Environmental Scenario Analysis

METIER Training Course No 7

- MODULE 5 -

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Module 5
How to use and communicate environmental scenarios

Introduction

Module 1: What are environmental scenarios
Module 2: How to develop environmental scenarios
Module 3: How to analyse environmental scenarios
Module 4: How set up an environmental scenario exercise

Module 5: How to use environmental scenarios

Reflections
How to use scenarios?

Whether and how successfully scenarios can be used, depends first and foremost on the purpose of the scenarios, i.e. research / science, education / information, or decision support / strategic planning.

Selected criteria for successful using scenarios include:

• Has the scenario development process been ‘appropriate’?
• Is the type and format of the developed scenarios ‘suitable’?
• Are the scenarios addressing the issue at the right ‘scale’?
• What is the best communication strategy for respective contexts?
How to communicate scenarios?

Communication approach depends on:
• Who is the audience?
• What are the messages?

Communication avenues can range from
• (short) movies, cartoons, plays, pictures, ...
• short stories, long descriptions, books, artificial newspapers...
• web-based educational tools, ‘serious games’, interactive workshops, ...
• large reports, scientific papers, ...
• et cetera ...
Example: PRELUDE

Focal issue
Land use

Primary purpose:
Public Information & Decision-support

Main communication:
Multimedia website
Interactive workshops
Scientific reports

www.eea.europa.eu/prelude
Example: EURURALIS

Focal issue
Land use (incl biofuels)

Primary purpose:
Decision support

Main communication:
Multimedia website
‘Serious gaming tool’
Scientific papers

www.eururalis.eu
Example: MILLENNIUM ECOSYSTEM ASSESSMENT

Focal issue
Ecosystems (incl. food)

Primary purpose:
Research
Decision support

Main communication:
Large report
Scientific papers

Guest lecture

Looking back at looking ahead
- impacts and effectiveness of using scenarios

by Axel Volkery
# How to use and communicate scenarios

(quick reference sheet)

## Phase 3: How to analyse scenarios

1. Map target audience and context conditions, i.e. do a (simple) network analysis regarding actors (few or many?), relationships (loose or stable?), information needs (is the problem well established?), information habits (are detailed presentations common?)

   *Ensure consistency with elaborations in steps of Phase 1*

2. Map purpose to context, i.e.
   - (a) check consistency of interplay, format, resources
   - (b) check whether the scenario process conforms to purpose, in terms of credibility, saliency, legitimacy
   - (c) assess what can reasonably be done with resources

   *IMPORTANT: As scenario process should fit the context, strong link to Phase 2 here*

3. Develop outreach and communication strategy
   - (a) develop clear success criteria
   - (b) ensure steady high-level support and backing

4. Present scenarios to target audience(s)
   - (a) discuss implications of scenarios
   - (b) discuss response options and lessons learnt

   *Often useful to repeat step 3 of Phase 3 with target audience here*

5. Monitor outreach action, i.e. evaluate and monitor your outreach action against your success criteria

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