

*«I often feel like the problems that are **at the root,** are these human things. Not necessarily the engineering or the data approach»*

Expert, Motiva



# Who are we?



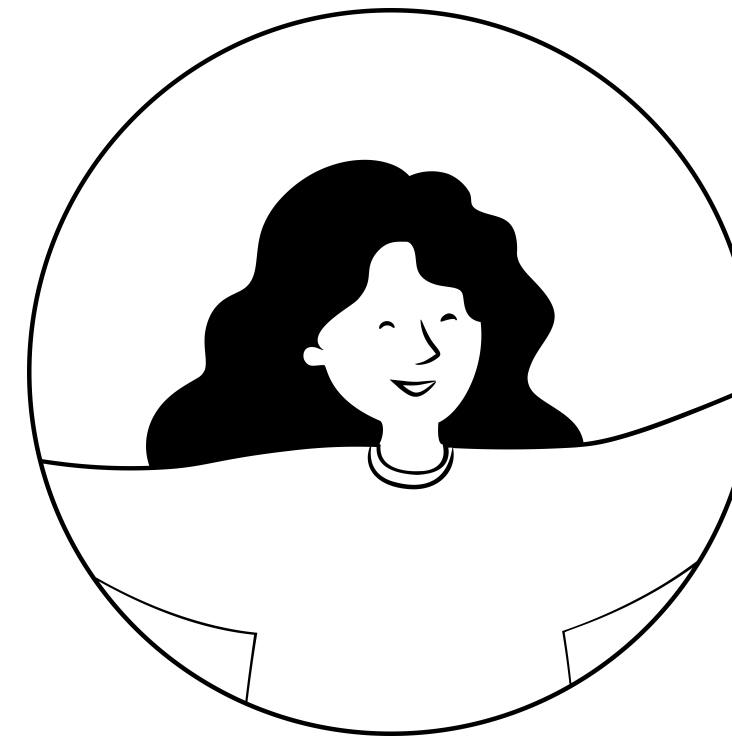
*Anna*

Creative Sustainability



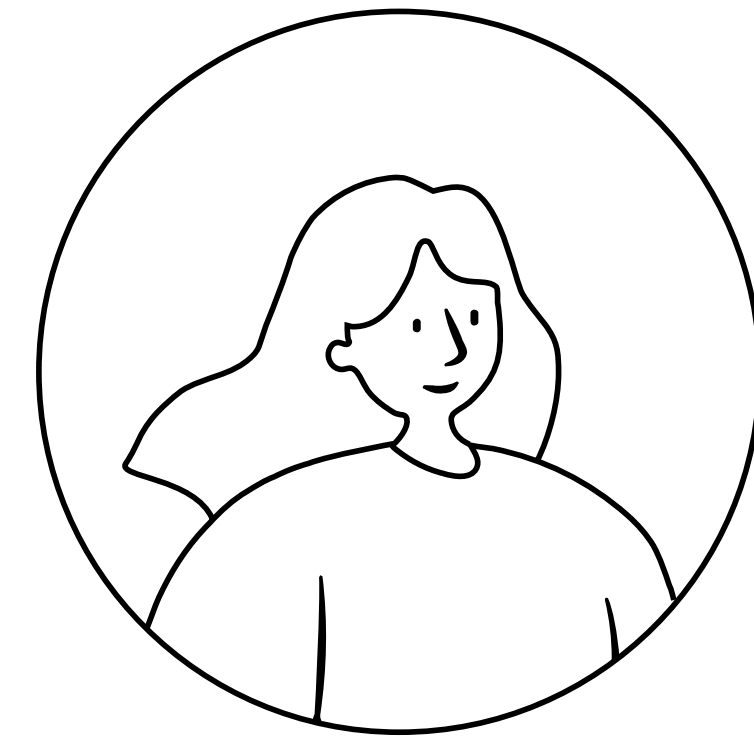
*Dinah*

Creative Sustainability



*Jandi*

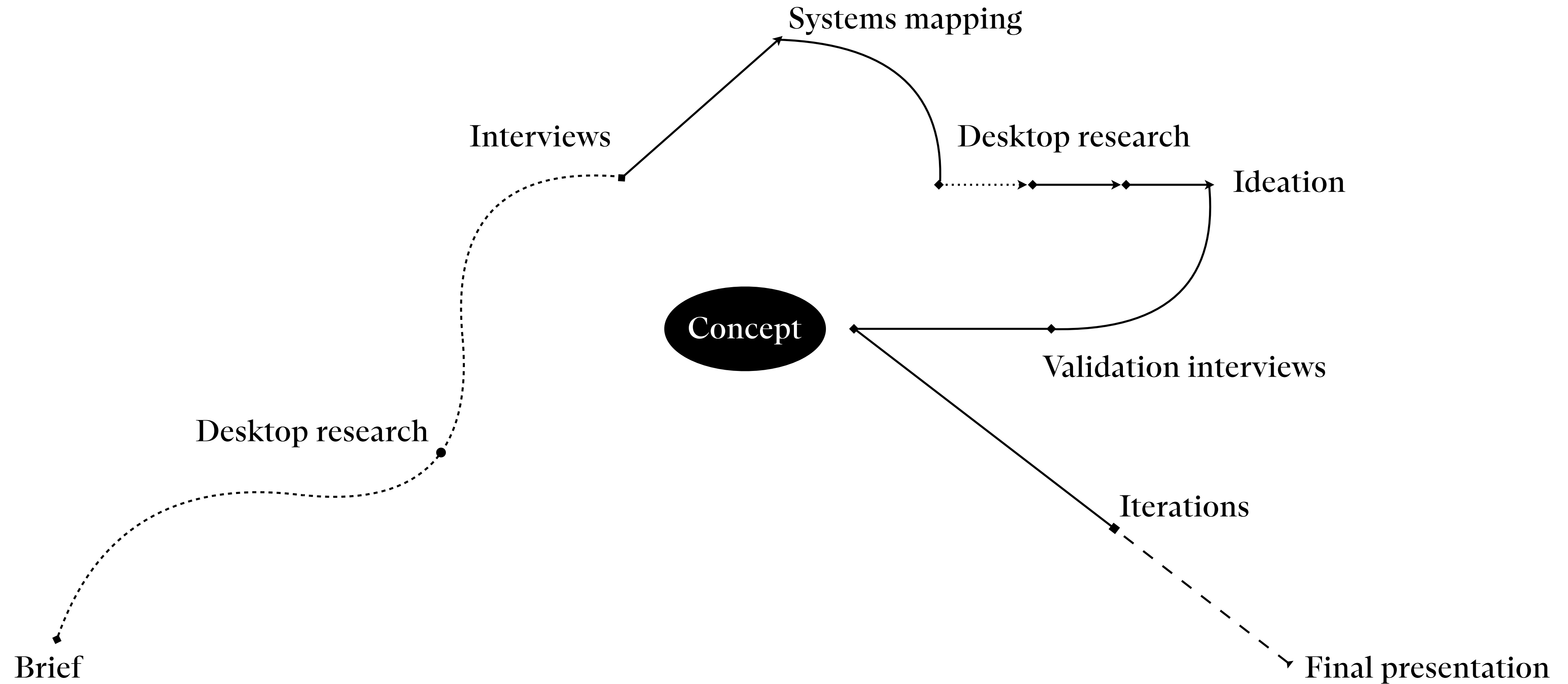
International Design  
Business Management



*Sari*

Collaborative and  
Industrial Design

# Getting lost in the woods



# The Russian Doll of Biodiversity Policy Implementation

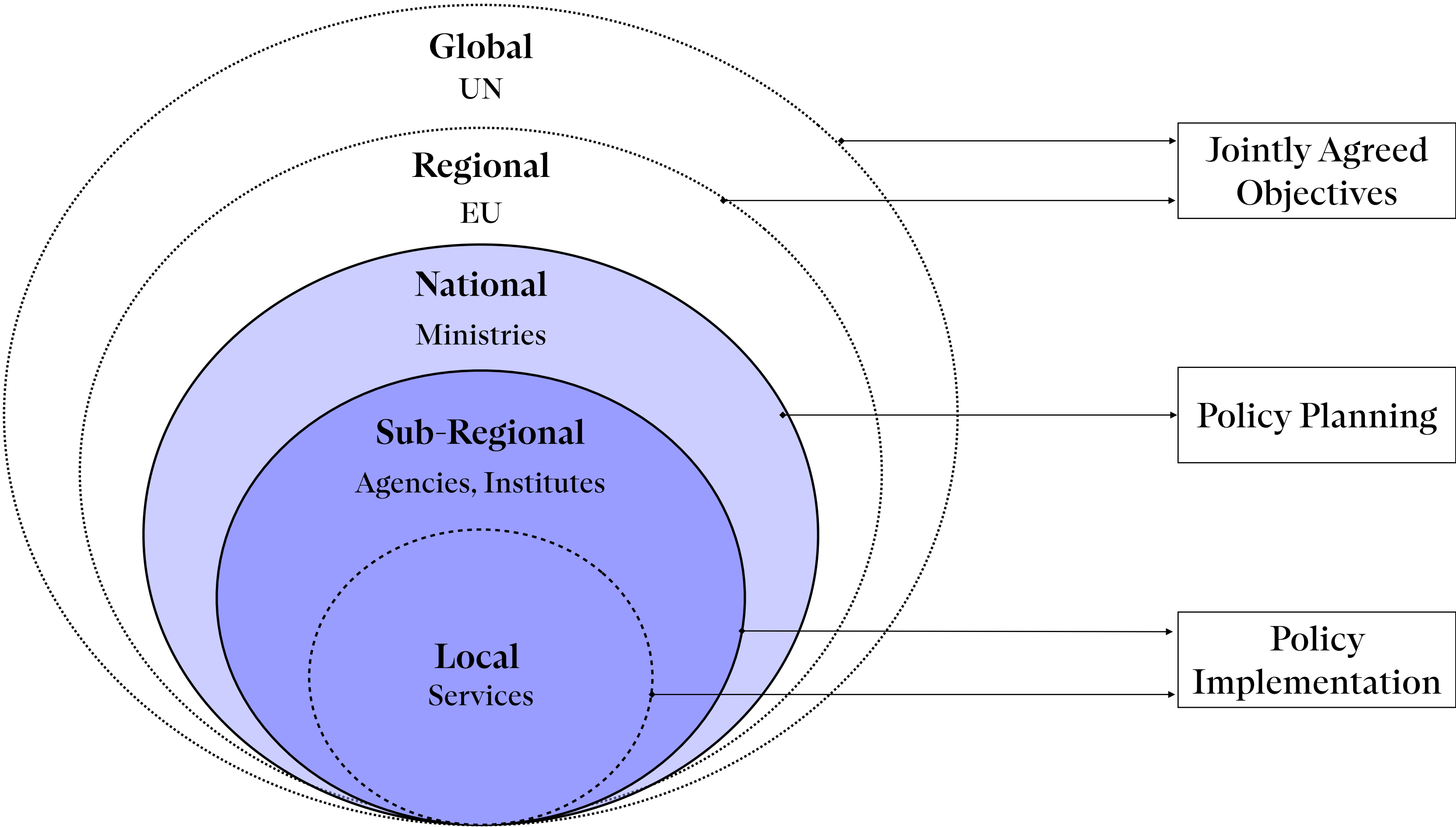
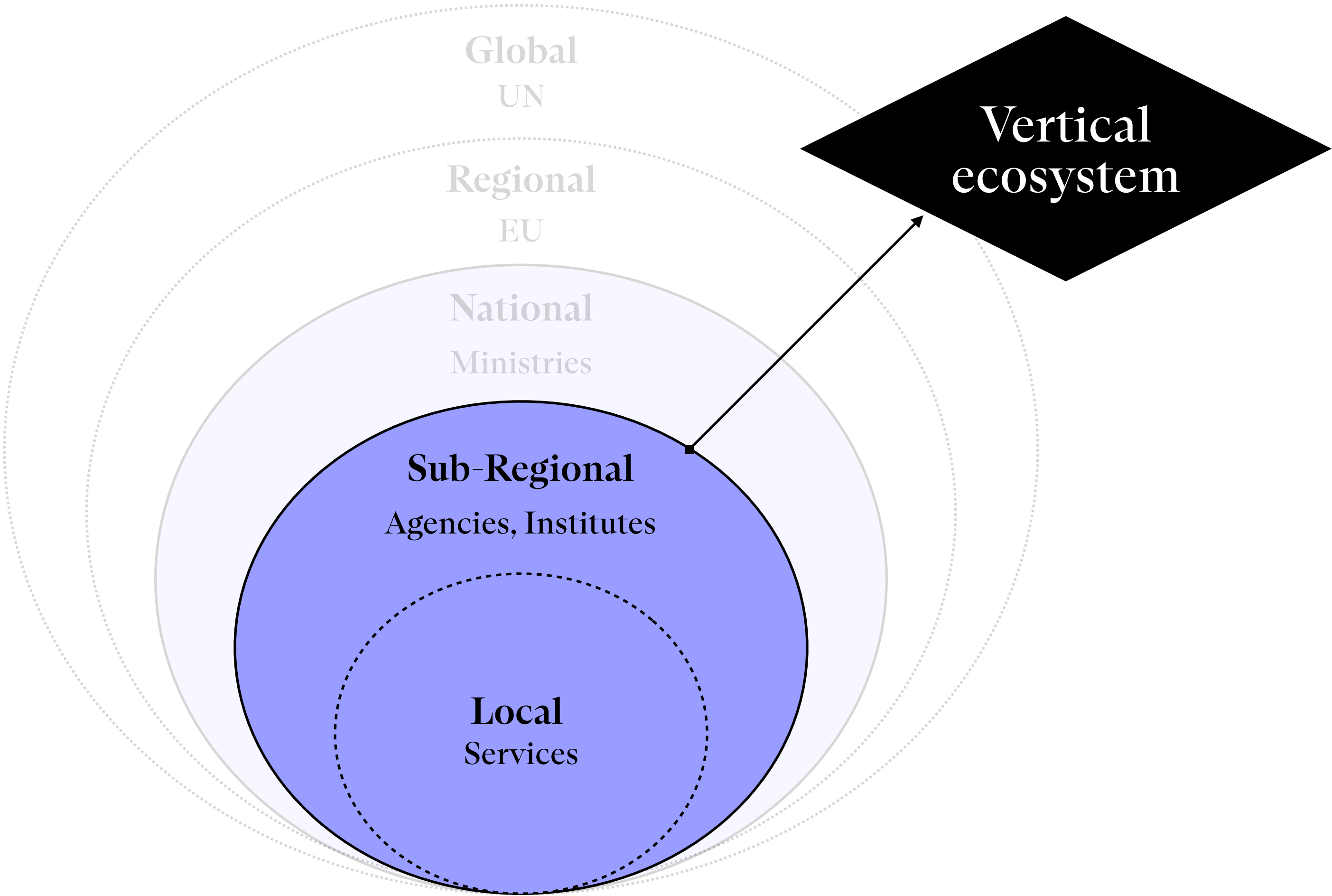
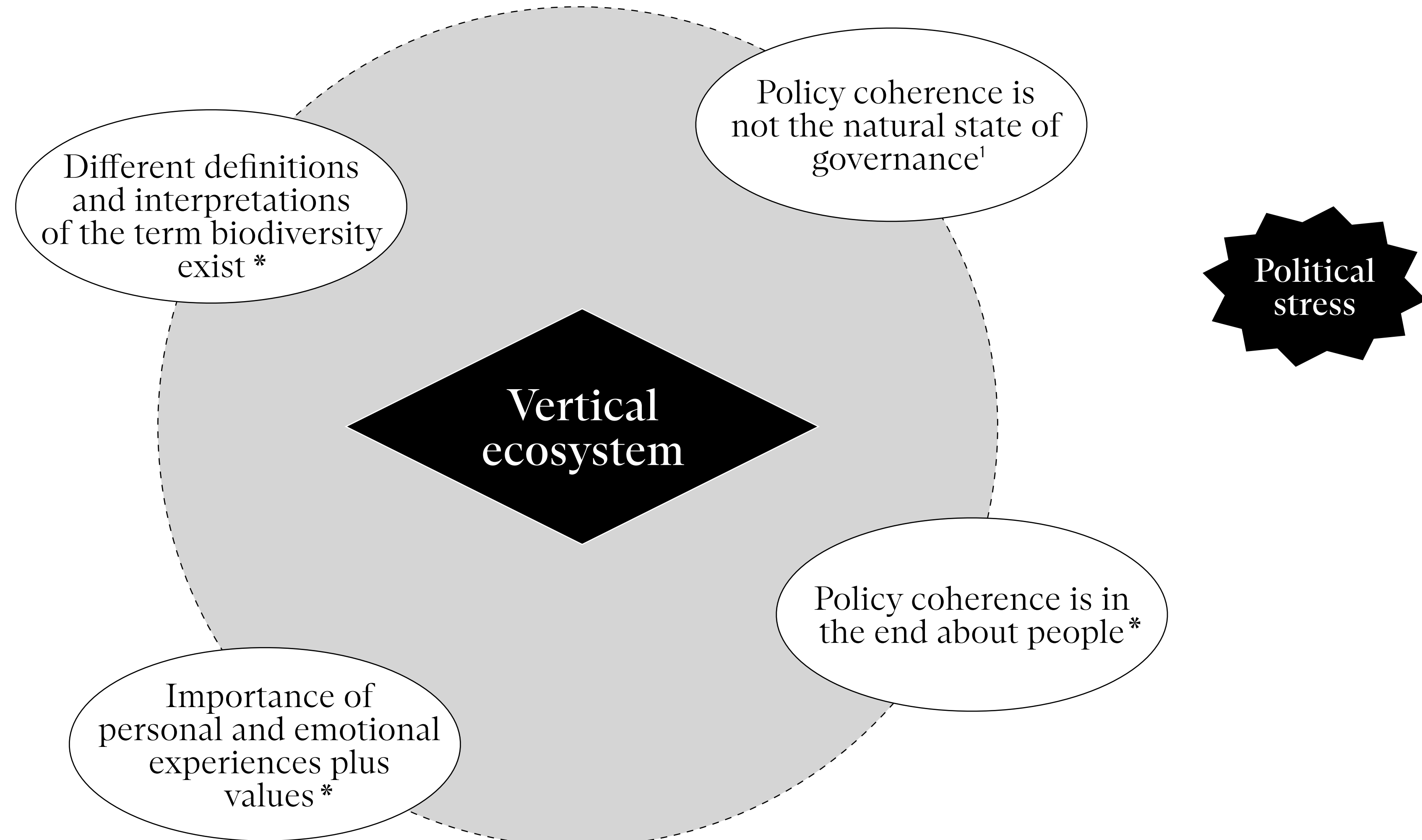


Image adapted from National Audit Office of Finland. (2018).

# Our scope: The Vertical Ecosystem



# Enabling circumstances



\* Key findings from our research

<sup>1</sup> INTOSAI (2021), Policy coherence and sustainability transition.

Research

**Approximately 90% of Finns  
consider nature to be  
important or very important**

Helsingin Sanomat

Elonen, P. (2024, April 30). Villiä vai kesytettyä luontoa?

# The multiple values of Nature

Secretariat of the Convention on Biological Diversity. (n.d.). The Kunming-Montreal Global Biodiversity Framework.

«*We had this report\* last year, it was super important and nice, but then we were stuck with **what to do with it***»

Senior Specialist, Ministry of Environment

\*Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services. (2022). Summary for policymakers of the methodological assessment of the diverse values and valuation of nature of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services.



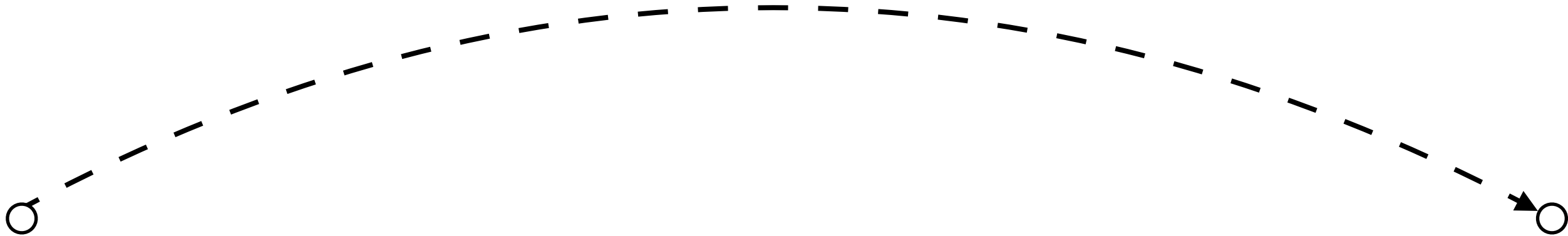
## At the roots

**To represent the plural values of nature  
as fully and fairly, we first need to  
recognize the different ways in which  
people value and relate with nature**

The Royal Society

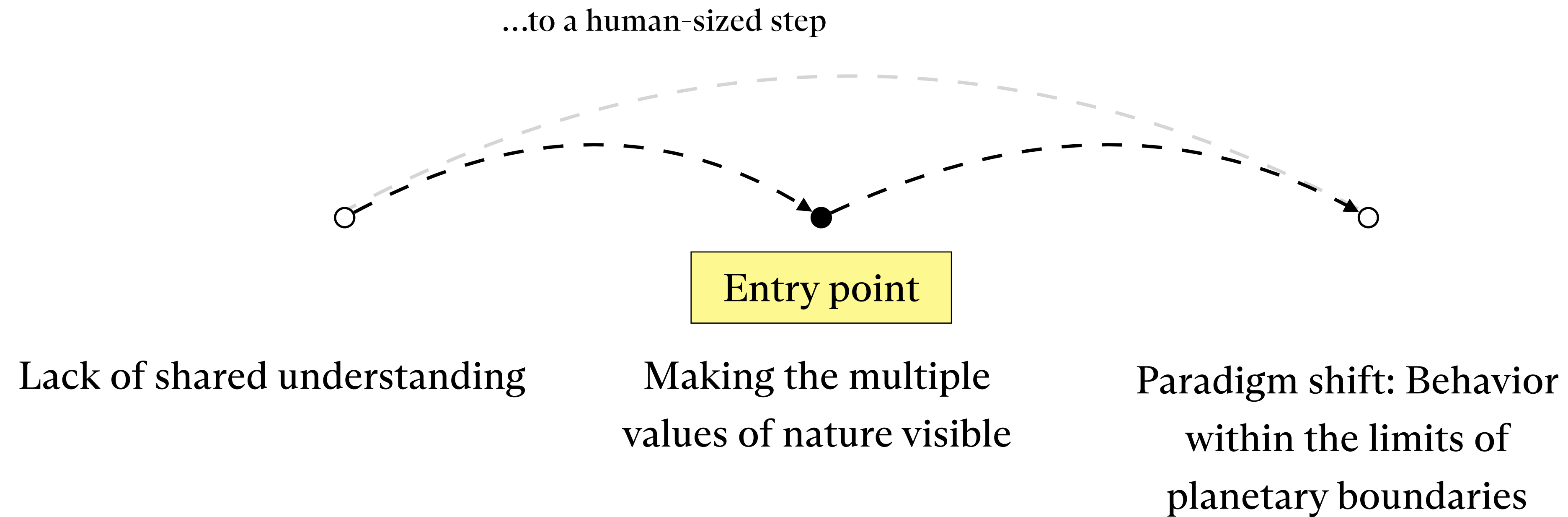
The Royal Society. (n.d.). Plural valuation of nature matters for environmental sustainability and justice.

From a large leap...



Lack of shared understanding

Paradigm shift: Behavior  
within the limits of  
planetary boundaries







# The Nature Dialogue

# Our proposal

The Nature Dialogue brings people together to build dialogue around the multiple values of nature. As a project-based entry point, it offers opportunities to learn about different viewpoints, to create shared understanding, and to integrate the multiple values in decision-making.



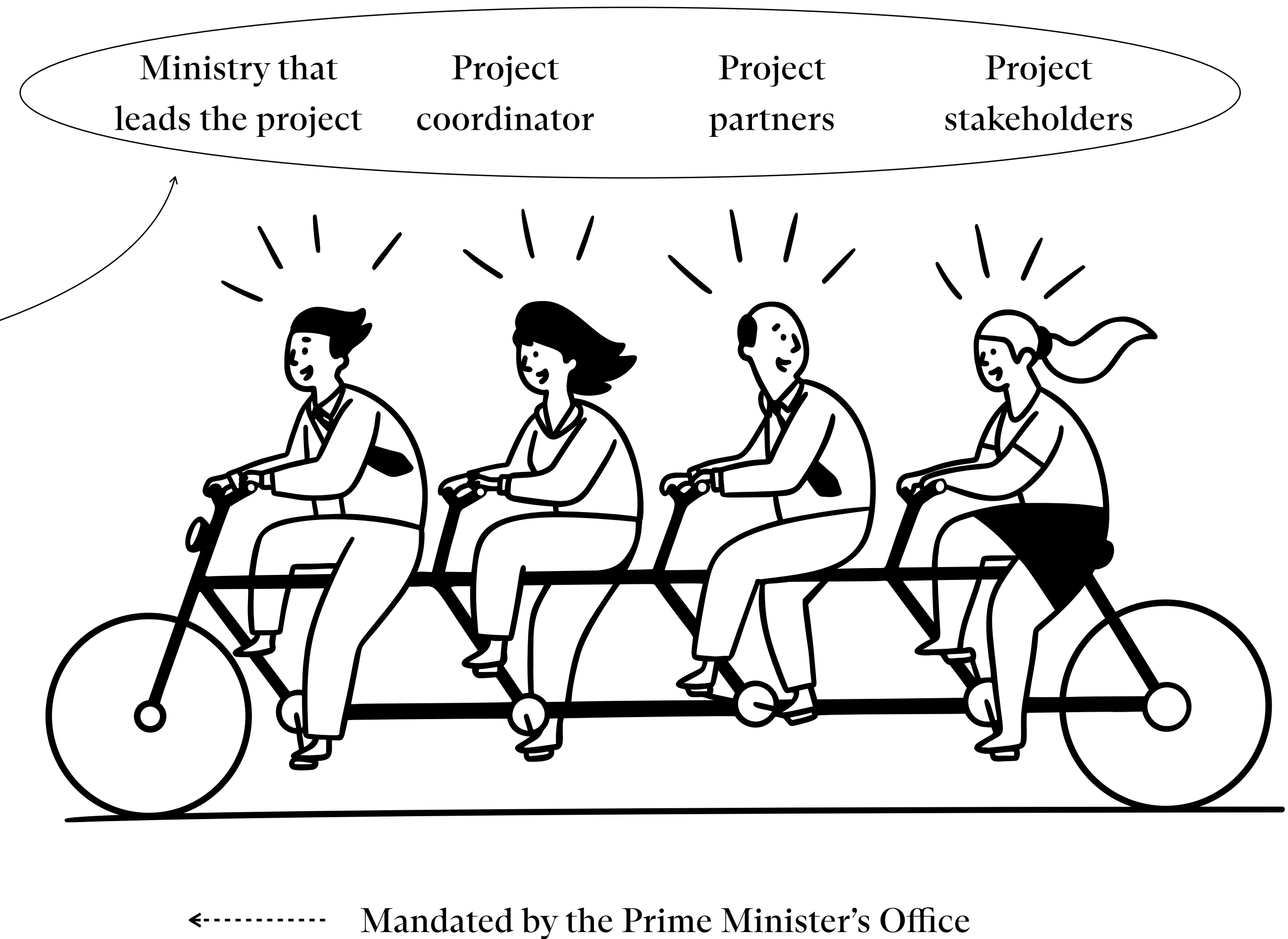
# Archetypes representing the multiple values of nature

<div>The Sage</div> <div>"Nature as part of us"</div>	<div>The Shepherd</div> <div>"Nature as species and habitats"</div>	<div>The Explorer</div> <div>"Nature as landscape"</div>	<div>The Hunter</div> <div>"Nature as a resource"</div>
			
<div>Mental model</div> <div>Living <i>as</i> nature</div>	<div>Mental model</div> <div>Living <i>with</i> nature</div>	<div>Mental model</div> <div>Living <i>in</i> nature</div>	<div>Mental model</div> <div>Living <i>from</i> nature</div>

Adapted from IPBES (2022)

## Who are involved?

An external facilitator and the core project group consisting of 6-12 people from the same project

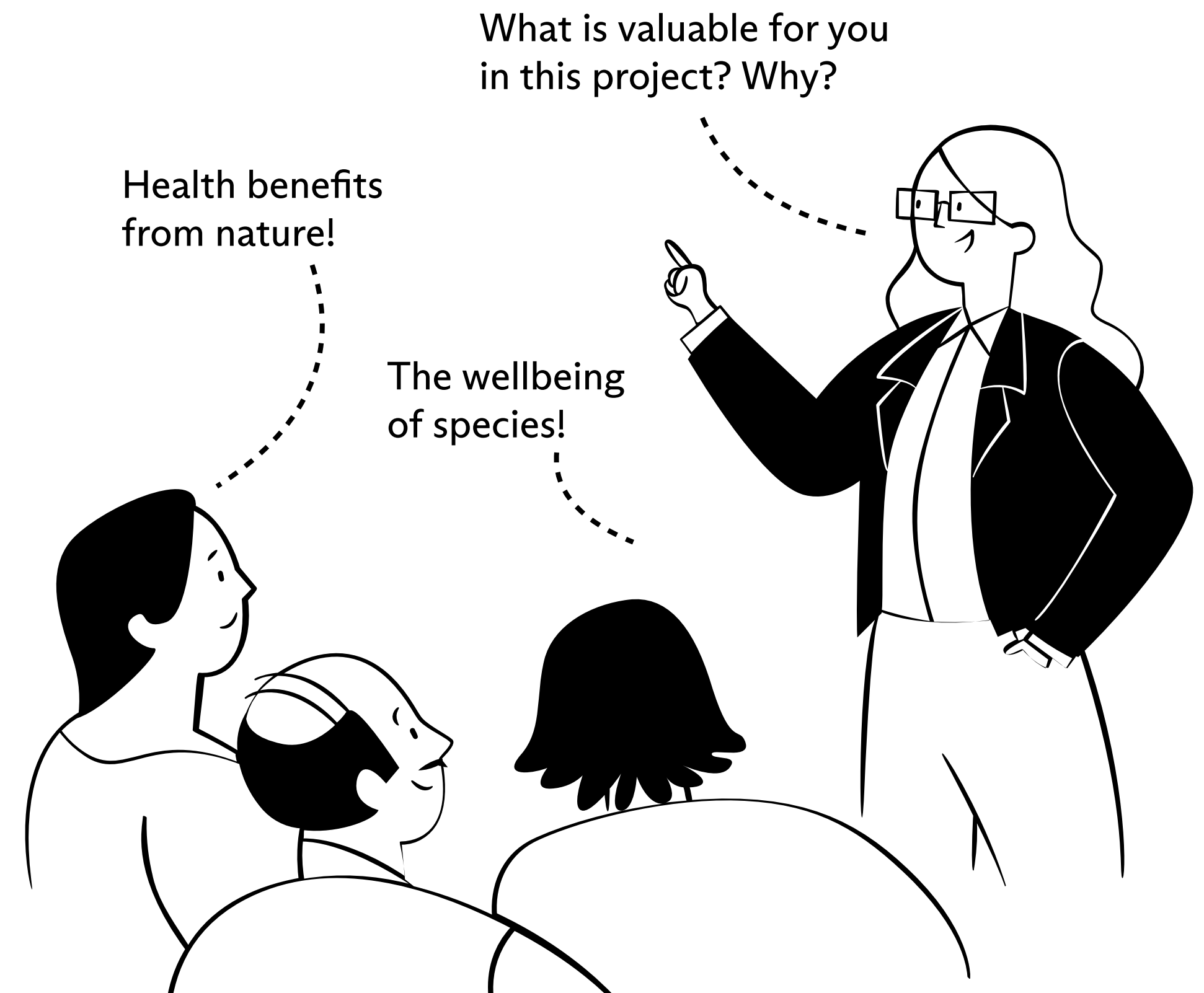


**Let's look at this  
through a story...**

## 1.1 Before — The project group is invited to a kick-off for forest restoration in Vihti



## 1.2 In Vihti, the kick-off starts with a dialogue of personal values

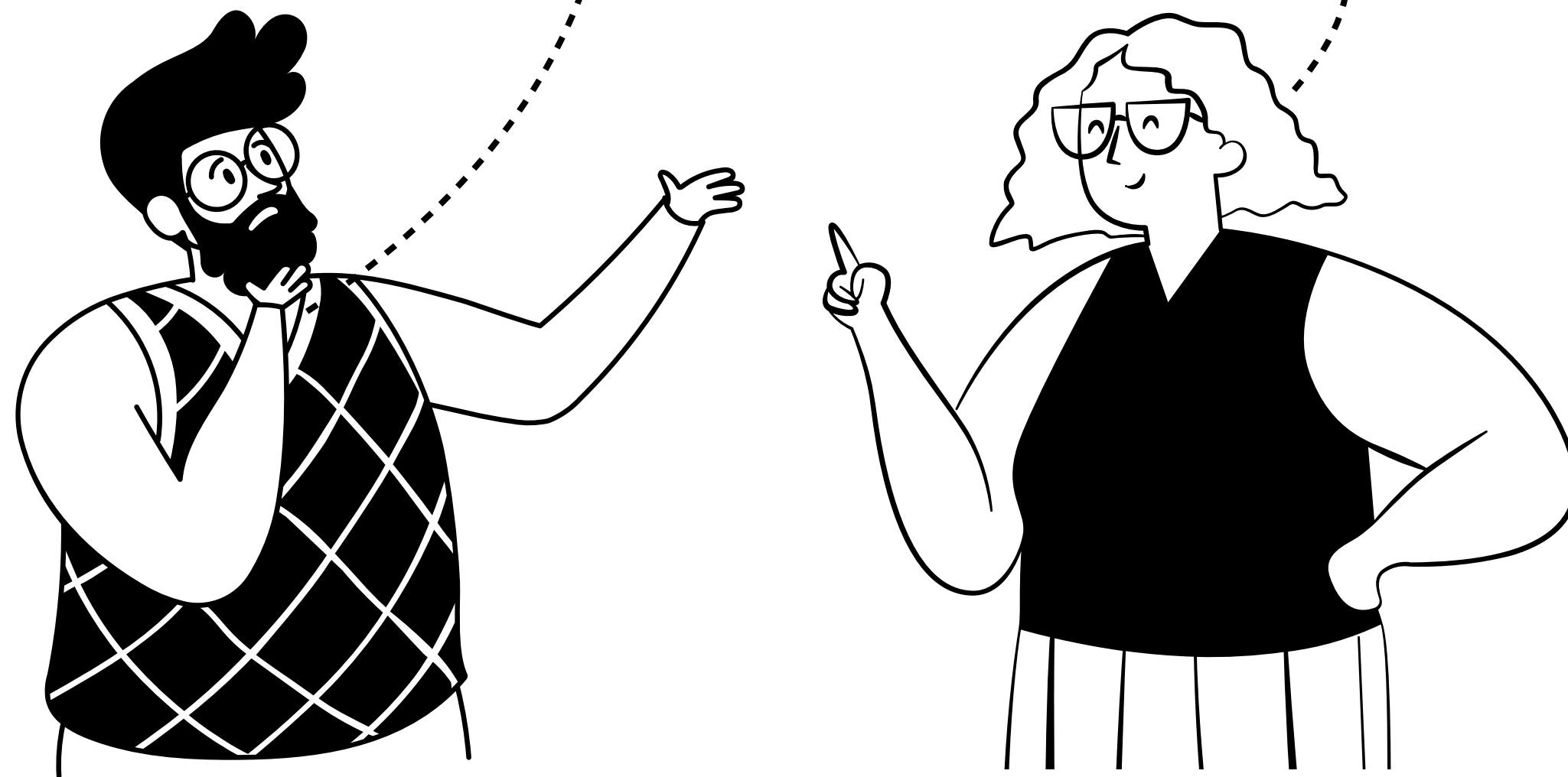


#1 First steps

## 2. Through role play and dialogue, the group experiences the different ways in which others value and relate with nature

From a Sage point of view, I say that...

As a Hunter, I see this differently...

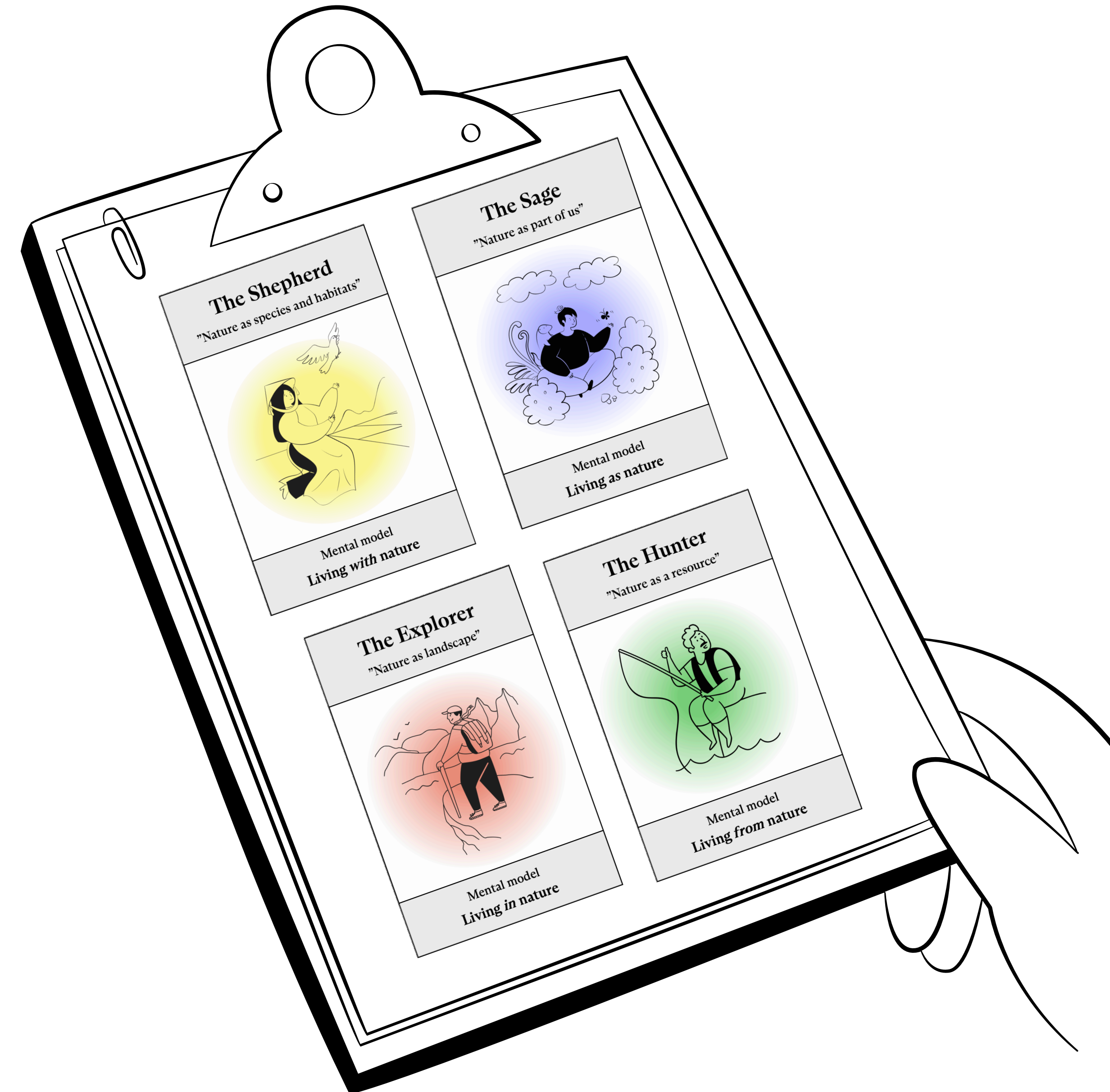


#1

First steps

#2

Dialogue through role-play

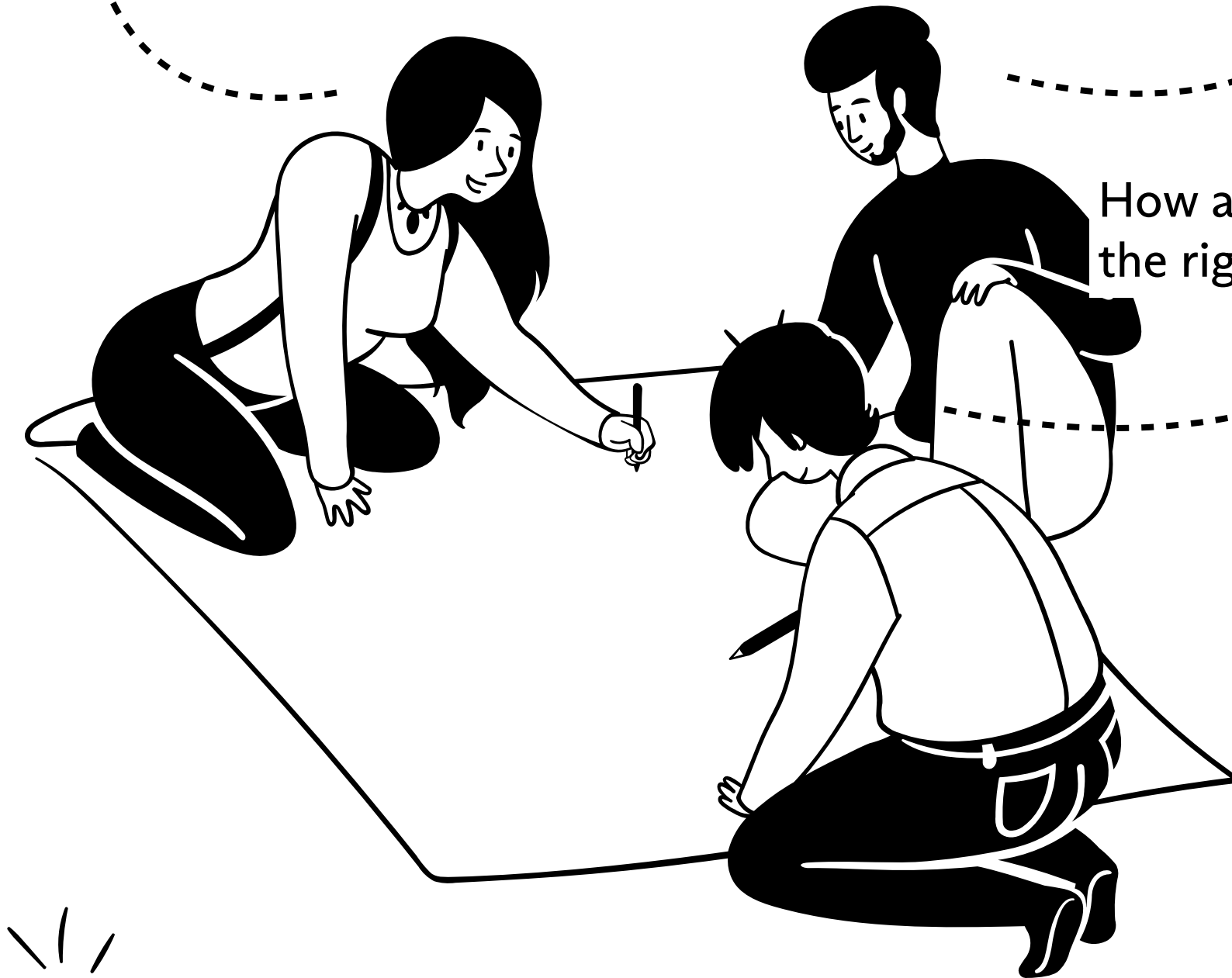


### 3.1 Discussion of how to integrate values

How could we think about the multiple values in this project?

Our valuation methods should go beyond economic valuation!

How about we think of the rights of nature?



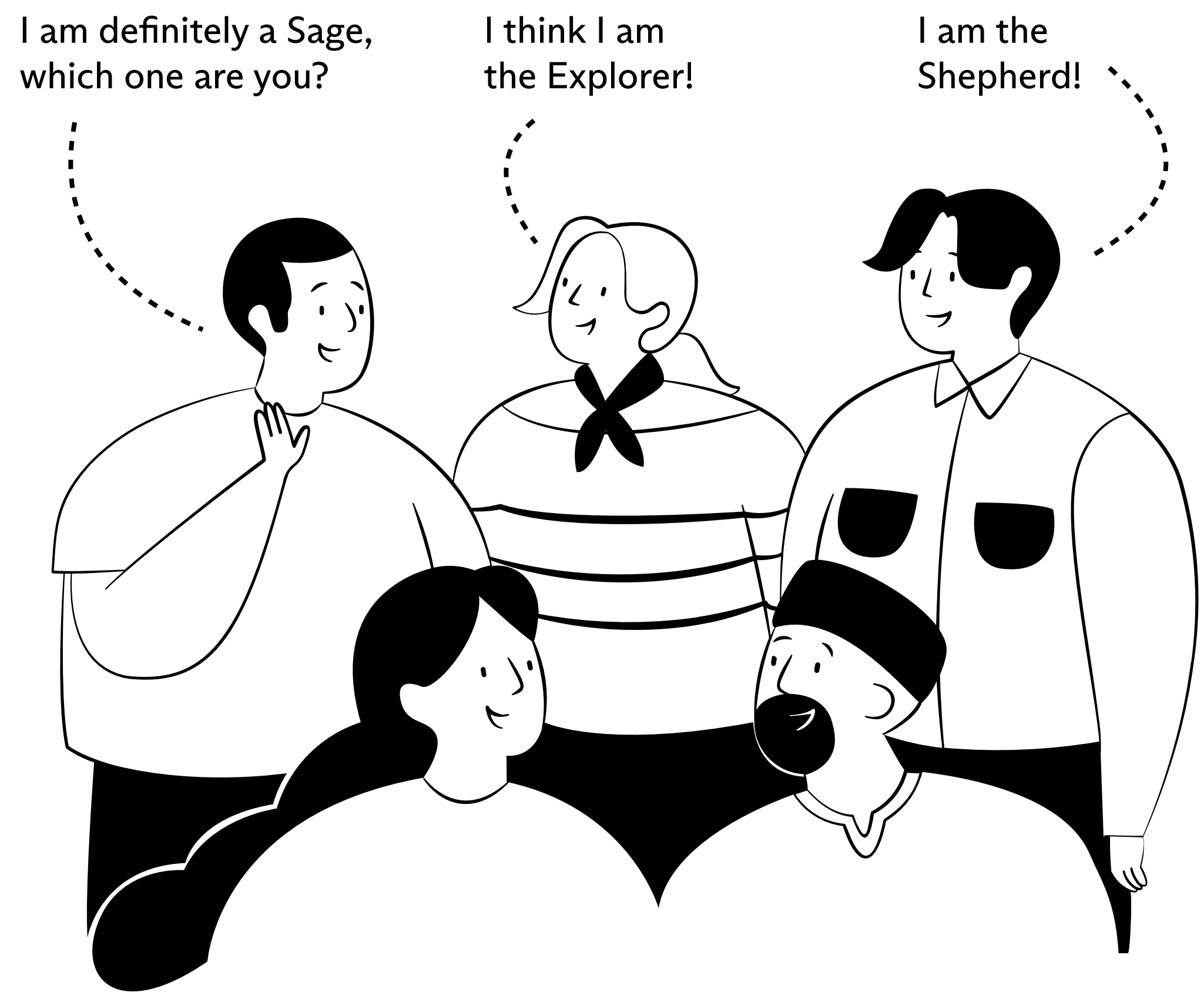
### 3.2 Ending with self-reflection

How do I fit in all this with my values?



#1	First steps	#2	Dialogue through role-play	#3	Values in practice and reflection
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# 4. After — Spreading the seeds of change



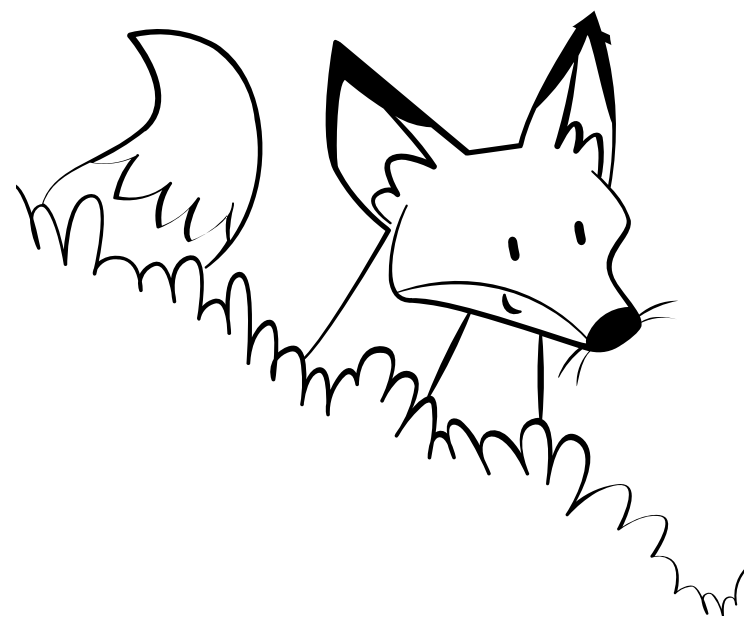
#1	First steps	#2	Dialogue through role-play	#3	Values in practice and reflection	#4	Spreading the seeds
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Our proposal

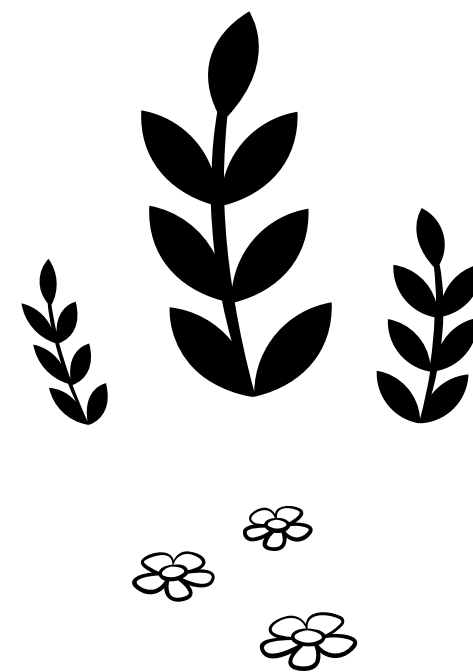
**From misunderstanding based  
on hidden values to  
understanding based on  
visible values**

# Growing a forest from the seeds

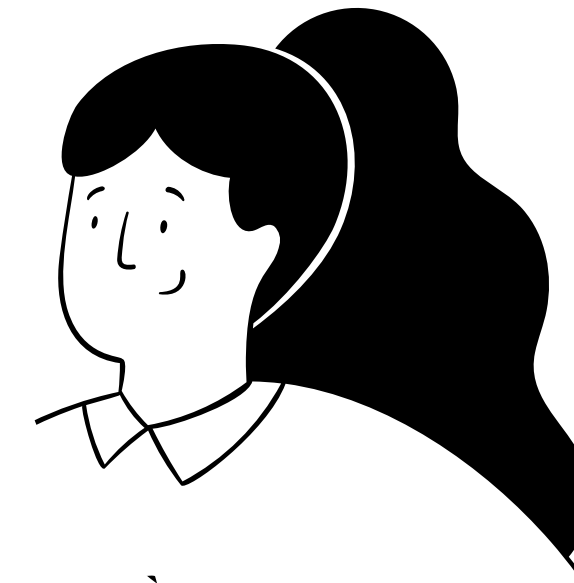
# What is needed for change to happen?



**Mandate by  
The Prime  
Minister's Office**

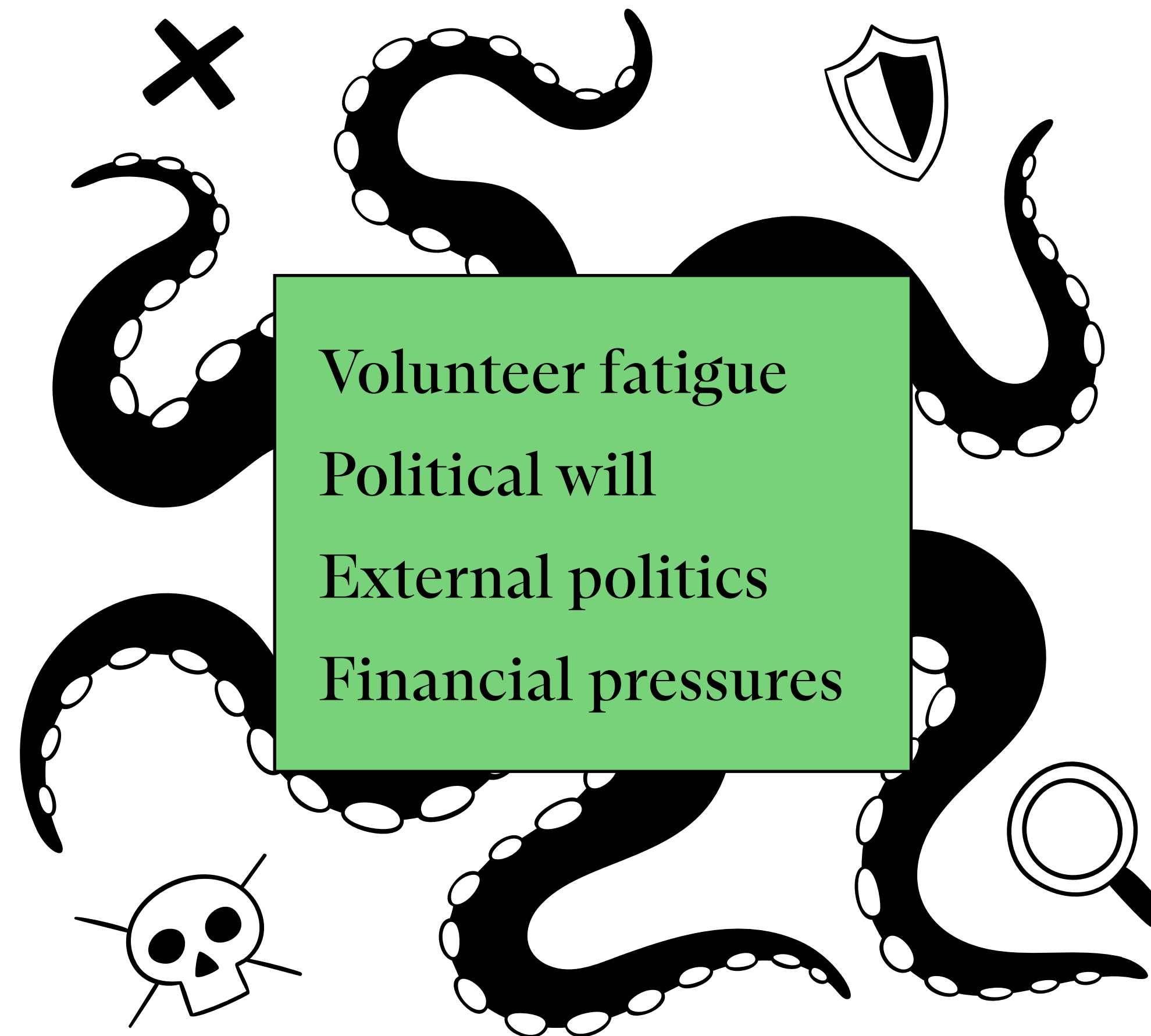


**Funding**

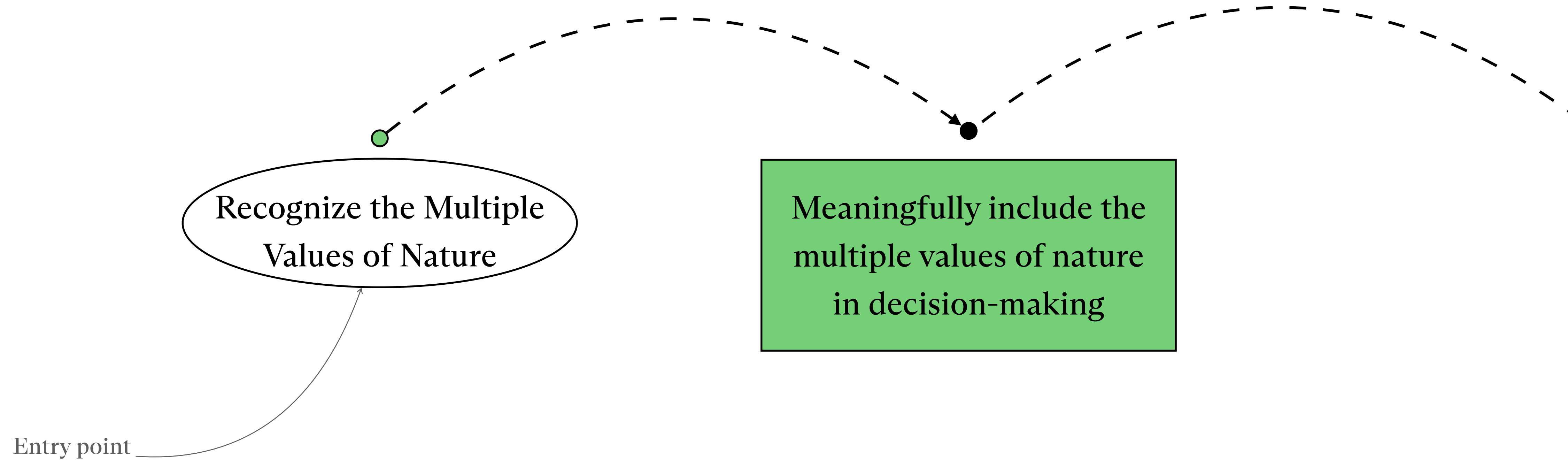


**Facilitators**

# Barriers to change



# Unlocking future opportunities



# Unlocking future opportunities

The way forward

Growing and Formalizing  
Across Sectors

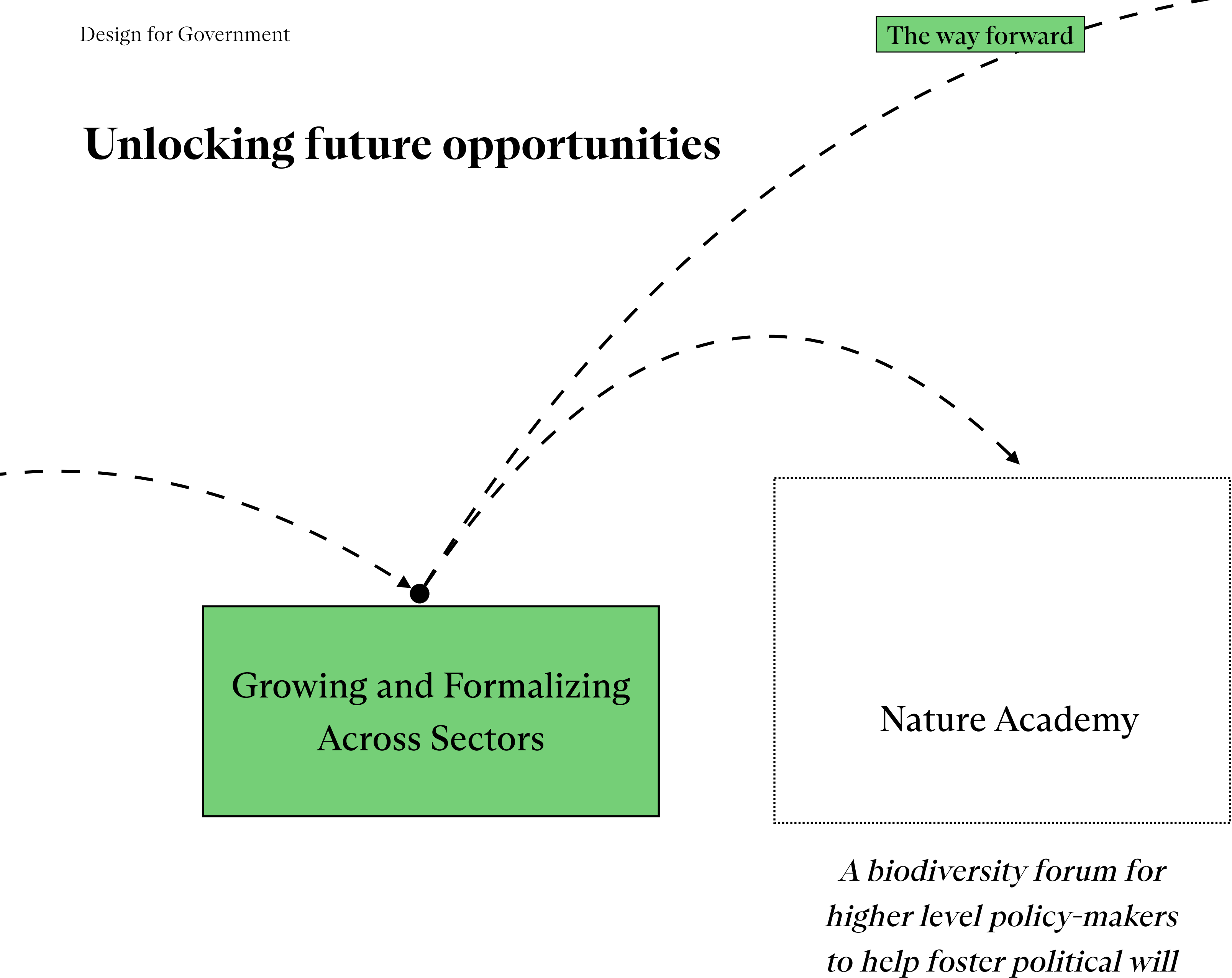
Agencies,  
Institutes

National  
decision makers

Ministries

Departments

# Unlocking future opportunities



# Unlocking future opportunities

The way forward

Growing and Formalizing  
Across Sectors

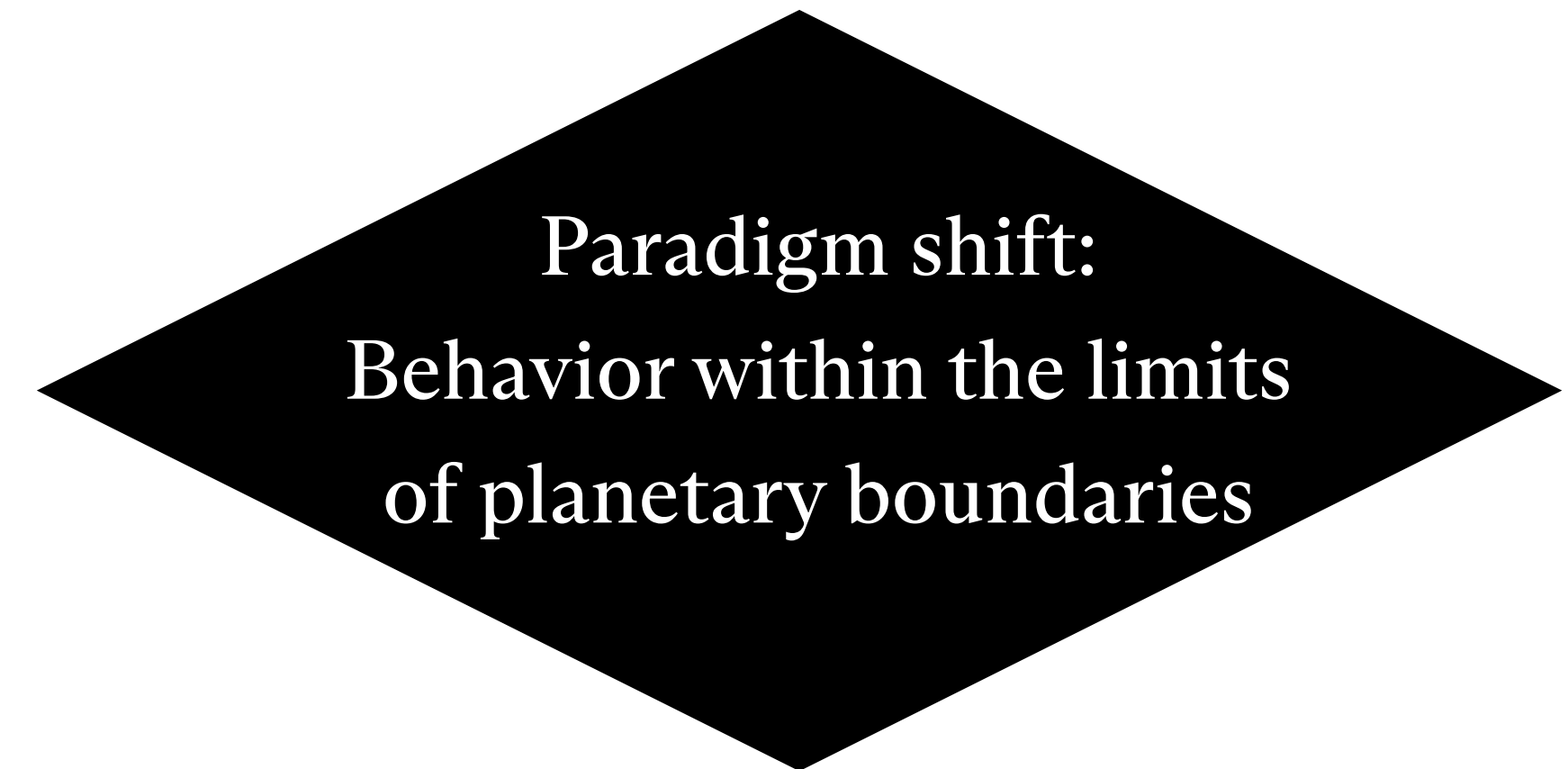
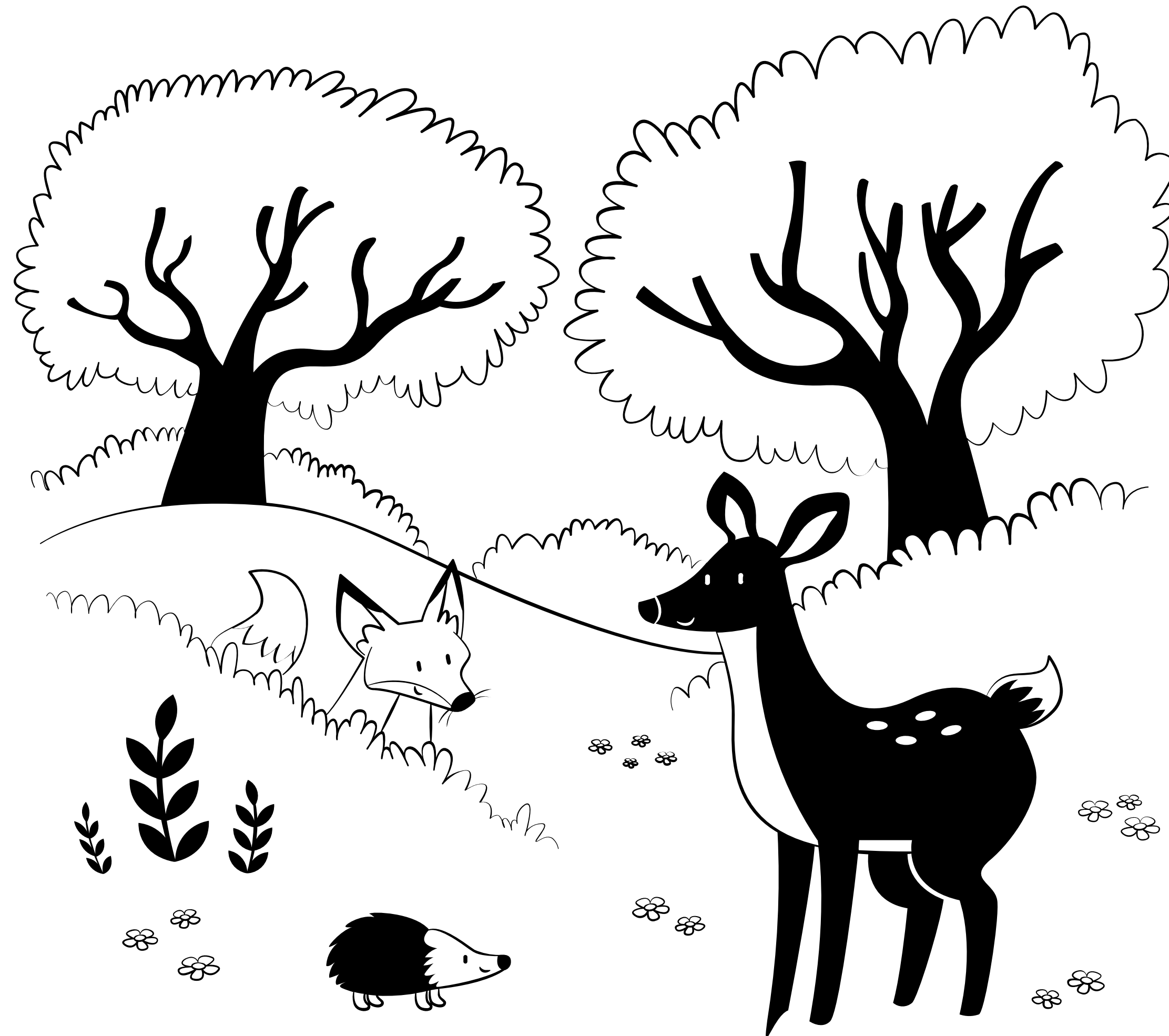
Nature Academy

Nature Lab

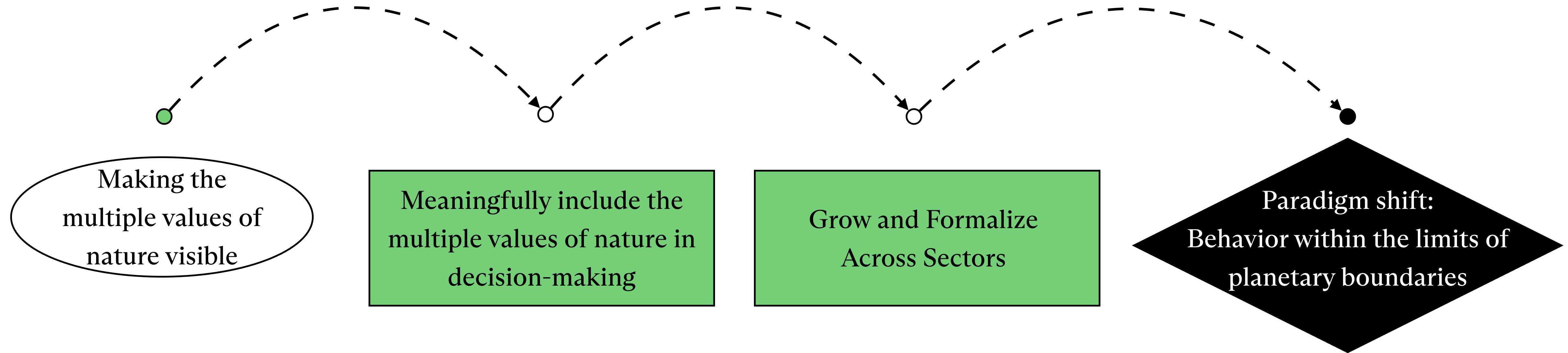
*A biodiversity forum for  
higher level policy-makers  
to help foster political will*

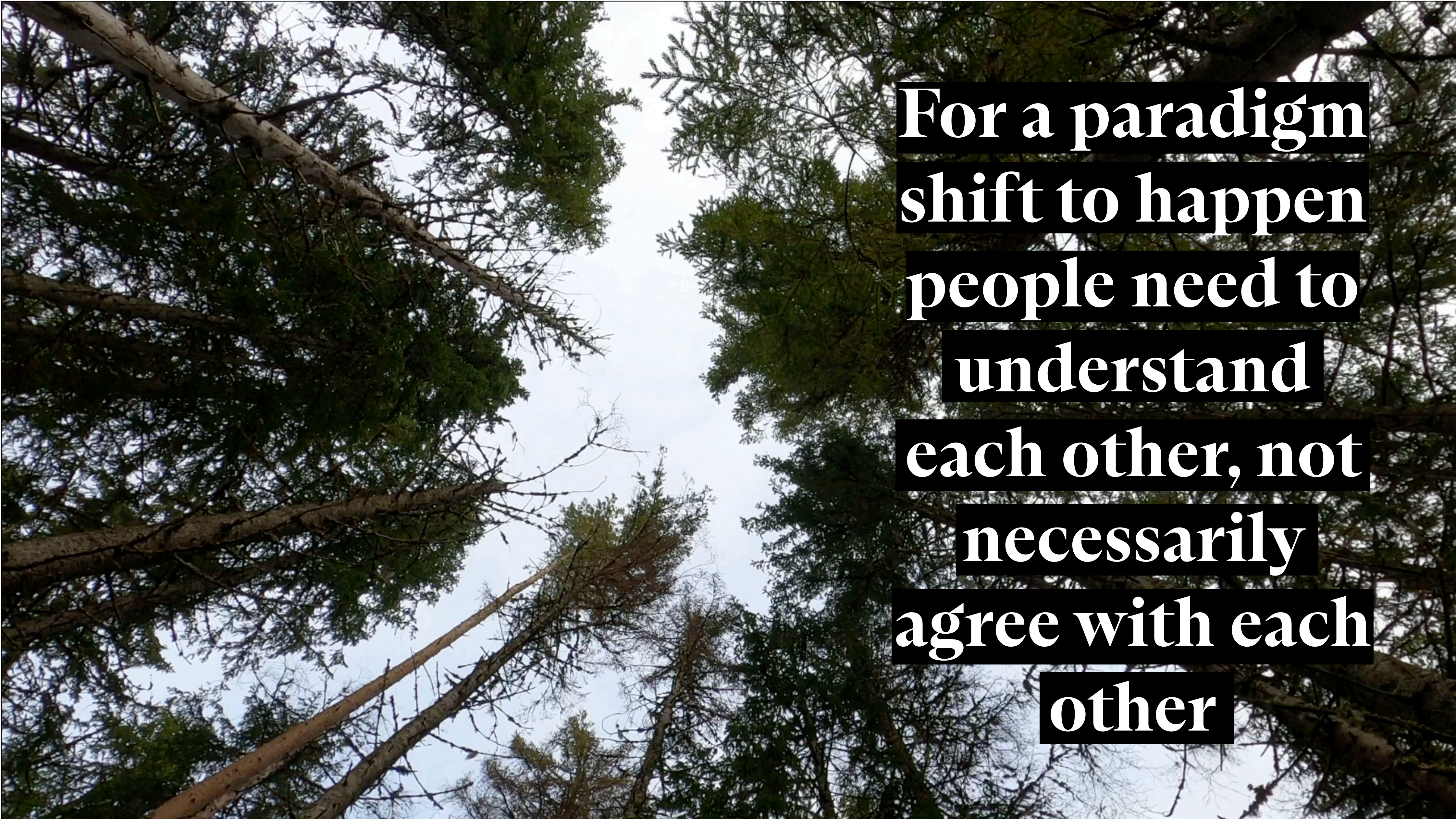
*Training and facilitation  
team for biodiversity*

# Unlocking future opportunities



# Unlocking future opportunities

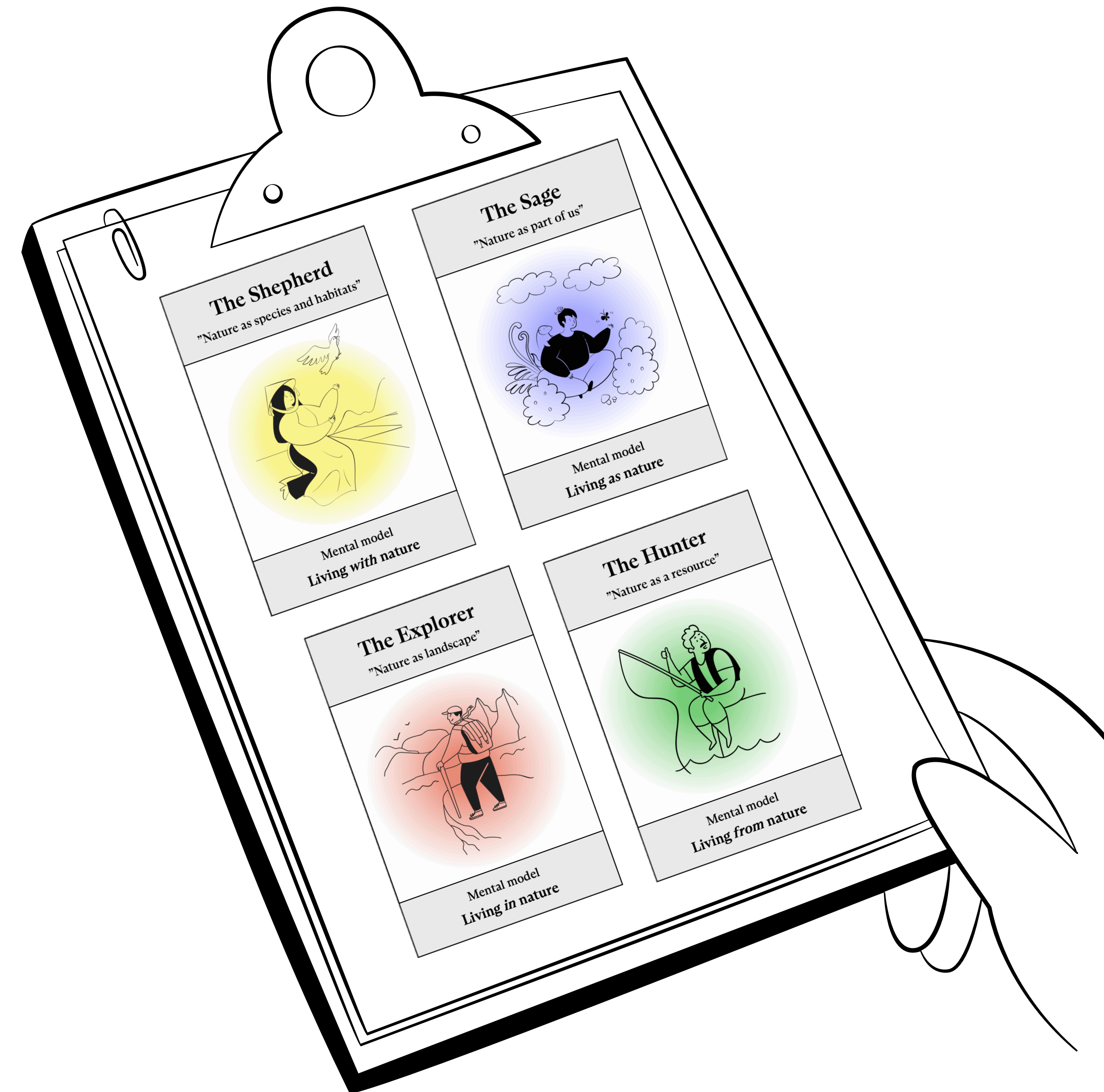




**For a paradigm  
shift to happen  
people need to  
understand  
each other, not  
necessarily  
agree with each  
other**

# The Nature Dialogue

From misunderstanding based on  
hidden values to understanding  
based on visible values



# References

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