

Worked example

Impact goal	Target stakeholders or publics	Reasons for being interested in the project	Activities to engage this target group	Indicators of successful engagement (and means of measurement)	Indicators of progress towards impact (means of measurement)	Risks to activities [and mitigation]	Risks to impact [and mitigation]	Who is responsible and what resources are needed?	Timing
1. Provide evidence of ecosystem service tipping points in UK blanket peatlands that can help prioritise policy measures to prevent key tipping points being reached	Policy including Defra, BEIS, the Devolved Administrations, agencies such as Natural England and Scottish Natural Heritage, Climate Change Adaptation Sub-Committee, Natural Capital Committee and Forestry Commission. The team has a strong working relationship with Defra's soils team and each of the relevant policy leads in the DAs.	Practical restoration and other management options that could be incentivised via post-Brexit agricultural subsidy systems, Peatland Action (in Scotland) and the UK Peatland Code, and spatial targeting of incentives and measures to systems and locations where tipping points are most likely to occur	Government briefings/seminars in London, Edinburgh and Cardiff: DEFRA's Rural Communities Policy Unit, Ecosystem Services & Strategic Issues team, and Strategy & Evidence Group; Scottish Government's Rural & Environment Analytical Services team and CAMERAS group, the Wales Environment Hub, uplands teams in NE, Countryside Council for Wales and SNH Policy briefs and information leaflets developed in collaboration with project partners Regular meetings with relevant units within Defra and DAs	Regular invitations to well-attended briefings [number of invitations and attendance] Policy briefs produced and well received [personal feedback from target audience during meetings]	New measures introduced in post-Brexit agricultural policy based on VNP project findings [referenced policy documents & testimonials] Implementation of new measures leading to new peatland restoration [hectares of peat restored under new policy options]	Limited interest due to specific peatland focus [link to broader issues of uplands and wider post-Brexit agricultural policy options that may be trialled in peatlands; maintain regular contact to identify new evidence needs as they arise that the project could contribute towards]	No clear evidence emerges from the project that would support specific options to avoid tipping points [continue work on broader policy options based on spatial targeting of payments for ecosystem services in parallel with new tipping points work]	Mark Reed supported by IUCN UK Peatland Programme staff, Dylan Young and interested team members Additional support from N8 AgriFood KE Fellows via VNP policy placements with Defra and Scottish Government	Target post 2020 agricultural & rural development policy via inputs to 25-year plans, DA plans and policies in 2017

<p>2. Provide evidence that could be used to inform an economic case for investment in peatland restoration</p>	<p>Policy community (see above) and business community (based on market research) via IUCN UK Peatland Programme</p>	<p>Evidence that peatland restoration may help avoid future economic costs and social impacts</p> <p>Evidence that restoration may delay and/or avoid tipping points for multiple ecosystem services, which can continue providing benefits to UK society</p>	<p>As above for policy community, with focus on finalizing a UK Peatland Strategy and further mainstreaming and supporting the Peatland Code</p> <p>High level business meetings brokered by IUCN UK Peatland Programme to secure private investment via Peatland Code</p>	<p>Peatland Code mentioned in Defra 25-year plan for environment and DA policies and plans, increasing integration between PES schemes at UK level [citations in policy documents]</p>	<p>As above</p>	<p>As above</p>	<p>As above</p>	<p>As above</p>	<p>As above for policy community and ongoing via IUCN for business community</p>
<p>3. Provide policy-makers, third sector organisations and practitioners with early warning indicators that can be easily and effectively used to identify and avoid imminent tipping points</p>	<p>Policy community (as above), third sector organisations (primarily focusing on national level representatives from IUCN, RSPB, National Trust, Wildlife Trusts, John Muir Trust and Plantlife) and practitioner organisations (e.g. Moorland Association, Moorland Forum etc)</p>	<p>There are cost-effective, easy to use indicators that can be integrated into the UK Peatland Strategy to guide future policy responses to further degradation and avoid tipping points</p>	<p>Integration of early warning indicators into UK Peatland Strategy and Peatland Code</p> <p>Raise awareness and train in use of indicators via briefing notes and guidance for third sector organisations and practitioners</p>	<p>Indicators included in UK Peatland Strategy or guidance notes [citations in policy docs]</p> <p>Decision-makers from policy/practice at national and regional scales use indicators [evidence of indicator use in Peatland Code project documents]</p>	<p>Sites most at risk from tipping points are prioritized for publicly funded restoration to reduce or delay negative impacts [mechanisms for prioritizing public funding for restoration to avoid tipping points in Peatland Strategy]</p>	<p>Indicators are too time-consuming, complex or costly to be used in Peatland Code projects [use indicators to prioritize public funding for restoration without integration with Peatland Code]</p>	<p>Indicators do not accurately detect future tipping points in the field [provide guidance on their use to ensure clear and replicable monitoring protocols, including sensitivity to seasons and other confounding factors]</p>	<p>Additional resources for ecological fieldwork secured by Mark Whittingham to generate robust indicators via an additional PDRA and MSc students</p>	<p>Ecological fieldwork taking place in spring and summer 2017</p>

