

How Do You Transform A Sector? First, Change the World— Step by Step

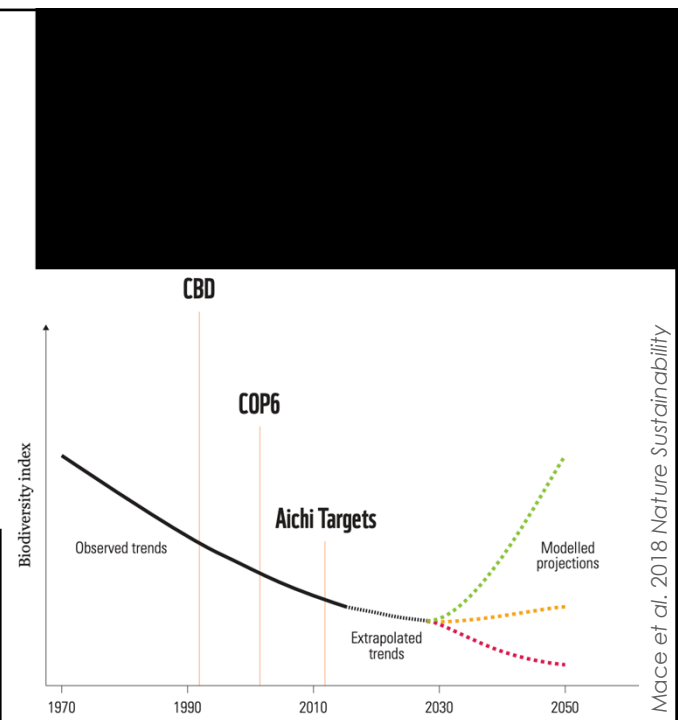
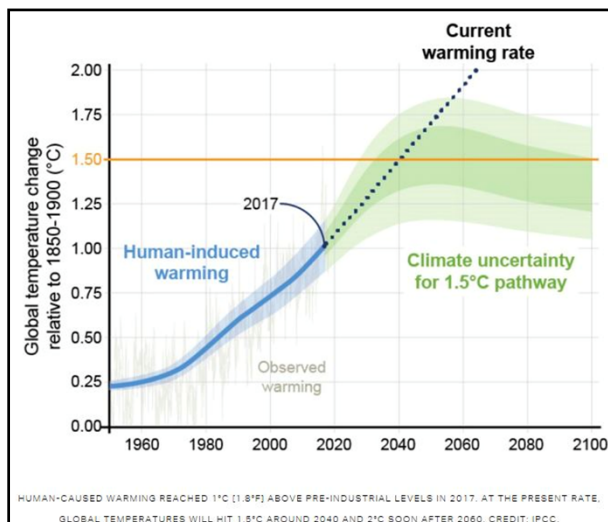
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PEOPLE
AND NATURE
A journal of relational thinking





Intergovernmental Platform on Biodiversity and Ecosystem Services

Outline

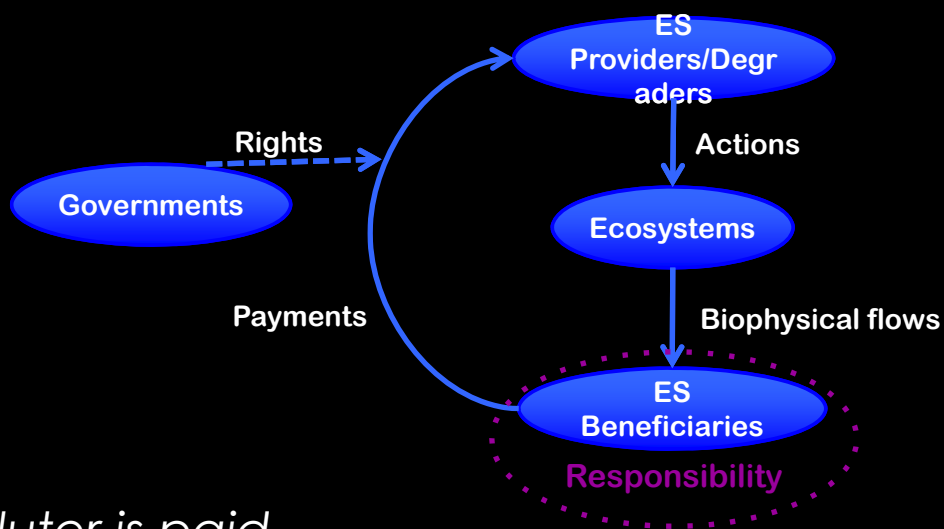
- Payments for Ecosystem Services → RES
- Certification (+ Consumers)
- Jurisdictional Approaches
- CoSphere/Earth+
- First RSPO, then the world ... Or vice versa?

1. New Externalities



A cure for every ill, an ill for every cure

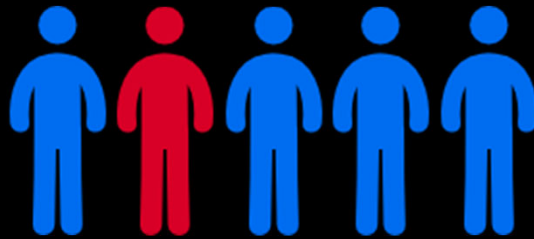
2. Misplaced Rights & Responsibilities



Polluter is paid

Chan, Anderson, Chapman, Jespersen, Olmsted 2017 Ecol. Econ.

4. Efficiency & Equity



What about me?

Icons by Freepik from www.flaticon.com

5. Burden of Monitoring



Cheating pays, so pay for policing

Chan, Anderson, Chapman, Jespersen, Olmsted 2017 *Ecol. Econ.*

7. Top-down prescription



State knows best



Chan, Anderson, Chapman, Jespersen, Olmsted 2017 *Ecol. Econ.*

What's Not to Love?

1. A cure for every ill, an ill for every cure
2. Polluter is paid
3. Money breeds mercenaries
4. What about me?
5. Cheating pays, so pay for policing
6. A solution ... seeking applications
7. State knows best

Chan, Anderson, Chapman, Jespersen, Olmsted 2017 *Ecol. Econ.*

A Brilliant Accident

BushTender, a reverse auction

- Efficiency through competition?
- Collusion?
- Underbidding?
- Cognitive dissonance

Stoneham et al. 2003 AJARE

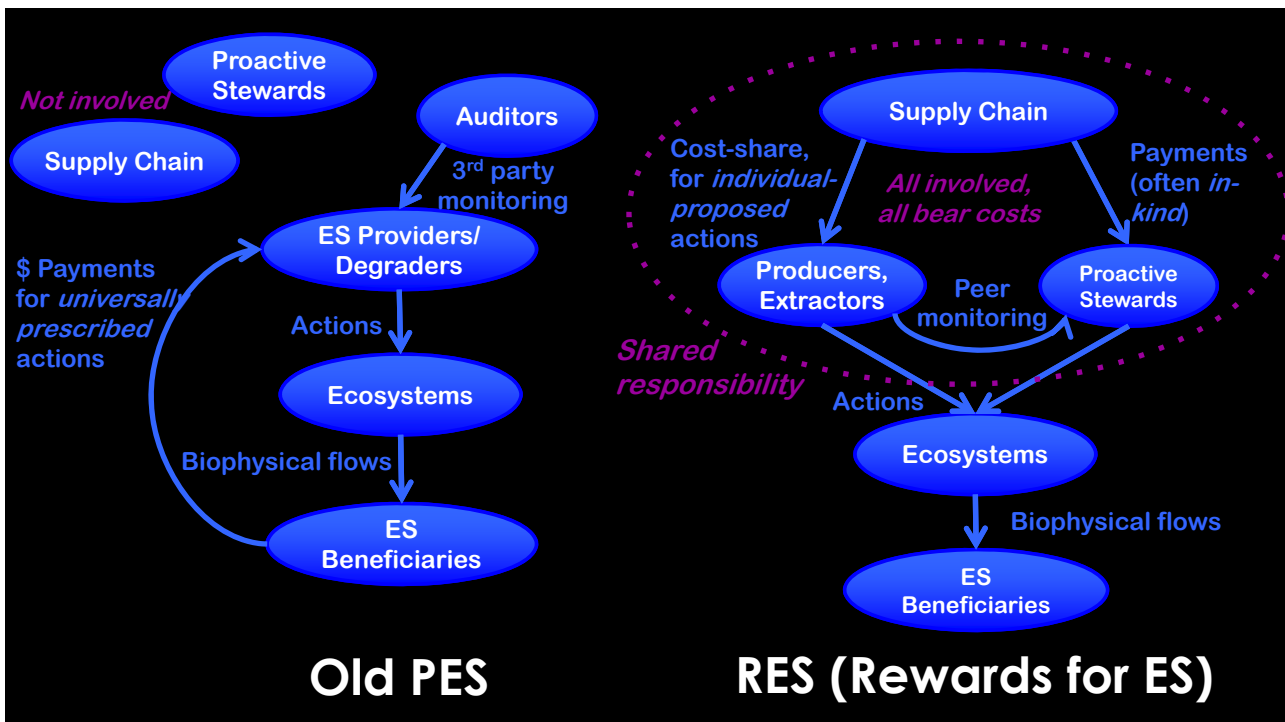
Let's not forget values

We won't achieve sustainability unless we foster ecologically sensitive behaviours, *norms & identities*

PES → Auctions → Awards

“Land steward: How can we help you do more?”

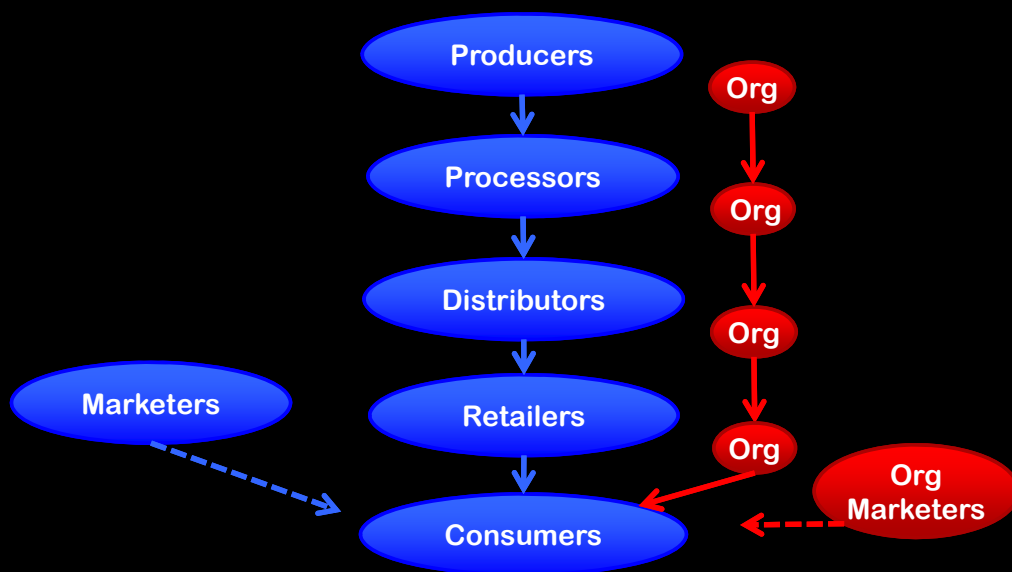
1. Reward stewardship, not an output
2. Steward is paid
3. Co-pay complements intrinsic motivations
4. Forget ss-additionality: focus on value change
5. Honour code & peer monitoring?
6. Impact offsets / User fees for nature
7. Inspire agency



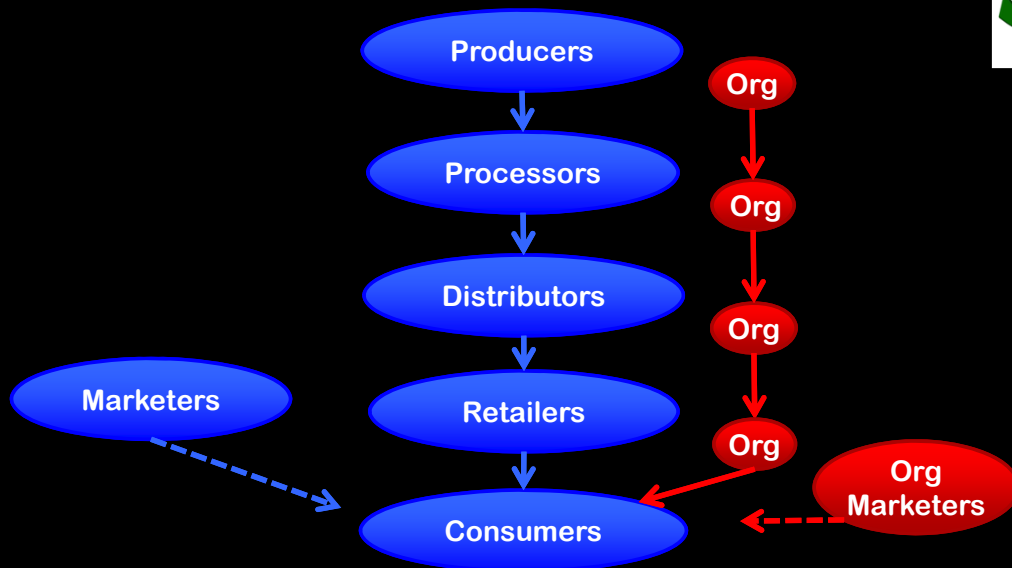
But let's not forget small-holders

"Without dignity (of legality), we are paralyzed."

Certification



Certification is cool, but ...



Common Challenges

1. Costly
2. Residual impacts
3. Other problems (e.g., labour)

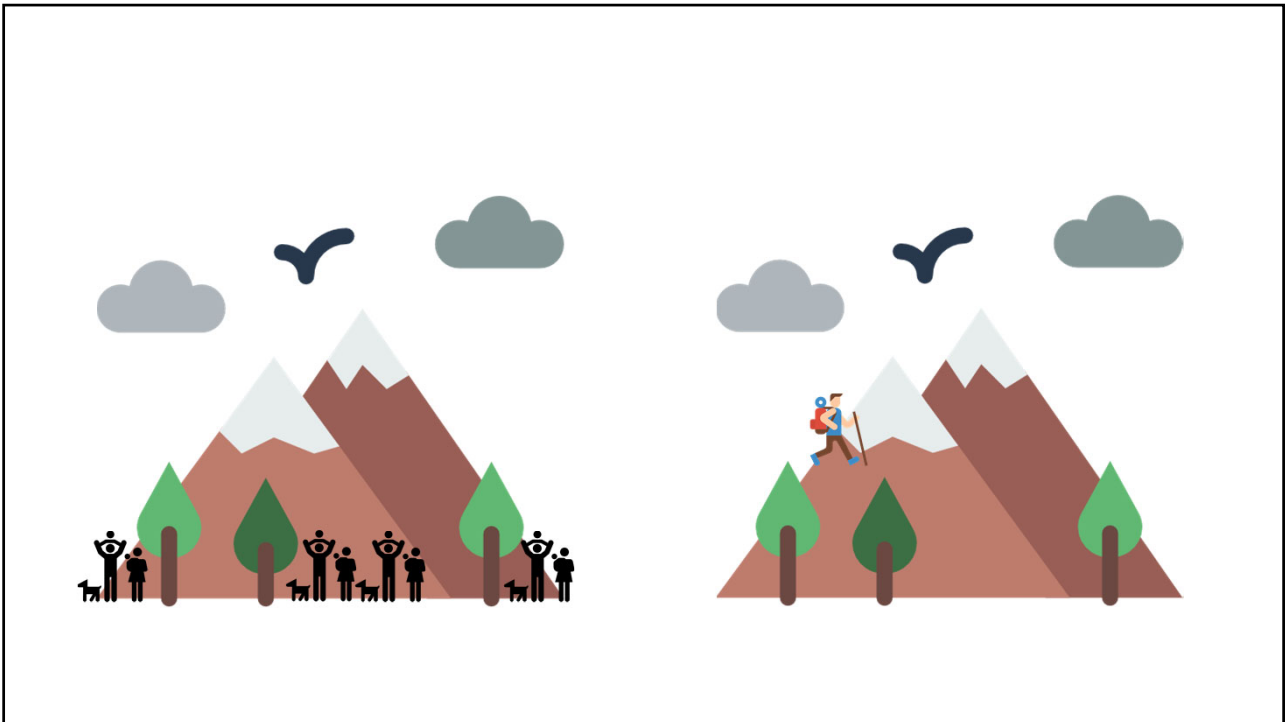
Cacophony of Concerns

- Too many issues
- Too much complexity
- Too much contention



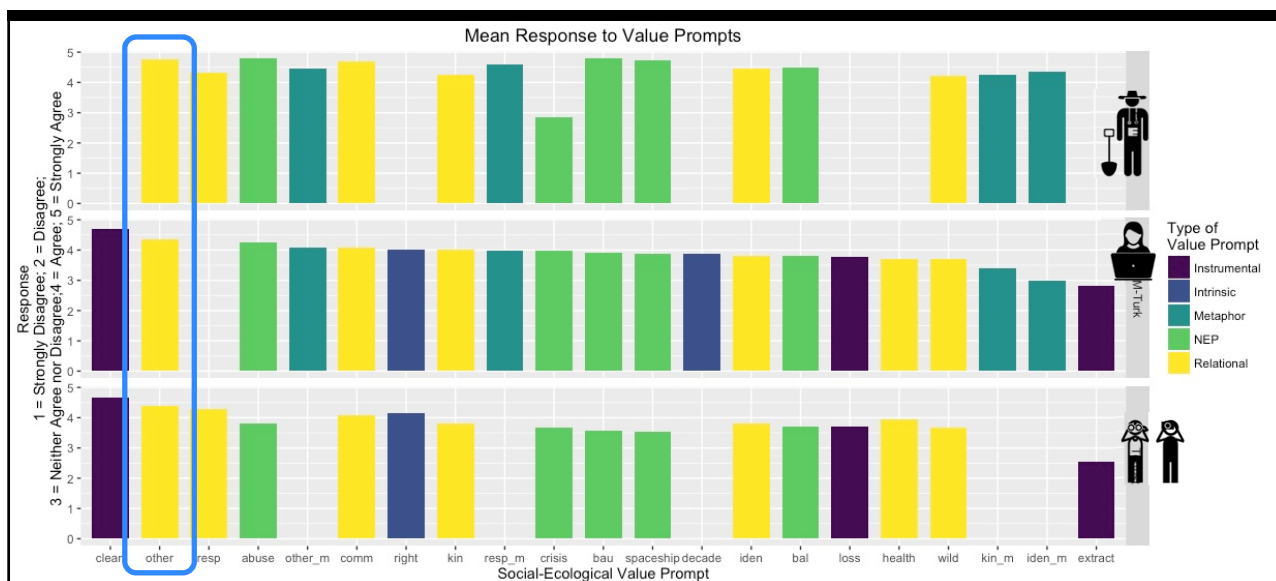
Common Challenges

1. Costly
2. Residual impacts
3. Other problems (e.g., labour)
4. Cacophony
5. Relies on a 'less-bad' logic
6. Relies on a 'green' identity, deepens divides



Digressions

1. Consumers are crucial
2. Consumers care ... and can be moved



"Other": Humans have a responsibility to account for our own impacts to the environment because they can harm other people

Klain, Olmsted et al., 2017 PLOS ONE

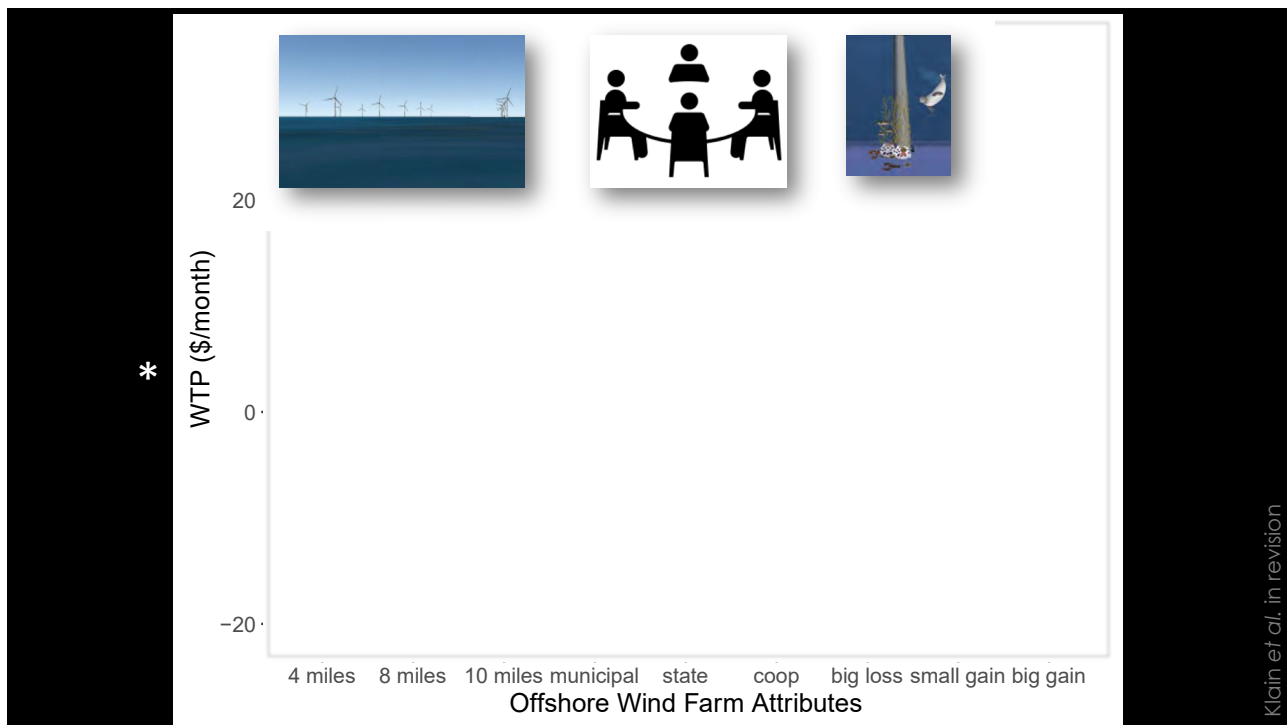
Offshore Wind

Would many pay more?



	Op#on A Wind Farm	Op#on B Wind farm	Op#on C Coal or Gas Plant No Wind Farm
Effect on marine life	<ul style="list-style-type: none"> Small loss 30% decline in diversity and abundance Turbine structures provide poor habitat for underwater plants and animals, e.g., anti-fouling paint used on tower 	<ul style="list-style-type: none"> Large gain 60% increase in diversity and abundance Turbine structures provide excellent habitat for underwater plants and animals 	<ul style="list-style-type: none"> More coal or natural gas used No direct impact on marine ecosystems Associated CO₂ emissions contribute to ocean acidification
Wind farm Ownership	Cooperative	Private	Ownership not specific
Visibility from shore	Prominent 4 miles from shore	Barely visible ≥10 miles from shore	Built on land
Addition to monthly electricity utility bill	\$5	\$20	\$0

Klain et al. in revision



Relevance for Palm Oil

1. It's lore that consumers won't pay more
2. That's only true in one context
3. What matters more is whether they will:
 - a. Pay more when its built-in
 - b. Reward brands who do good

Jurisdictional Approach



1. Sounded too good to be true
2. Sabah + Forever Sabah schooled me
3. Transformative potential
4. Together with RSPO's P&Cs evolution ...

Overcoming Challenges

1. Costly
2. Residual impacts
3. Other problems (e.g., labour)
4. Cacophony
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+ Paves the way for RES

Digressions

1. Concerned consumers do buy palm oil
2. More than enough to leverage change



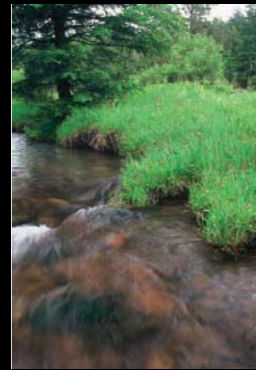
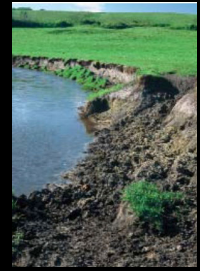
Maybe people won't identify as concerned until
they can take action

E.g., Ocean-Positive (O+)

Connect consumer/retailer concern to actions that do good, linked to but de-coupled from the product



E.g., Project Beef



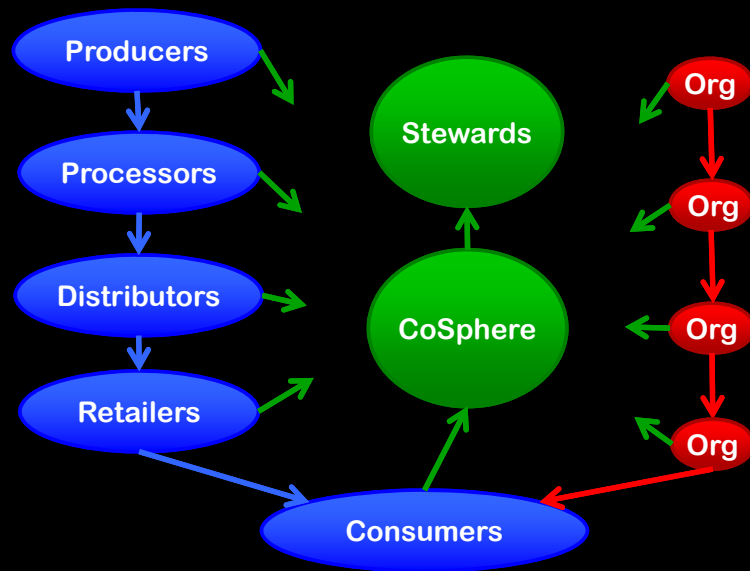
E.g., Palm Oil

Co-pay for :

1. Transition to CSPO
 2. Going beyond P&Cs
 3. Wildlife corridors
 4. Forest restoration
 5. Enhance habitat
- Earth+



A Supply Chain for Virtue



CoSphere



*A Community of Small-Planet Heroes
(ecologically regenerating economies)*



CoSphere: Key Features

- Reaches beyond conscientious consumers to include all
- Leverages existing widely held values of responsibility
- ... By making it easy, enjoyable, and inexpensive to *mitigate* environmental impacts
- Employs one label, so promotes normalization
- Mitigates impacts efficiently, lessening the divide

Overcoming Challenges

1. Costly ✓
2. Residual impacts ✓
3. Other problems (e.g., labour) ✓
4. Cacophony ✓
5. Relies on a 'less-bad' logic ✓
6. Relies on a 'green' identity, deepens divides ✓

With RES and CoSphere/Earth+

Summary

- RSPO is onto something powerful, poised to transform
- Concerned consumers are being left out, let's give them an easy, positive way to express their concerns
- Enlist everyday heroes by enabling actions—inclusively
- CoSphere isn't a new solution, but an integration
- Join us—in any capacity (Community.Sphere@gmail.com)

<https://support.ubc.ca/projects/cosphere-development-fund/>

You Can Help RSPO ...

- **All:** Vote 'Yes' to the P&Cs
- **Brands:** Commit to 100% CSPO, to buying Jurisdictional Approach (JA), pressure retailers, mobilize consumers
- **Governments:** Initiate JA; force transparency
- **NGOs:** Mobilize consumers for net-positive action, pressure all, organize stakeholders for JA
- **Financial Institutions:** Require transparency, pressure
- **Foundations:** Fund JA, net-positive approaches
- Collaborate to bring sustainability **from niche to normal**



References

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