



MAIA
Mapping and Assessment for
Integrated ecosystem Accounting

MEASURING MAIA IMPACTS AND COMPILING LESSONS LEARNED

Deliverable 2.3

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 817527

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What did we aim to achieve?

INTRODUCTION AND AIMS

Purpose and use

Informed by Deliverable 2.3:

- To collect lessons learned and understand impacts and policy outcomes from the MAIA pilot accounts.
- Provide recommendations to other countries for creating and mainstreaming NCA.



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How did we try to achieve it?

Methodology

2.1 Surveys

Two surveys for initial data collection :

- The **survey to project partners** investigated the practical challenges, solutions and policy relevance to identifying barriers and opportunities in the mainstreaming of NCA (with WP3).
- The **national stakeholders survey** sought to discover how pilot projects supported policy work, what worked well and what potential barriers and opportunities exist for mainstreaming NCA.

Methodology

2.2 Interviews

Building on the survey results, interviews focused on:

- What worked well within the implementation of the project.
- Challenges encountered and recommendations for other countries.
- The positive impacts of the work conducted within the MAIA project.

Qualitative data was coded using NVivo software and analysed through a thematic analysis.



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What were the outcomes?

Results

- The survey for project partners received 15 responses from 8 countries (Bulgaria, Czech Republic, France, Finland, Germany, Norway, the Netherlands, Spain).
- The national stakeholders survey received 5 responses from participants from Bulgaria and the Czech Republic.
- 12 interviews were conducted with 14 respondents across 9 MAIA pilot countries. 5 respondents were from the public sector.

Key lessons learned

- **Build procedures, not just content**

Building processes to improve communication and decision making between NSOs or environment ministries can be just as important as the content of creating the NCA.

- **Cooperation between different institutions is key**

Creating a community of relevant experts and stakeholders across different institutions who can provide input from their perspective into the process of creating natural capital accounts is key.

- **Examples from other countries are crucial**

Using examples from other countries with different levels of experience in NCA is key to both making the case for its utility and helping to inform how to create accounts in your own country.

- **Frame NCA with reference to policy**

Referring to upcoming policy that relate to building environmental economic accounts is particularly helpful when making the case for building capacity in NCA.

Key lessons learned

- **Building public sector interest in NCA is key to mainstreaming it**
The work of mainstreaming NCA into government decision making requires buy-in from key actors within the public sector.

Choose data that provides meaning

Natural capital accounting does not stop at making accounting tables, the data need to also be meaningful to potential users.

- **Develop key indicators targeted towards policy**
Going beyond creating natural capital accounts requires the creation of indicators that help make the accounts policy relevant and render them accessible to decision making.
- **Take things step by step**
Start small and do not be daunted by the scope. Most respondents recommend taking NCA step by step whilst in the first stages of the process.



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Thank you for your attention!

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