

ESCom 4<sup>th</sup> Annual Conference  
24<sup>th</sup> April 2017, Edinburgh Centre for Carbon Innovation  
@ESComScot  
#ESCom17

10.30	16.15	Coffee from 10.00
10.30	10.40	Welcome and ESCom Progress. Marc Metzger, University of Edinburgh, ESCom Chair
10.40	11.10	Shared values; towards a framework for inclusive deliberative valuations. Jasper Kenter, SAMS
11.10	11.40	Participatory land use planning in the Pentland Hills: using ecosystem service values to inform decision-making. Neville Makan, SNH, Peter Phillips, CEP, and Katja Schmidt, University of Potsdam
11.40	12.10	<p>Testing socio-cultural valuation methods of ecosystem services to explain land use preferences. Katja Schmidt, University of Potsdam</p> <p>Understanding the preferences of the public and farmers for agri-environmental schemes: the case of a farmland area in north-east Scotland. Michela Facciol, James Hutton Institute</p> <p>Non-monetary values of marine ecosystem services. Gill Ainsworth, Centre for Ecology &amp; Hydrology</p> <p>Practical method integration to answer multiple stakeholders needs Cairngorms. Jan Dick, Centre for Ecology &amp; Hydrology</p> <p>Integrated valuation of ecosystem services in the Inner Forth. Marc Metzger, Anja Liski, University of Edinburgh</p>
12.10	13.10	Lunch

13.10	14.10	<p><b>Workshop Session 1 – Parallel workshops:</b>  Note that the sessions are repeated so all delegates have a chance to attend both workshops</p> <p><b>Shared values: Designing effective and inclusive deliberative valuations.</b> Jasper Kenter, SAMS</p> <p>This interactive workshop will focus on concretely supporting conference participants to design deliberative valuations (monetary or non-monetary) and elicit and form shared, plural and cultural values of ecosystems. We will discuss: when deliberative valuations are appropriate and when other methods can be considered; which deliberative methods to choose; the objectives of deliberation; integrating deliberation with other qualitative and quantitative methods; designing deliberative valuation processes using a six-step template; and key factors in relation to process design and facilitation. Participants will be encouraged to share their own experiences. We also ask participants to suggest, in advance, potential case studies where they may be interested in applying deliberative valuations.</p> <p><b>Learning from the Pentland Hills experience: exploring and evaluating methods and tools for participatory land use planning.</b> Peter Phillips, CEP and Neville Makan, SNH</p> <p>This interactive workshop will build on material presented in the keynote presentation on the Pentland Hills project. Participants will have the opportunity to explore in further detail the tools and methods used for participatory land use planning. Specifically, we will look at the paper maps, data, process and questions used in participatory ecosystem service mapping and assessment. The session will involve a mixture of presentation, group work and facilitated discussion in plenary. The overall objective of the session is to enhance the learning from the Pentland Hills project: (1) for other practitioners and policy-makers that may be using/considering using similar tools; and (2) for those involved in the project (SNH and CEP Limited). An anticipated key output from the workshop will be a better understanding of the relative strengths and weaknesses of the methods and tools, in terms of their use in different decision-making contexts.</p>
14.20	15.20	<p><b>Workshop Session 2 – Parallel workshops as above</b>  Note the sessions are repeated so all delegates have a chance to attend both workshops</p>
15.20	15.40	Coffee
15.40	16.00	<b>How can a better understanding of shared and cultural values lead to more sustainable land management?</b> Panel discussion
16.00		Closing: Marc Metzger