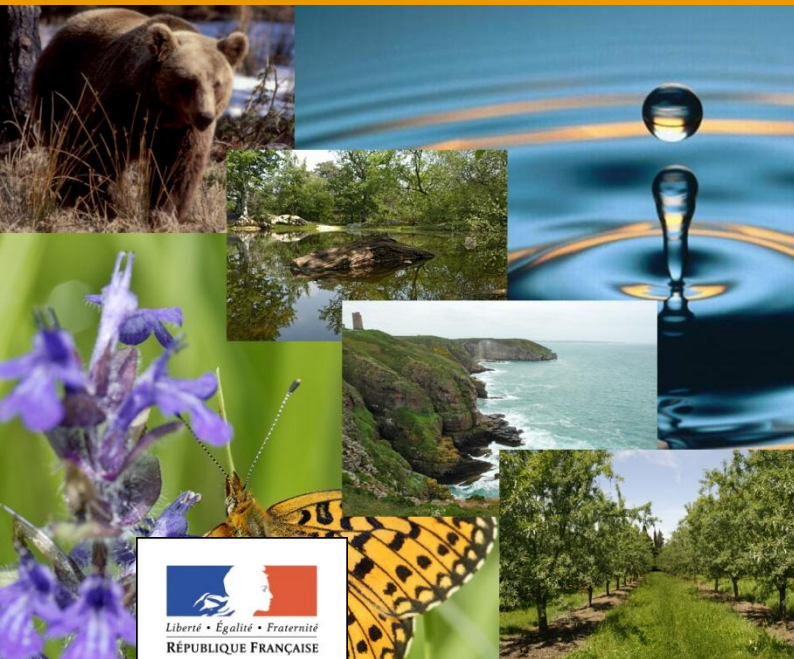


Living well, in the ecological limits
of our planet

Culture and Nature, the EU's capital

Laurent Roy, French Water, Marine
& Biodiversity Director



Ressources, territoires, habitats et logement
Énergie et climat Développement durable
Prévention des risques Infrastructures, transports et mer

Présent
pour
l'avenir

Introduction

1. Return on investment in protected areas and supporting green jobs ;
2. Protecting and promoting the environment and the heritage, 5th priority of the French partnership agreement ;
3. Next steps at French & EU level for a sustainable, smart and inclusive growth and for promoting green jobs.



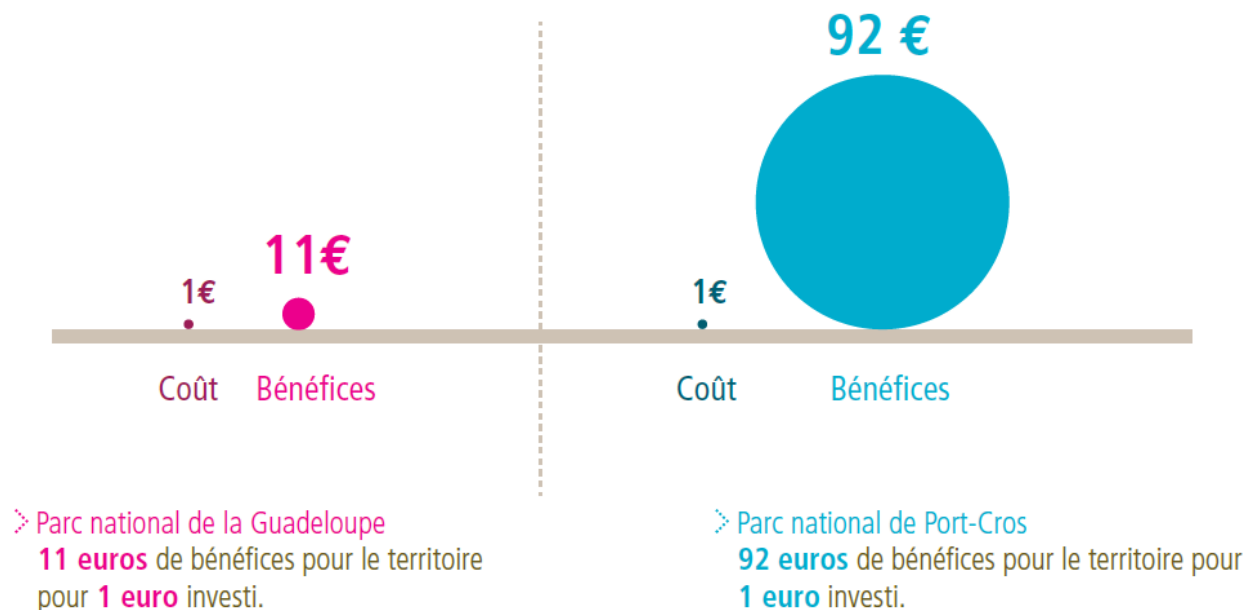
1. Return on investment in PAs

« National Parks, a solid value for territorial development »

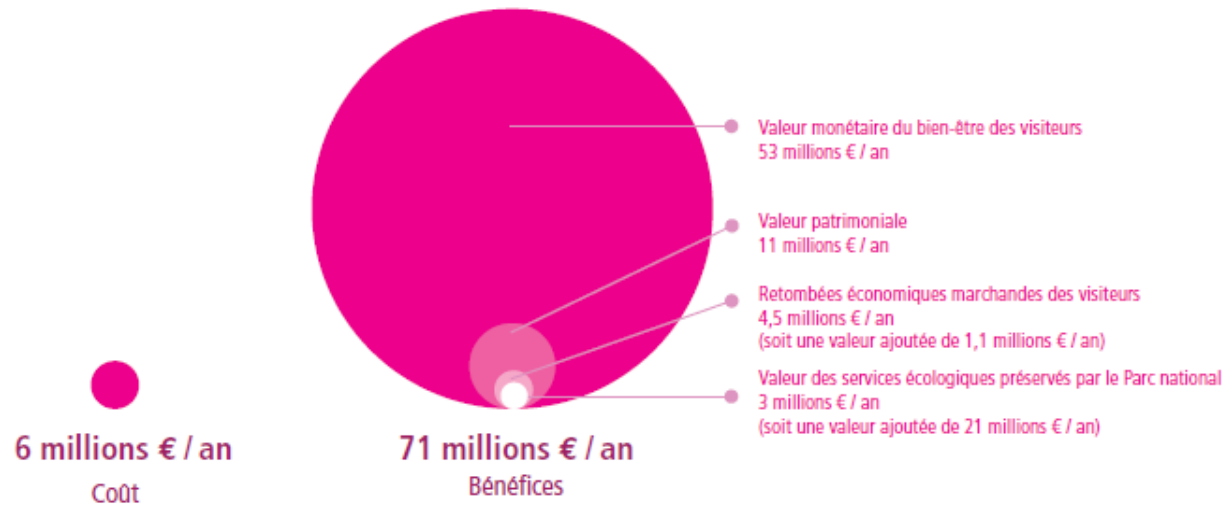
Parcs nationaux de France – May 2014

Focus on a study evaluating the costs & benefice of Natural Parks :

- ✓ Protected areas with the highest cultural value ;
- ✓ Combining ecological, heritage, intrinsic and utilitarian values ;
- ✓ Based on economic assesment of ecosystem services, local population and visitors valuation and tourism receipts.

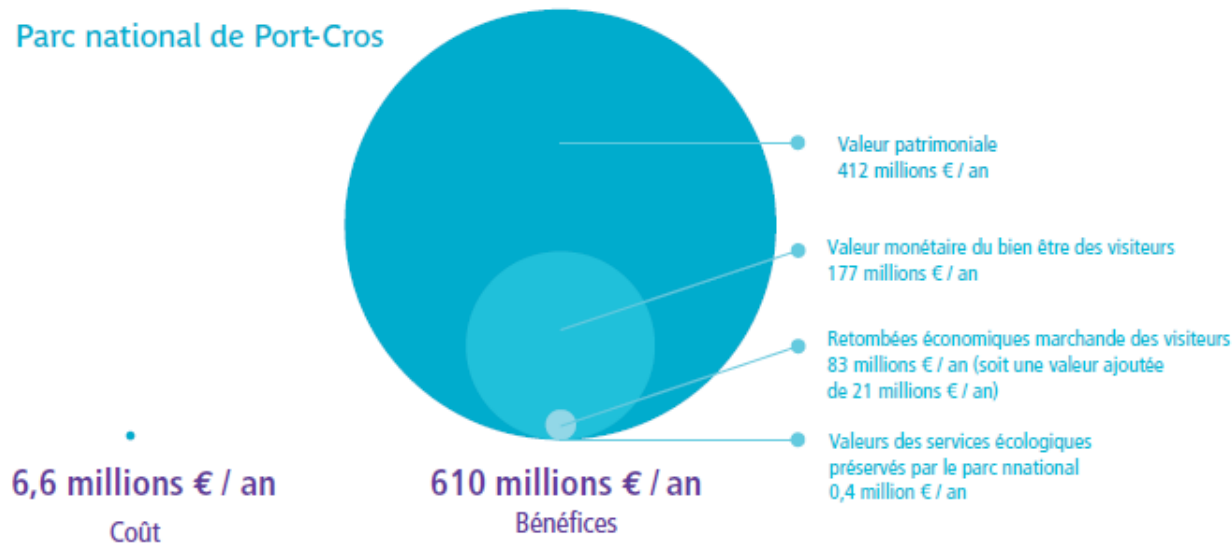


Parc national de la Guadeloupe



L'analyse coût-bénéfice détaillée met en lumière le rapport indiqué en introduction : pour 1 euro investi, le territoire retire 11 euros de bénéfices.

Parc national de Port-Cros



L'analyse coût-bénéfice détaillée met en lumière le rapport indiqué en introduction : pour 1 euro investi, le territoire retire 92 euros de bénéfices.
Nota : la valeur calculée des services écologiques, dont on a montré qu'elle est largement sous-estimée, étant très inférieure aux autres, apparaît comme négligeable sur le graphique et bien inférieure à sa valeur réelle.

1. Supporting green jobs development

Eco-activities represent 455 000 jobs, +6.7% from 2010-2011

Les éco-activités et l'emploi environnemental en 2011 : premiers résultats, CGDD, chiffres & statistiques N°418, mai 2013.

- ✓ Nature and biodiversity are one of the most dynamic sectors in this context ;
- ✓ Ecological engineering is identified as one of the 18 job creation potential sectors ;
- ✓ The National plan includes :
 - ✓ The definition of ecological engineering jobs, in particular linked to ecological continuities ;
 - ✓ Promoting best practices and quality standards recognition ;
 - ✓ Supporting innovative projects and research...

The recent conclusions on greening the EU Semester give perspectives to similar support at EU level.

2. Partnership agreement negotiation

The EU context of the negotiation on preserving the environment and sustainable use of natural resources (Thematic objective 6)

- ✓ TO 6 is out of the thematic concentration applied in France ;
- ✓ It must prove to be an investment for sustainable growth and jobs ;
- ✓ It covers a wide range of priorities from waste, water and biodiversity to marine environment, natural and cultural heritage and sustainable use of resources.

The National consultation launched with over 300 public and private partners leads to define 3 « result oriented » priorities :

- ✓ Enhancing actions in favour of knowledge and good environmental status ;
- ✓ Developing conservation and promotion measures of the natural and cultural heritage and landscape ;
- ✓ Promoting sustainable, innovative and efficient use of natural resources.

2. Operationnal programmes

A high level of priority in operational programmes defined by managing authorities (still in process of approval by the Commission)

- ✓ New: Regional authorities are managing authorities for 2014-2020 in France ;
- ✓ High priority is given to TO 6 which comes as the 5th priority for funding ;
- ✓ Protecting and conserving the environment and the heritage : ecological continuities, cultural and natural heritage come first for territorial development

An answer to the Commission expectations for contributing to the EU growth and job strategy :

- ✓ Ecological transition needed for sustainable growth and green jobs ;
- ✓ Investment in cultural and natural heritage to secure regional attractiveness, quality of life and tourism development .

=> Need to further develop evaluation of return on investment.

To conclude, next steps

Thanks to the Italian Presidency for organising this conference which :

- ✓ Is an opportunity to highlight some results in valuating natural capital, linked with its cultural and socio-economic dimensions ;
- ✓ Usefully links with the Council conclusions on greening the EU Semester and elaborates on these conclusions ;

At national level, ongoing actions include :

- ✓ Proposed biodiversity law to be examined in 2015 includes legal definition of ecosystem services ;
- ✓ Enhancing knowledge through « Efese » programme : French evaluation of ecosystems and ecosystem services ;
- ✓ Mobilise public opinion to support heritage and ecosystem services : First heritage day dedicated to Cultural and Natural heritage in 2014.

Further work could include at EU level :

- ✓ Compiling existing studies giving evidence on socio- economic impact of natural capital ;
- ✓ Further defining green job and in particular links with green infrastructure ;
- ✓ Support the better integration into the EU 2020 Strategy through the introduction of an EU non-binding aspirational target.

Thank you for your attention.

