purpose of the Diagnostic Tool

- **Strategic planning:**
  - Initiate and guide a conversation about:
    1. National policy priorities (vision)
    2. Institutions (stakeholders)
    3. Knowledge (sources)
    4. Progress (status)
    5. Context (other related activities)
  - Intended to be iterative and flexible
    - Repeat the process with new partners
    - Start at any step: e.g., may focus on leveraging existing work



# Strategic planning...





## Start the conversation...Understand

- Policy priorities:
  - What are your **national priorities** related to the environment, sustainability, biodiversity and green economy
  - Immediate concerns about **key ecosystem assets** and flows of ecosystem services from them?
  - Where would you find a statement of these priorities?

→ This becomes your **Vision Statement**



## Start the conversation...Understand

- Policy priorities (Examples):
  1. Economic development (Green economy?)
  2. Jobs (Green jobs?)
  3. Food security (Drivers?)
  4. Water security (Drivers?)
- Ecosystem assets of concern (Examples):
  1. Natural heritage
  2. Biodiversity, habitat, species
  3. Wetlands, freshwater, coastal zones
  4. Forests, soil, protected areas, degraded areas





## Start the conversation...Understand

- Institutions:
  - Who are the **stakeholders** including **producers** and **users** of related information (statistics, tools, accounts, etc.), but also other groups that can benefit from improved information?
  - Are there **institutional mechanisms** already in place to make decisions related to the environment, sustainability and green economy?



## Start the conversation...Understand

- Stakeholders (Examples):
  1. National statistical offices
  2. Environment & natural resource agencies
  3. Finance & planning
  4. Industry, development, business, NGOs
- Institutional mechanisms (Examples):
  1. Sustainable development committees
  2. Reporting to international agencies
  3. Interdepartmental working groups
  4. Commissions...



## Start the conversation...Understand

- Knowledge:
  - What are the **key national data sources** that can be used as a basis for SEEA-EEA?
  - What are the key **documents and research initiatives** related to these sources?



## Start the conversation...Understand

- Which accounts (or components) should be developed first? (Examples):
  1. Land accounts support many objectives
  2. Freshwater accounts inform water supply
  3. Ecosystem condition account is an opportunity to harmonize environmental quality information and identify gaps
  4. Carbon accounts can inform climate change
  5. Biodiversity accounts can prioritize which ecosystems need to be protected



## Start the conversation...Do

### ■ Work plan:

- Identify a 3-5 year work plan
- to address **constraints**
- take advantage of **opportunities**
- to develop an **integrated statistical infrastructure** to address national sustainable development policy priorities



## Start the conversation...Understand

- Next steps (data, institutions, capacity)  
(Examples):
  1. Create a platform for sharing spatial data
  2. Seek a coalition of partners for funding (discuss with Finance, Treasury, Foreign Affairs...)
  3. Collaborate on linking Biodiversity Targets to accounts
  4. Engage partners in addressing data needs for international initiatives (SDGs, REDD+, IPBES, WAVES...)



## Questions?

- The next activity is a group exercise to use the Diagnostic Tool (ideas) to develop a short proposal
  
- Benefits statement!!!!
  - NOT I am doing a great job!
  - Faster – benefit
  - More accurate – benefit
  - Timely – benefit
  - Detailed - benefit



## Group exercise

### ■ Situation:

- Deputy Minister asks you for a proposal to ensure your country meets its obligations for reporting on **Sustainable Development Goals** by 2020:

*By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts.*

- Funding is available depending on **work plan**
- Requires a **proposal** by tomorrow to convince other Deputy Ministers to collaborate
- Hint: Think like a Deputy Minister (Achieve goals, Focus on what is required? No need for details)





## Group exercise

- **Task:** Give elevator speech (2 minutes) to convince Deputy Minister what is required:
  - Given the national **priority** to \_\_\_\_\_, which requires **collaboration** among \_\_\_\_\_, we propose to integrate **data** on \_\_\_\_\_, to create **accounts** for \_\_\_\_\_, by building on our **experience** in \_\_\_\_\_.
  - There are **opportunities** to support this by \_\_\_\_\_, however the **constraints** that need to be overcome include \_\_\_\_\_.
  - The work plan to \_\_\_\_\_, and \_\_\_\_\_ will require approximately \_\_\_\_\_ years and \_\_\_\_\_ dollars.
- See handout [30min group work, 2min each to report]



## Start the conversation...Evaluate

- Suggestions:
  - Review this discussion with:
    - Your directors & DGs
    - Other potential stakeholders
  - Use it as a basis for a more refined:
    - Elevator speech
    - One-pager to describe intent to potential collaborators
    - Formal assessment using materials developed for this project
  - Synthesize it into a proposal for a 3-5 year Work Plan



## Acknowledgements

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