



# The Economics of Ecosystems and Biodiversity TEEB for Agriculture & Food Global Symposium, February 2019

TEEBAgriFood Theory of Change  
*27 February 2019, Nairobi*

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The Economics  
of Ecosystems  
& Biodiversity

based on a decision of the German Bundestag

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[teebweb.org](http://teebweb.org)



Drying red chillis under the sun provides one of the few sources of employment for women in an area of Bangladesh.

# Fix food metrics

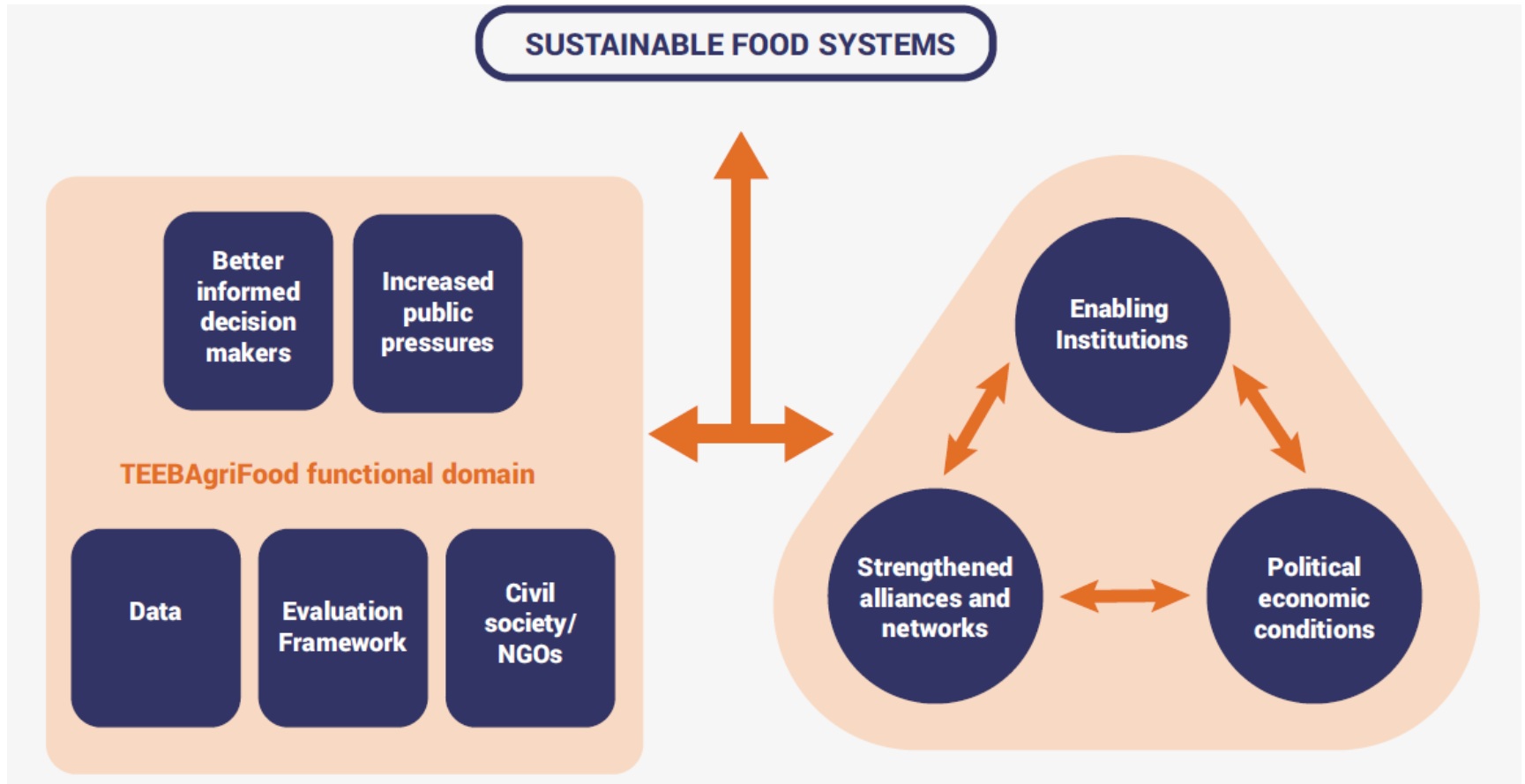
For sustainable, equitable nutrition we must count the true global costs and benefits of food production, urge **Pavan Sukhdev**, **Peter May** and **Alexander Müller**.



# ToC for TEEBAgriFoodToC

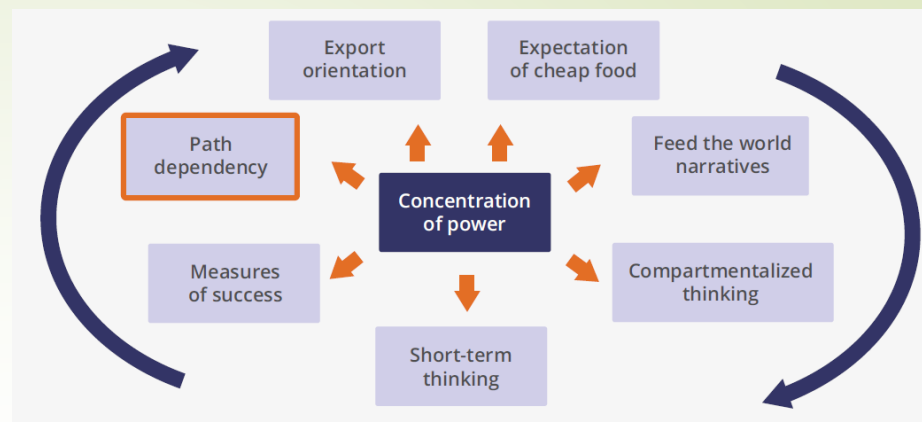
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# Theory of change functional domain



## 2. WHERE ARE WE NOW?

Current business, policy and societal response to knowledge of externalities



- 2.1. Information and denial
- 2.2. Lock-ins and path dependencies
- 2.3. Counterfactual arguments
  - Fatalism and denial – what counts as narrative?
  - Intrinsic rather than instrumental value
  - Industry will promote change to remain competitive
  - People want cheap food; niche markets will resolve
- 2.4. Approaches proven successful to bring about change in agrifood chains
  - Multi-stakeholder roundtables and campaigns
  - Certification
  - Role of positive experiences in promoting change – organics and food movement
  - Replication of TEEB Synthesis Report recommendation that led to NatCap protocol and pilots
- Cost of policy inaction – what happens if we don't do anything?

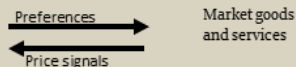
### 3. TRANSFORMATIONAL CHANGE IN AGRIFOOD SYSTEM GOVERNANCE

- 3.1. Ideas, knowledge and narratives
- 3.2. Redirecting structural power and financial resources
- 3.3. Adaptation and learning
- 3.4. Evolutionary economics and human behaviour
- Stability rather than productivity in food system as a goal

#### Rationality and Market Failure

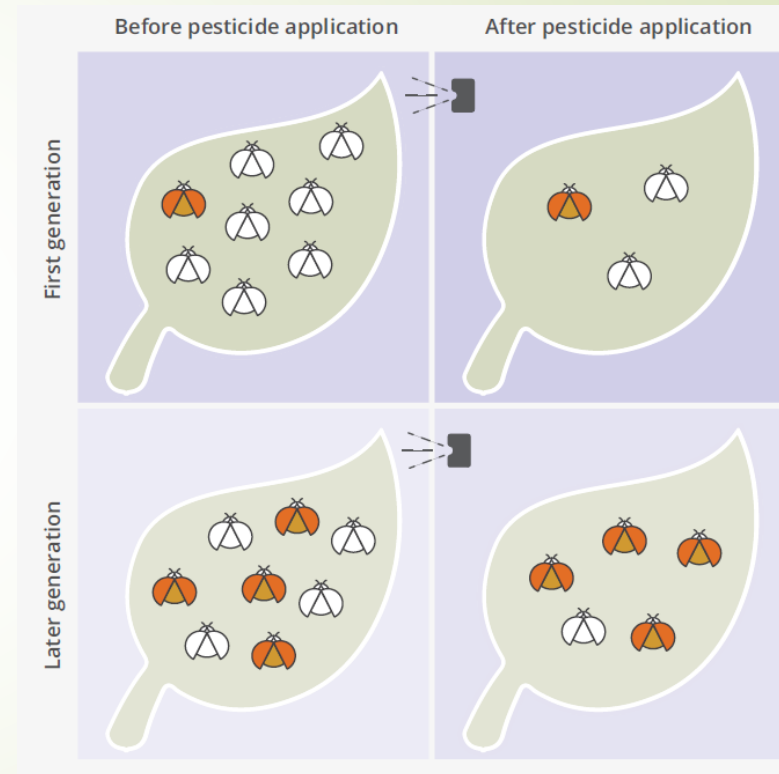


People respond rationally to price signals, therefore the policy solution is to determine the true value of ecosystem services, and convey them to the market to ensure that the optimal amount will be provided.



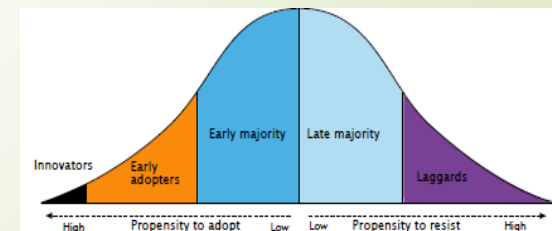
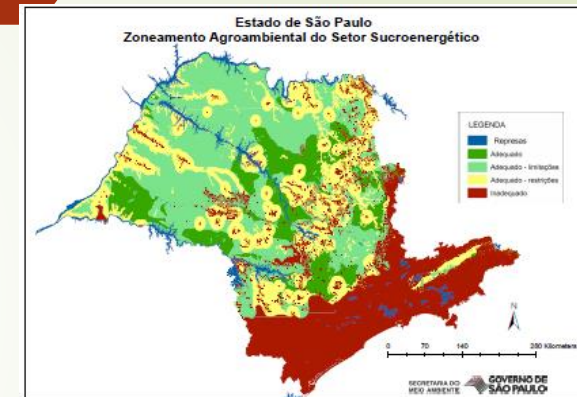
#### Behavioral Assumptions

More is always preferred to less  
Choices are rational and consistent  
Preferences are stable  
Consumers are self-regarding, not social



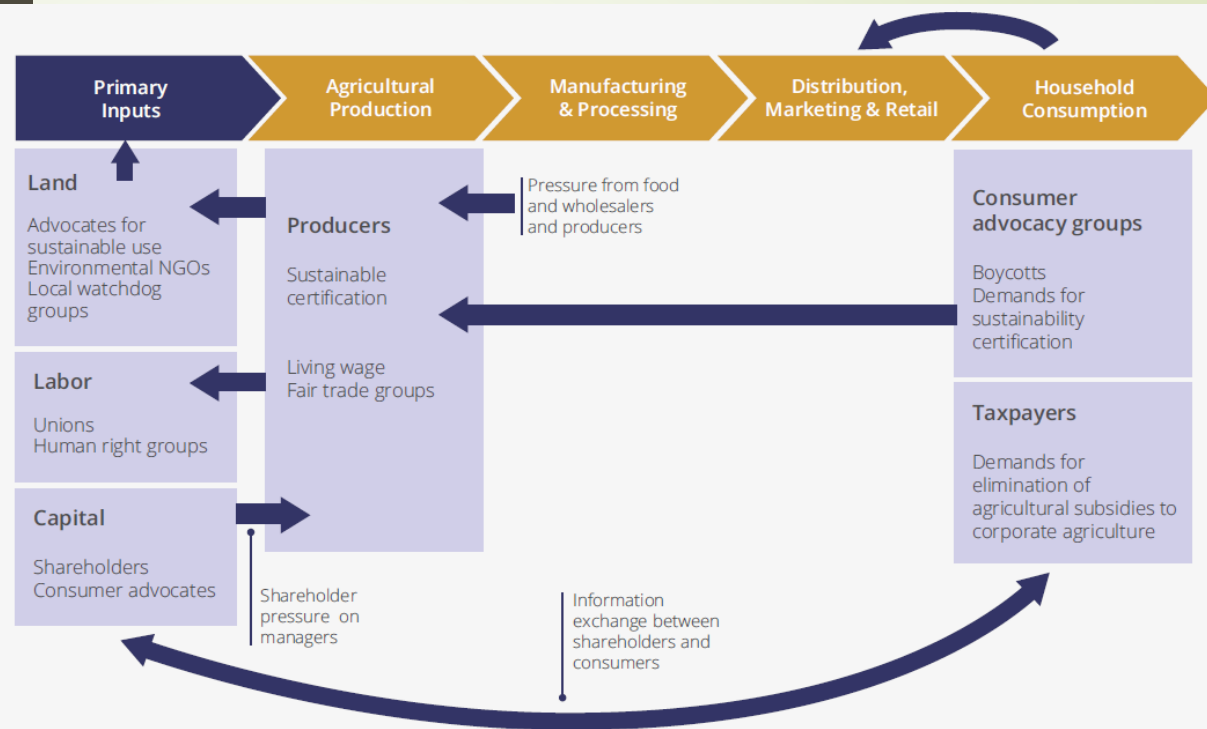
## 4. WHERE ARE WE GOING AND HOW DO WE GET THERE FROM HERE?

- 4.1. Change/response through **Multilateral Agreements**
- 4.2. Instruments to change **Government/ODA** policy
- 4.3. Instruments to make **Investors** sensitive to key indicators
- 4.4. Instruments for sustainable agrifood **Business** practice
- 4.5. Instruments to change **Farmers'** practices
- 4.6. Tools to change **Consumer** behaviour
- 4.7. Tools to change **Human Rights** policies
- 4.7. Instruments to change the role of **Health Assessment**



- cases closer to  
TEEB

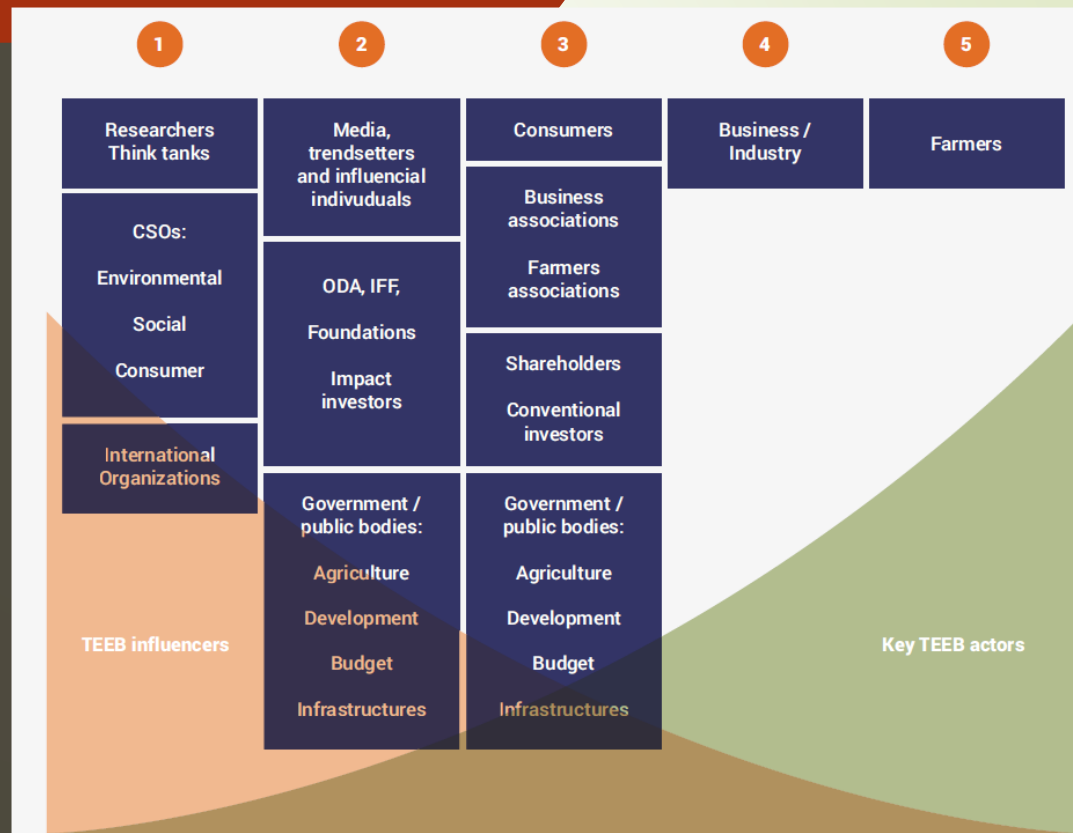
- prioritizing actors as point of entry
- how targeting actors in communication strategy





## 5. ACTOR-RELEVANT COMMUNICATION AND DISSEMINATION STRATEGIES

- Strategic framing
- Identifying users and targets
- Strategic outreach
- Monitor and response





# Thanks for your interest!

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- Peter May ([peterhmay@gmail.com](mailto:peterhmay@gmail.com))
- Gunars Platais
- John Gowdy
- Yann Laurens
- Monica Di Gregorio
- Luis Fernando Guedes
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- Marta Santamaria