

Some reflections on the demand-side need for evidence on ecosystem services for poverty alleviation

Three points about demand

Three points about evidence

Three (un-evidenced!) points about ESPA's impact and legacy

Three points about demand

Demand is not a given

The nature of demand is changing

Establishing demand may require education / communication

Three points about evidence

Evidence \neq policy or behavior change

Evidence needs a voice

The fora for evidence are changing

Three (un-evidenced!) points about ESPA's impact and legacy

Recognise the politics in vulnerability and marginalization

Diversify audiences

Seek guidance on entry points, pathways and communication