



SEEA

# 6th Joint OECD/UNECE Seminar on Implementation of SEEA

## Session 2 Takeaways

- ▶ Immense opportunities for “storytelling” using SEEA EA since ecosystem accounting is inherently spatial
  - ▶ Allows to inform, in a more user-friendly manner, a wider set of policy questions than traditional accounts.
- ▶ Should have a team in NSO dedicated to communications
  - ▶ Greater uptake of the accounts in media -> improved outreach to policymakers
- ▶ Usage of accounts to improve by integrating ecosystem accounts with economic information
- ▶ Important to work closely with key stakeholders from the start



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## Session 2 Suggestions for Way Ahead

- ▶ Increased exchange across the different agencies - the NSOs, the international agencies, the researchers and the civil society, for an improved adoption of the SEEA EA.
- ▶ Use macro-level/headline indicators to summarize the accounts to improve its uptake by policy makers.
- ▶ Publicize case studies on use of SEEA accounts to promote peer-learning.
- ▶ Step up capacity building efforts for compilation of accounts and for communication and outreach, to ensure the sustenance of the programme for environmental economic accounting.