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# ESCom, ecosystem services and land owners

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# Speaking for land owners

- 'Landowners' are often taken as a group, but it's never that simple.
  - ◆ Land owners are a diverse bunch
    - ◆ Traditional private land owner, Communities, NGOs, Institutional, large corporates/banks...
    - ◆ Problematic to refer to 'landowners' or as if they are a single category
    - ◆ Different land owners have different objectives
    - ◆ The same land owner might manage their land for multiple goals



# Land owners – a diverse bunch





# Land-based businesses

- While diverse, land owners do have some things in common...
  - ◆ Owners / managers will always be thinking about the bottom line
  - ◆ Core of 'traditional land uses'



# Land owners and ecosystem services

- How do land owners work with ecosystem services concepts?
  - ◆ They don't (on the whole)
  - ◆ They rear livestock, grow crops, produce timber, they manage for wildlife...
  - ◆ Ecosystem service concepts are part of a policy/academic discourse
  - ◆ But once explained they see themselves as delivering



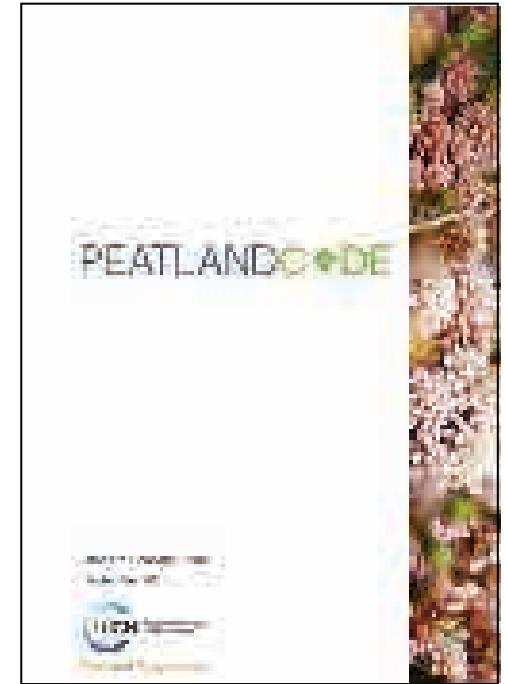
# Land owners and ecosystem services - implications

- Start from where your audience is (as opposed to attempting to bring them to you)
- Take time to understand the ways that land owners think about land management and how your concepts of ecosystem services fit with their view of management and their business objectives
- Look for complementarities rather than broad behaviour change



# What could ESCom do for land owners?

- Push the payments for ecosystem services agenda along
  - ◆ Pilots
- Land owners are willing to engage, but need hard facts
- What is the opportunity cost?
- How does a change in management work financially over the long-term?





# What could land owners contribute to ESCom?

- Knowledge – they are experts in managing their land
  - ◆ Co- production of knowledge
- Opportunities for trials/pilots
- Opportunities for dialogue/collaboration
- ...Deliver enhanced ecosystem services



# Scottish Land & Estates and ESCom

- **Scottish Land & Estates is very keen to see this agenda move forward**
- **Scottish Land & Estates can:**
  - ◆ **Help communication with land owners**
  - ◆ **Facilitate events with land owners**
  - ◆ **Share information through our various channels**

