



The MAIA Newsletter

While we are actively promoting the mainstreaming of Natural Capital Accounting in EU Member States and Norway, we would like to share with you our recent achievements!

The #MAIAwebinar series

MAIA has been successfully organising and carrying out various webinars from the series of planned online discussion units, each one on a SEEA Ecosystem Accounting and natural capital-related topic.

So far the project has held a total of nine webinars and one workshop, which have been all attended by a wide variety of participants, representing various sectors and institutions.



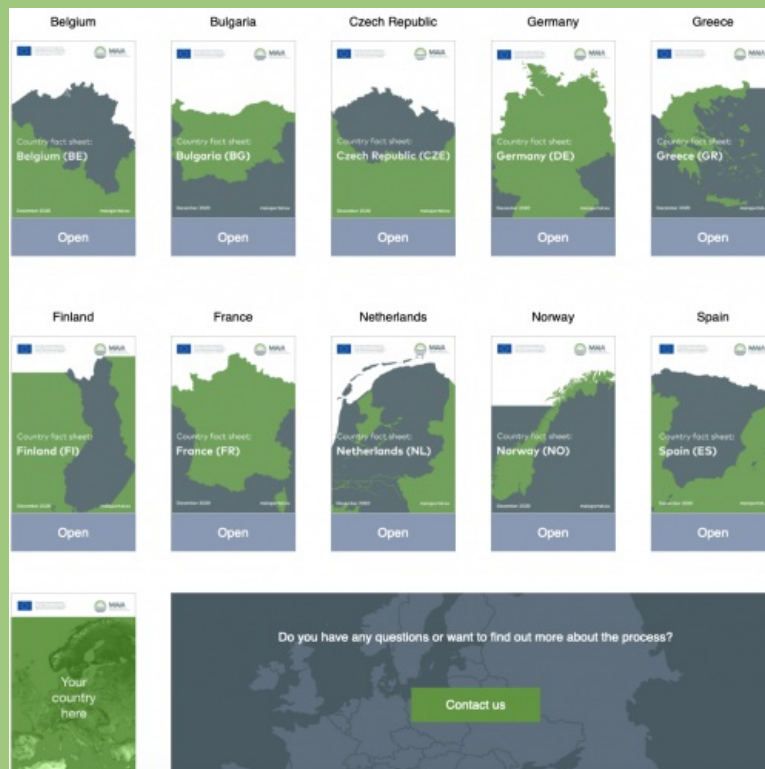
[Watch all webinars](#)

MAIA Fact Sheets: an overview of the natural capital accounting in the MAIA countries

MAIA is glad to announce that the project's Fact Sheets are now available on our website. Being specifically designed to serve as an intuitive tool for the user, the MAIA fact sheets summarise the state of affairs on natural capital accounting (NCA) in the connected to the project countries.

Throughout the materials, one can find various information such as a summary of the current state of the NCA, the respective country's policy priorities needed for further developing NCA and the pilot accounts that are under development. Additionally, insight on the knowledge gaps and difficulties, as well as support needs for developing natural capital accounts can be gathered through the fact sheets.

MAIA's fact sheets are presented on a dedicated page on the project's website and are accompanied by a FAQ section. It is important for MAIA to gather and showcase the state of affairs on natural capital accounting not only within the project but also beyond MAIA.



[Explore the MAIA Fact Sheets](#)

#MAIAFactSheets in a nutshell: An ongoing social media campaign

In pursuit to maximise the visibility of the MAIA fact sheets which summarise the state of affairs on natural capital accounting (NCA) in the connected to the project countries, MAIA is conducting a targeted social media campaign, which aims to showcase the most important highlights of the fact sheets.



Summary of the Fact Sheet

In Finland, the progress in natural capital accounting has been mainly experimental and academic and no official ecosystem accounts have been published so far. The development of ecosystem extent, condition and monetary asset accounts for marine ecosystems have advanced the most.

A highlight accounting project in Finland

- ecosystem extent account
- condition account
- monetary asset account for marine ecosystems

The role of MAIA in Finland

MAIA is contributing to the development of NCA in Finland through marine accounts.

Support needs for developing natural capital accounts

- long-term funding
- policy support
- legislation
- awareness-raising

Key difficulties for developing NCA in Finland

- lack of clear policy demand on a national level
- lack of official mandate from the Finnish government to compile the accounts
- lack of human resources and long-term funding
- need for general awareness raising on NCA to get acceptance: what does it mean, what does it benefit us, why do we need to invest time and money on it. A related problem is the interdisciplinary nature of the SEEA EA framework, finding a common language between disciplines (e.g. ecologists/GIS experts/economists), lack of key terminology in Finnish, lack of easily digestible materials in Finnish.

The Finnish marine ecosystem extent and condition accounts in details

In the marine realm, marine ecosystem extent and condition accounts have been piloted for the whole Finnish marine area. What will be developed further are the marine condition accounts. Currently, the condition is defined only based on anthropogenic activities (pressures), which have an impact on ecosystem extents, via degraded habitat condition. In order to define the condition in more detail, the reference condition of the marine environment should be modeled separately, and in addition to the potential for reaching ecosystem extent under good environmental status (condition).

The role of the Finnish National Coordinator

My main goal as a National Coordinator of the MAIA project is to increase awareness of the importance of ecosystem accounting. Ecosystem accounting is a very important science-policy interface bridging the gap between the state of biodiversity and society's welfare.

Petteri Vihervaara
National Coordinator, SYKE, Finland

[Find out more](#)

MAIA's coordinator discussed the ways out of the COVID-19 recession in an interview with the Austrian radio station ORF

MAIA's Project Coordinator Lars Hein participated in a radio interview with the Austrian radio station [ORF](#), discussing how Europe will ramp up the economy post COVID-19's economic fallout. The focus of the German-spoken interview was the economic value of ecosystems, especially in relation with the pandemic.



[Read the full interview](#)

MAIA Technical Workshop in Bulgaria

The MAIA team met in Varna, Bulgaria from 15-17 August 2021 in order to look into the advancements and challenges in ecosystem services accounting in Bulgaria.

Hosted by the Bulgarian National Coordinator Prof Boian Koulov (BAS) the event was attended by MAIA's project coordinator Prof Lars Hein ([Wageningen University](#), the Netherlands) along with more than 20 representatives of the Bulgarian institutions associated with the project. Namely, the [Bulgarian Academy of Science](#) (BAS), the [Executive Environment Agency Bulgaria](#), the [National Statistical Institute](#), [Sofia University](#), the [National Institute of Geophysics, Geodesy and Geography](#) and [Pensoft](#).

Followed by an in-person interview with the project's coordinator Prof Lars Hein, the three-day MAIA technical workshop is deemed a great success.



MAIA Technical workshop Varna, Bulgaria

This project receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817527.

[Watch the interview](#)

The MAIA project explained

MAIA is constantly striving to involve its audience in the project's process and achievements as broadly as possible. In relation to this, MAIA conducted a one-on-one video interview with the project's coordinator Prof. Lars Hein, where he explains the mission and objectives of MAIA, as well as the upcoming plans for the project.



The MAIA project explained An interview with Prof. Lars Hein

This project receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817527.

[Watch the video](#)

Job Announcement

[Trinity College Dublin](#) is seeking a highly motivated, collaborative researcher, with expertise in Natural Capital Accounting, to join the interdisciplinary [Farm Zero C project](#). The project builds on previous work at Shinagh Dairy Farm (in West Cork), as a 'demonstrator', and will develop tools to be deployed through a technological platform (Climate Neutral App) that will allow farmers to design climate and biodiversity strategies that best suits their needs.

Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

MAIA
Mapping and Assessment for
Integrated Ecosystem Accounting

JOB VACANCY

Researcher in Natural Capital Accounting

Trinity College Dublin is seeking a highly motivated, collaborative researcher, with expertise in Natural Capital Accounting, to join the interdisciplinary Farm Zero C project.

Job specifications:

- Build natural capital accounts (extent, condition and services) at farm level using the UN System of Environmental Economic Accounting - Ecosystem Accounting (SEEA-EA) approach.
- Develop and test indicators for farmland habitat condition and assess the link farmland between habitat condition and service provision for integration into natural capital accounts.
- Work with other members of the Farm Zero C team to integrate accounting into an interactive app-based interface (Climate Neutral App), so that accounts are informative, useful and intuitive to use by farmers.
- Write and publish peer reviewed scientific papers and present results at national and international conferences.

Apply by 14th of October
Contact: Jane Stout (stoutj@tcd.ie)

[Find out more](#)



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