

PEGASUS

‘Public Ecosystem Goods And Services from land management: Unlocking the Synergies’

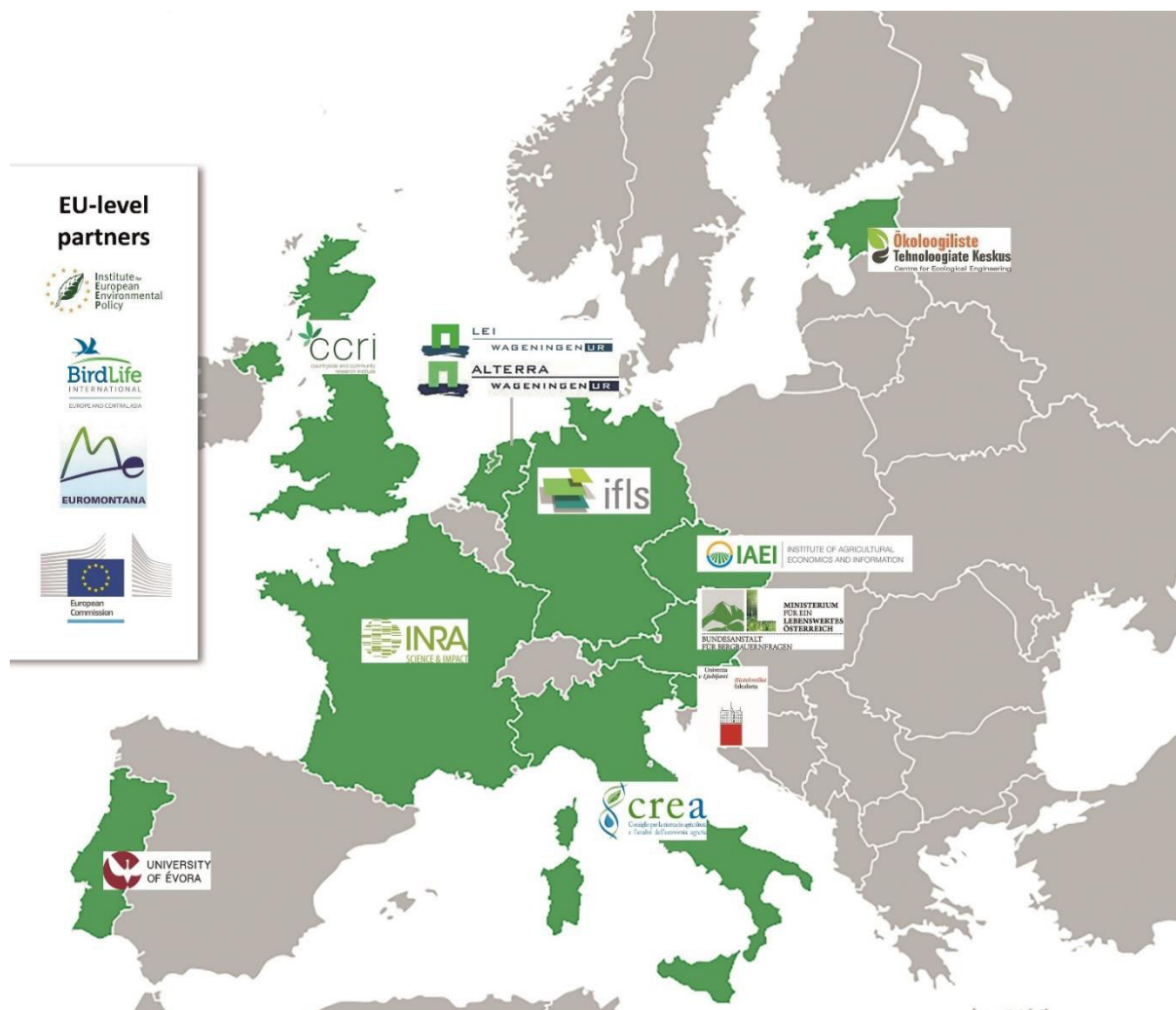
Introduction to the project

Anne Maréchal

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The Hague, Netherlands

PEGASUS – who we are



This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 633814

PEGASUS – an overview



- **Overarching objective:** to assess and stimulate more effective provision of public goods and ecosystem services from EU farmland and forests
 - The project is designed to explore key questions about how best to improve the social and ecological resilience of farming and forestry systems in the EU through enhancing the sustained provision of environmental and social benefits.
- **Key elements:**
 - Multidisciplinary
 - Participatory
 - Action research – *34 case studies in ten European countries*



- 19 environmentally and socially beneficial outcomes, e.g.:
 - The sustainable management of natural resources (to ensure long term capacity to produce food)
 - Water quality and supply
 - High air quality
 - Climate mitigation & adaptation (e.g. fire & flood protection)
 - Healthy, functioning soils (functionality & protection)
 - Biodiversity
 - Maintaining and enhancing landscape character
 - Health, public enjoyment & educational opportunities
 - Farm animal welfare
 - Rural vitality



Examples of PG & ESS challenges

Desired outcome	Definition	Public goods	Ecosystem Services
Soil protection	Achieving (or maintaining) minimisation of soil degradation	Reducing soil degradation	Soil formation, composition and fixing processes
Water Availability	Achieving (or maintaining) a regular supply of water (i.e. avoidance of water scarcity)	Water Availability	Hydrological cycle and water flow maintenance
Flood protection	Achieving (or maintaining) minimisation of impacts of potential floods	Resilience to flooding	Liquid flows: Flood protection
Rural Vitality	Achieving (or maintaining) active and socially resilient rural communities	Vibrant rural communities	Public and private health and wellbeing

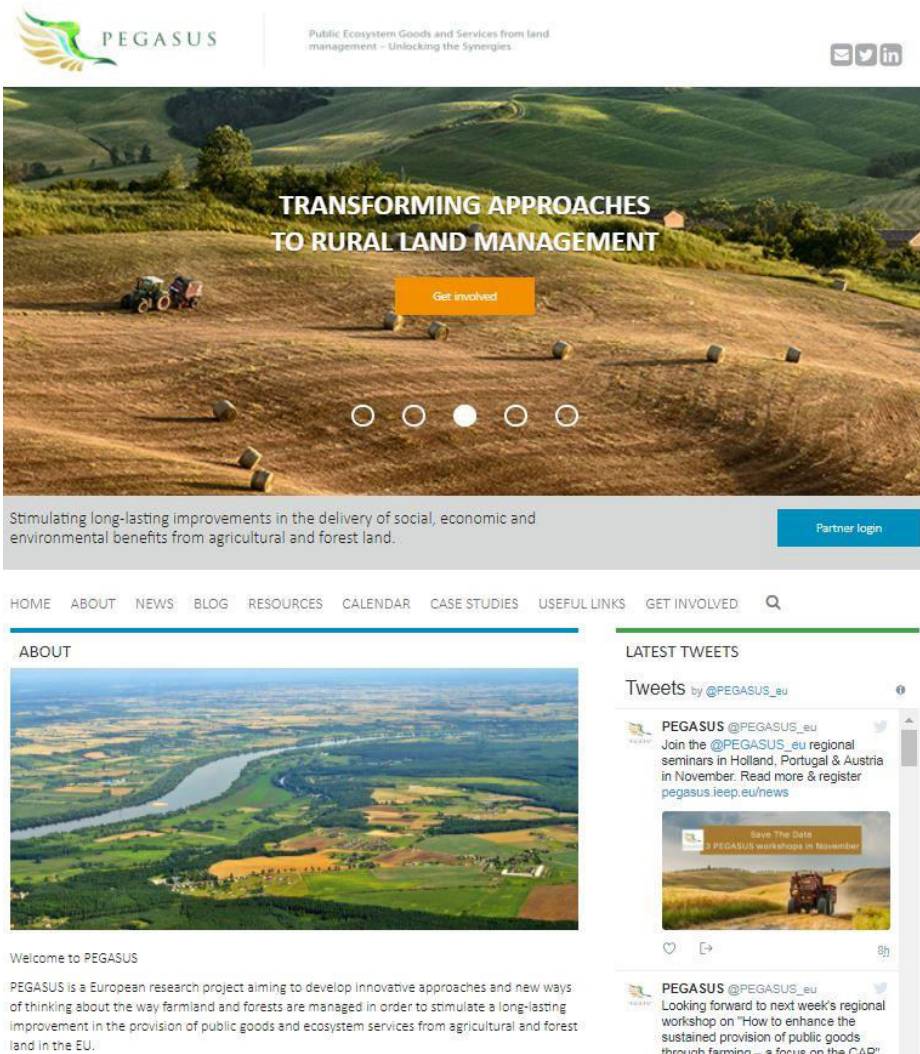


PEGASUS glossary

PEGASUS terminology	Description
Collective action (collective initiatives)	<p>Marshall (1998): <i>“the action taken by a group (either directly or on its behalf through an organization) in pursuit of members’ perceived shared interests”</i></p> <p>In PEGASUS, used to refer to multi-actor, joined up action. These may take different forms, e.g.:</p> <ul style="list-style-type: none">- Bottom up, community-led initiatives;- Coordinated actions between practitioners and e.g. local authorities;- Private sector-led, multi-actor initiatives
ESBOs	Environmentally and Socially Beneficial Outcomes – a working definition used in PEGASUS to bridge the PG and ESS concepts
Participatory, action oriented methodology	Method that relies on the genuine engagement of practitioners and local actors over a substantial period of time
Mapping	Exploring linkages between management systems and the provision of PG/ESS
Private actors	Private companies that may play a key role in an initiative, rather than “private” beneficiaries



To find out more....



The screenshot shows the PEGASUS website homepage. At the top left is the PEGASUS logo and the tagline "Public Ecosystem Goods and Services from land management – Unlocking the Synergies". To the right are social media icons for email, Twitter, and LinkedIn. The main banner features a landscape image with a tractor and hay bales, overlaid with the text "TRANSFORMING APPROACHES TO RURAL LAND MANAGEMENT" and a "Get involved" button. Below the banner is a paragraph: "Stimulating long-lasting improvements in the delivery of social, economic and environmental benefits from agricultural and forest land." and a "Partner login" button. The navigation menu includes: HOME, ABOUT, NEWS, BLOG, RESOURCES, CALENDAR, CASE STUDIES, USEFUL LINKS, GET INVOLVED, and a search icon. The "ABOUT" section shows a large landscape image and the text: "Welcome to PEGASUS. PEGASUS is a European research project aiming to develop innovative approaches and new ways of thinking about the way farmland and forests are managed in order to stimulate a long-lasting improvement in the provision of public goods and ecosystem services from agricultural and forest land in the EU." The "LATEST TWEETS" section shows two tweets from @PEGASUS_eu. The first tweet says: "Join the @PEGASUS_eu regional seminars in Holland, Portugal & Austria in November. Read more & register pegasus.ieep.eu/news" with a "Save The Date" graphic. The second tweet says: "Looking forward to next week's regional workshop on 'How to enhance the sustained provision of public goods through farming – a focus on the CDDP'".



[@PEGASUS_eu](https://twitter.com/PEGASUS_eu)



<http://pegasus.ieep.eu>



<https://www.linkedin.com/in/pegasuseu>



pegasus@ieep.eu



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[@PEGASUS_eu](https://twitter.com/PEGASUS_eu)

Thank you for listening!

For more information, contact us!

pegasus@ieep.eu

www.pegasus.ieep.eu

