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# **The *Pluralistic Evaluation Framework* for policy impact assessment, appraisal & evaluation**

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# What goods do policies seek?

- ❖ *“...to make England’s agriculture and forestry sectors **more competitive**, to **improve the quality** of life in rural areas and to **diversify rural economies**.”*

[Rural Development Plan for England Network on [www.gov.uk](http://www.gov.uk)]

- ❖ *“... to leave our environment in a better state than we found it...”*  
*“...to help the natural world regain and retain good **health**... to deliver **cleaner air and water** in our cities and rural landscapes, **protect threatened species** and provide **richer wildlife habitats**”*

[HM Government: 25 Year Environment Plan]



# Background: Ethics for Policy

1. “Right” & “Best” (Deontology / Consequentialism)
2. “Reason” & “Rationale” (**Value-Monism** vs. **Pluralism**)
3. The “special” & the “useful” (Intrinsic / Instrumental goods)
  - Ecosystem Services: instrumental approach
  - Monetised ES: value-monism approach
  - Natural Capital → value monism approach?

Value-monism offers an objective criterion for decision-making. Seems objective, but at the expense of:

- democratic accountability (diversity of views)
- reflection of ultimate diversity in the world



# Making values explicit

**GOOD**

*Improved*  
*Enhanced*  
*Desirable*  
*Optimal*

**A better environment is**

**more...**  
❖ Free?

❖ Beneficial to common good?

❖ Just?

❖ Economically productive?

❖ Socially stable?

❖ Beautiful?

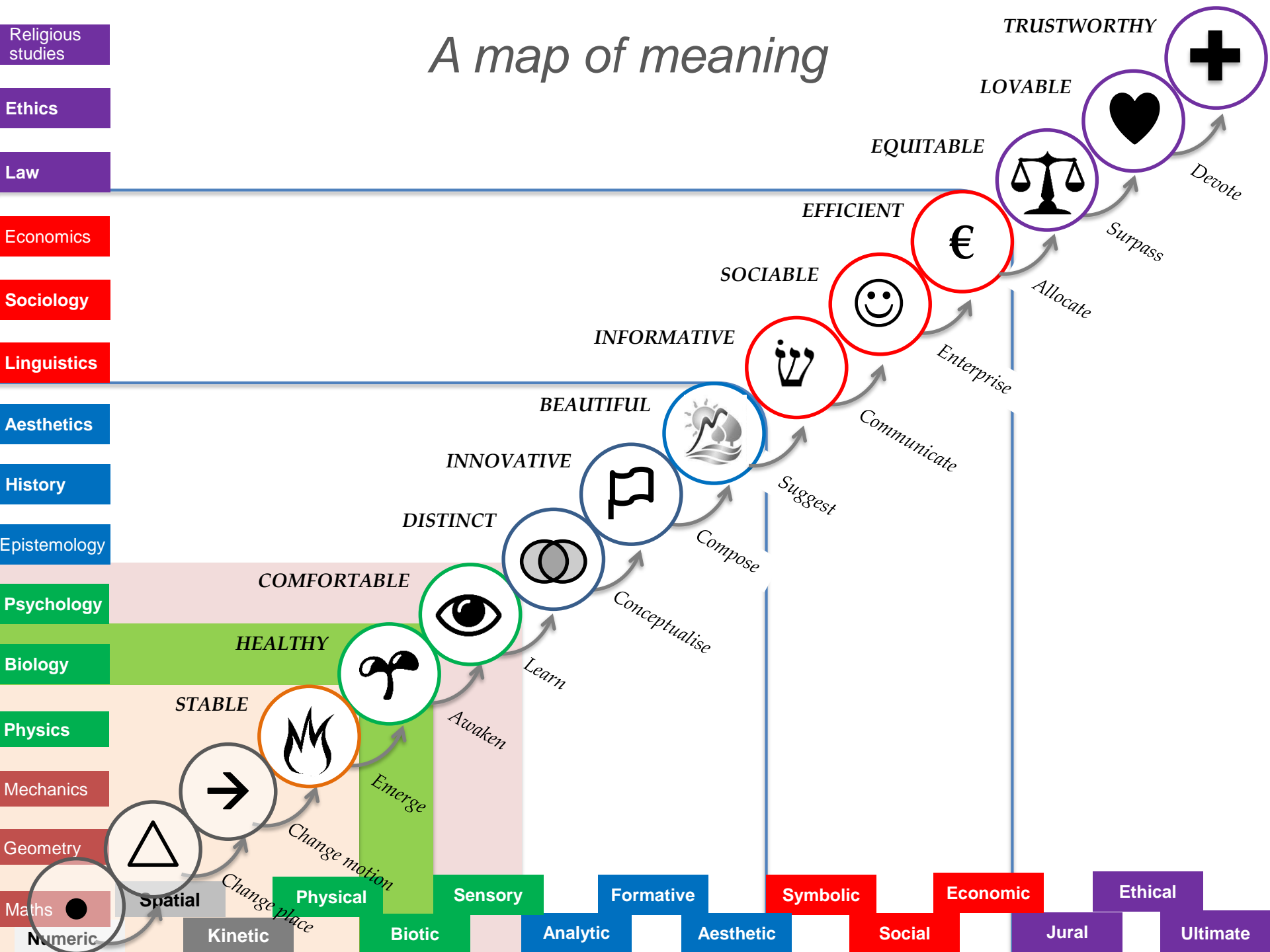
❖ Conserving of heritage

❖ Comfortable?

❖ (Bio)diverse?

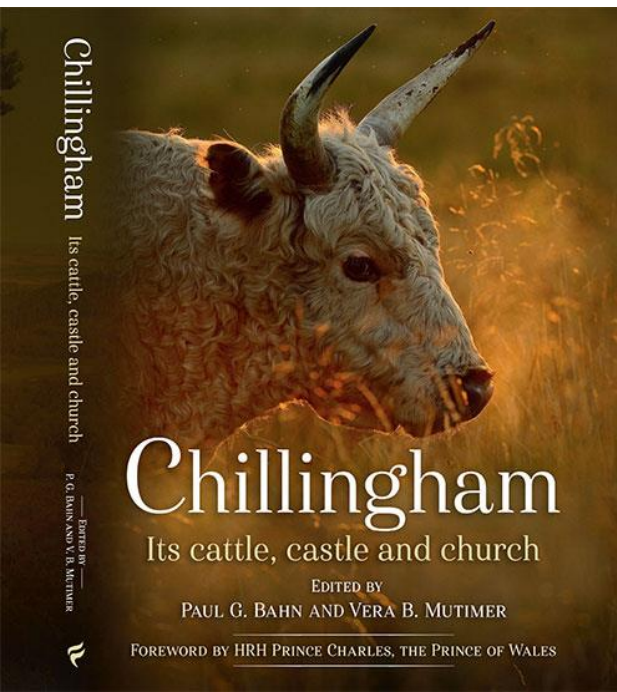
❖ Healthy?

# A map of meaning



# Example: Valuing the Chillingham Wild Cattle

- ✘ **Biotically** could be eaten; dangerous to approach
- ✘ **Analytically** distinctive: inbred yet surprisingly healthy
- ✘ **Formatively** historic; new herd established in Scotland in 1972
- ✘ **Aesthetically** beautiful; sublime; formerly hunted for sport
- ✘ **Symbolically** subject of books and scientific papers
- ✘ **Socially** a tourist attraction: “A Day Out of the Ordinary”
- ✘ **Economically** supported by tourism + CAP!
- ✘ **Jurally** considered wild animals
- ✘ **Ethically** loved as a herd rather than individuals





# A Pluralistic Evaluation Framework

## 1. Goals

- objectives
- special constraints
- policy outline

## 2. Systems

- processes affected
- under key scenarios

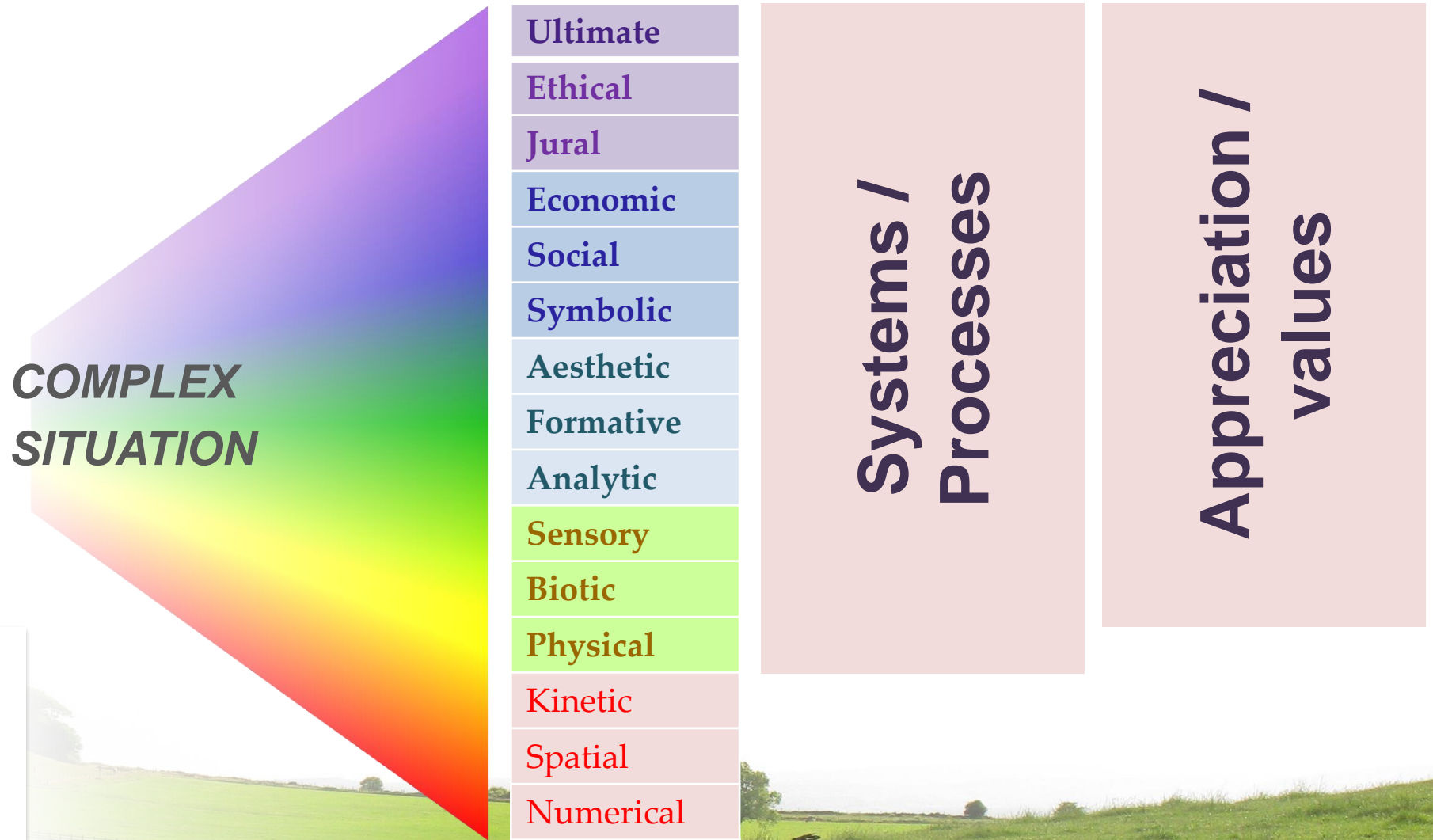
## 3. Appreciation

- stakeholder locations, numbers
- characteristic concerns
- voiceless stakeholders (e.g. wildlife; overseas populations)

## 4. Outcomes

- objectives and side-effects
- for each stakeholder class

# Pluralistic Evaluation Framework





# Pluralistic Evaluation Framework: 2 sides

	Systems / Processes	Appreciation	Kinds of Value	
<b>Ultimate</b>	Aspiration; Religion	Trustworthy; Sacred	Ultimate	Intrinsic ↑ ↓ Instrumental
<b>Ethical</b>	Family life	Endearing; Loved	Care	
<b>Jural</b>	Legislation	Equitable; Fair	Bequest	
<b>Economic</b>	Economy	Efficient; Sustainable	Option	
<b>Social</b>	Society	Sociable, Welcoming	Relational	
<b>Symbolic</b>	Language	Informative, Significant	Symbolic	
<b>Aesthetic</b>	Fashion	Beautiful, Appealing	Wilderness	
<b>Formative</b>	Development; Education	Progressive; Developed	Historic	
<b>Analytic</b>	Computation	Distinctive; Diverse	Scientific	
<b>Sensory</b>	Mental health	Comfortable , Fun	Sentimental	
<b>Biotic</b>	Ecosystem; Biosphere	Health-giving	Use	
<b>Physical</b>	Hydrology; Climate	Safe; Stable	Protective	

(systems mapping)

values



# Taking it further...

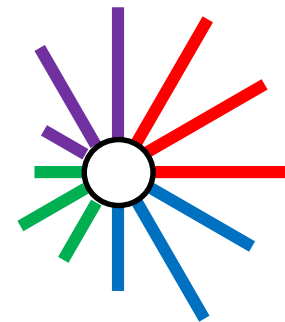
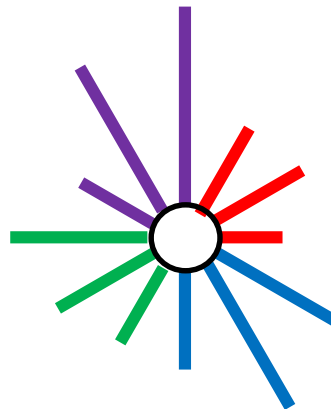
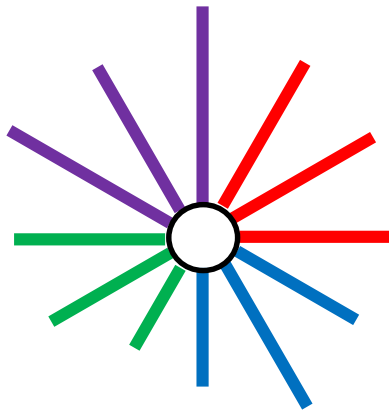
1. Identify scenarios and stakeholder impacts for each
2. Assess stakeholder's summary vote (for/against)
3. Integrate expert insight:
  1. system mapping of processes
  2. scientific / connoisseur values
4. Multicriterion analysis:
  1. Pareto efficiency
  2. Kaldor–Hicks efficiency

*The PEF doesn't give an ultimate recommendation.*

*Decisions will always call for judgment: the art of governance!*

# Next steps for...

1. **Policy design, appraisal & impact assessment:** compare outcomes under scenarios. Modify plans to maximise likelihood of win–win scenarios...
2. **Monitoring:** use to systematically account for unintended effects as well as objectives
3. **Evaluation:** specify evaluation criteria under the PEF aspects



# Textual analysis of 25-Year Environment Plan



a preliminary attempt...

1. Tally of value-laden words and 2-word phrases
2. Group by aspect



 **commitment** trust certainty confidence vision  
illegal future-generations ban regulatory crime waste-crime

 **voluntary** care philanthropic

  **sustainable** waste value investment  
management economic service economy clean-  
growth efficient priorities incentive invest prosperity choice resource-efficiency  
livelihood economic-growth residual-waste cost-effective valuable stewardship sustainable-use  
economically economic benefits green finance commodities unsustainable generate-revenue green-business innovative-funding  
welfare resource-productivity sustainable-management water-efficiency disadvantaged

 **encourage partnership** social society accountability  
multilateral respect

 **litter wellbeing** natural-beauty beauty recreation litter-  
strategy attractive beautiful

 **develop** strategy progress heritage innovative  
manage initiative woodland-creation natural-heritage cultural-heritage  
heritage-assets international-leadership education historic

 **biodiversity understanding** knowledge diversity biologically-diverse  
scientific-interest diverse

 **mental-health** enjoy human-health

 **health natural-environment** clean life soil health  
disease harm biosecurity fish-stocks air-quality clean-air water-quality pest non-  
native-species wild invasive-non-native tree-planting threatened species healthy-environment international-biodiversity  
plant-health sustainable-fisheries animal-health endangered-species harmful-chemicals health-services healthier-environment tree-health

 **pollution climate-change flood-management**  
air-pollution coastal-erosion flood-risk reducing-pollution sustainable-drainage  
carbon sequestration

# THANKS TO...

A decorative background consisting of a grid of circles. Most circles are dark grey, but there are several colored circles: a red one, a yellow one, a blue one, and a green one, arranged in a pattern that roughly forms a shape.

**Ian Christie**  
**Adam Hejnowicz**  
**Sue Hartley**  
**John O'Neill**  
**Michael Banner**

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