

**ACES 2014 All-Day Workshop Agenda**  
**December 8, 2014 | 8:00am-11:30am, 1:00pm-4:30pm**

***Methods for Incorporating Ecosystem Services into Planning and Decision-Making***  
**Organizer: Lydia Olander, Duke University, National Ecosystem Services Partnership**

This workshop will consist of an introduction to the FRMES project and the assessment framework followed by 15 to 30 minute presentations of key methods. Question and answer sessions follow the presentation of each component, with an additional opportunity at the end of the workshop. We have also integrated several small group exercises into this workshop to give participants an opportunity to apply some of the methods presented.

1. *FRMES Introduction and Overview*

Speaker: Lydia Olander  
(20 minutes)

Lydia Olander will provide brief background on the FRMES project and its goals.

2. *Assessment Framework*

Speaker: Dean Urban  
(20 minute presentation, 10 minutes for Q & A)

Dean Urban will walk through an overview of the ecosystem services assessment framework.

3. *Stakeholder Engagement*

Speaker: Deb Whitall  
(20 minute presentation, 20 minutes for Q & A)

A primary difference in the approach of the FRMES framework from current planning processes is engaging stakeholders in a process to prioritize environmental benefits they receive from natural resource management. The public needs to be involved in identifying and prioritizing these benefits throughout the planning process rather than only eliciting feedback at the end. This need for ongoing public engagement aligns well with the new Forest Service planning rule. Deb Whitall will discuss how to effectively engage stakeholders early in the assessment process so we can link ecological outcomes to what people care about.

4. **Break** – 9:30-10:00am (30 minutes)

5. *Incorporating Ecology Using Means-Ends Diagrams*

Speakers: Christy Ihlo and Dean Urban  
(30 minute presentation, 40 minute group exercise, 20 minutes for discussion and Q and A)

A key aspect of the framework is the ability to link biophysical outcomes, which are more commonly measured by resource managers, to social outcomes, which are relevant to ecosystem services. Dean Urban and Christy Ihlo will walk through how means-ends diagrams can make those connections more explicit, and also highlight co-benefits and trade-offs in services that might not otherwise be obvious. Participants will also have an opportunity to develop means-ends diagrams through a small-group exercise.

6. **Lunch Break, On Own** – 11:30am-1:00pm

7. *Integrating Social Value Through Metrics Development*

Speaker: Lisa Wainger

*(15 minute presentation, 20 minute group exercise, 15 minutes for Q and A)*

A number of methods can be used to assign “value” to ecosystem services. Some are more formal, such as economic valuation or multi-criteria decision analysis; others can be less structured. Lisa Wainger will discuss how semi-structured/semi-formal methods can be used to communicate potential benefits when data or other resources limit the application of more formal methods. A group exercise will lead users through steps that they should consider to represent value in ways that resonate with decision-makers and provide the most useful information for evaluating tradeoffs.

8. *Integrating Social Value Through Economic Valuation*

Speaker: Robert J. Johnston

*(25 minute presentation, 15 minutes for Q and A)*

Assigning monetary values to the benefits of protecting, enhancing, or restoring ecosystems can be an effective way to evaluate tradeoffs of alternative policies and investments (i.e., restoring floodplains vs. building levees) and improve understanding of society’s dependencies on and values for natural systems. Robert Johnston will present guidance for resource managers interested in using economic valuation of ecosystem services to support decision-making.

9. **Break** – 2:30-3:00pm *(30 minutes)*

10. *Integrating Social Value Through Multi-Criteria Decision Analysis*

Speaker: Dean Urban

*(30 minute presentation, 20 minutes for group exercise/detailed example, 10 minutes for Q and A)*

Although monetary valuation is often used to compare ecosystem services benefits to other societal costs, some services are not easily assigned dollar values, such as the values people place on culturally important places and biodiversity. Dean Urban will present multi-criteria decision analysis methods.

11. *Workshop Wrap-Up*

Moderated by Lydia Olander and Dean Urban

*(30 minutes)*

As one of the goals of the FRMES project is to develop some training materials for agencies, we would like to take this time to receive feedback on the training in this workshop (what was useful, what needs more clarity, what was missing, and how can we target it for different communities and agencies, etc.). We plan to also elicit feedback through a survey and will open the floor for a final question and answer session.