







How stakeholders perceive the ecosystem services and their well-being in Corumbataí Geopark Project in São Paulo, Brazil?

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Research background

Sustainable development requires effective policymaking

Worldviews and values are some individual aspects that guide stakeholders' actions

Understanding people's valuation of nature can promote more effective outcomes

UNESCO Global Geoparks propose supporting sustainable development through bottom up approach

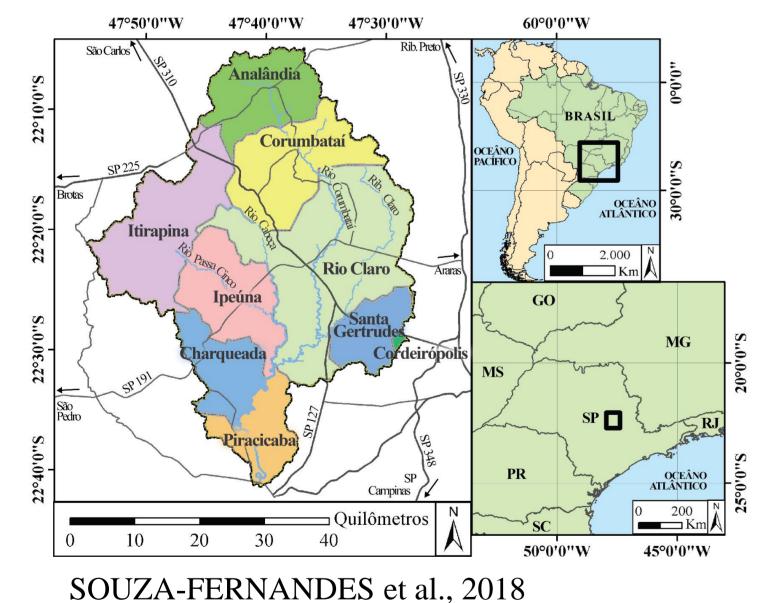
Assessing stakeholders socio-ecological valuation can subsidize a tailored framework engagement strategies

Research questions

I. Are COMTUR members aware of the ecosystem services benefits to people?

II. What categories of human well-being and ecosystem services are more important for the stakeholders?

Case study





The cities from Corumbataí catchment holds strengths and challenges to become part of UNESCO Global Geopark Network

Strength

- International relevant geosites
- Biodiversity hotspots patches
- Guarani Aquifer recharge area

Challenges

- 6 years project
- Low stakeholders engagement
- Bottom up approach

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to very important) On-line assessment

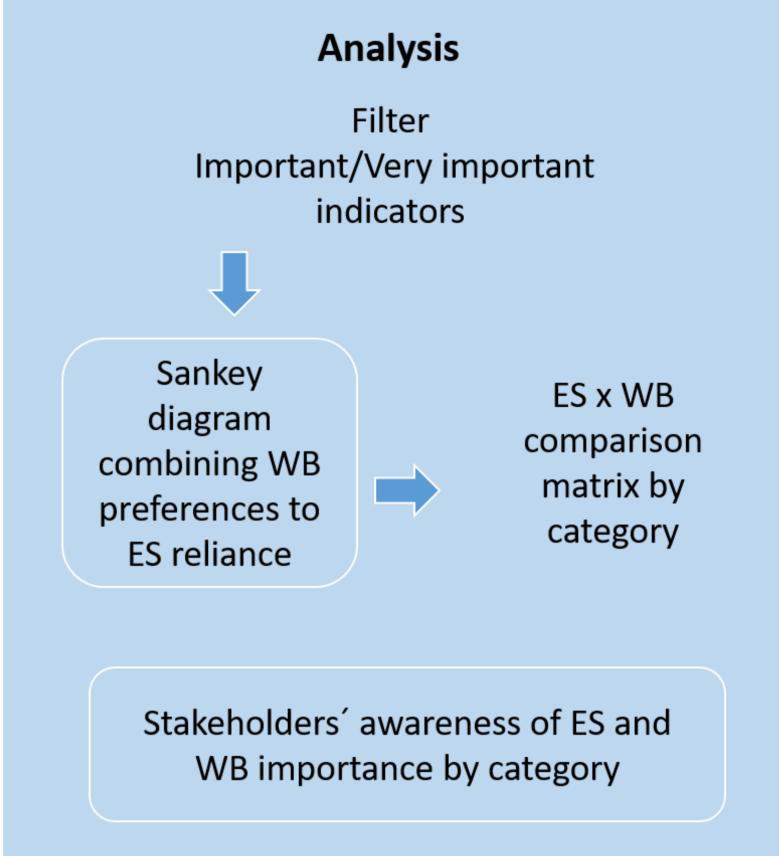
Analytical framework

Study Group

- Municipal Tourism Councilors of
- Corumbataí Catchment 9 municipalities (n=81)

Questionnaire

- MEA (2006) categories framework
- 26 Ecosystem Services (ES) indicators
- 23 Human well-being (WB) indicators
- 1-4 Likert scale (not important

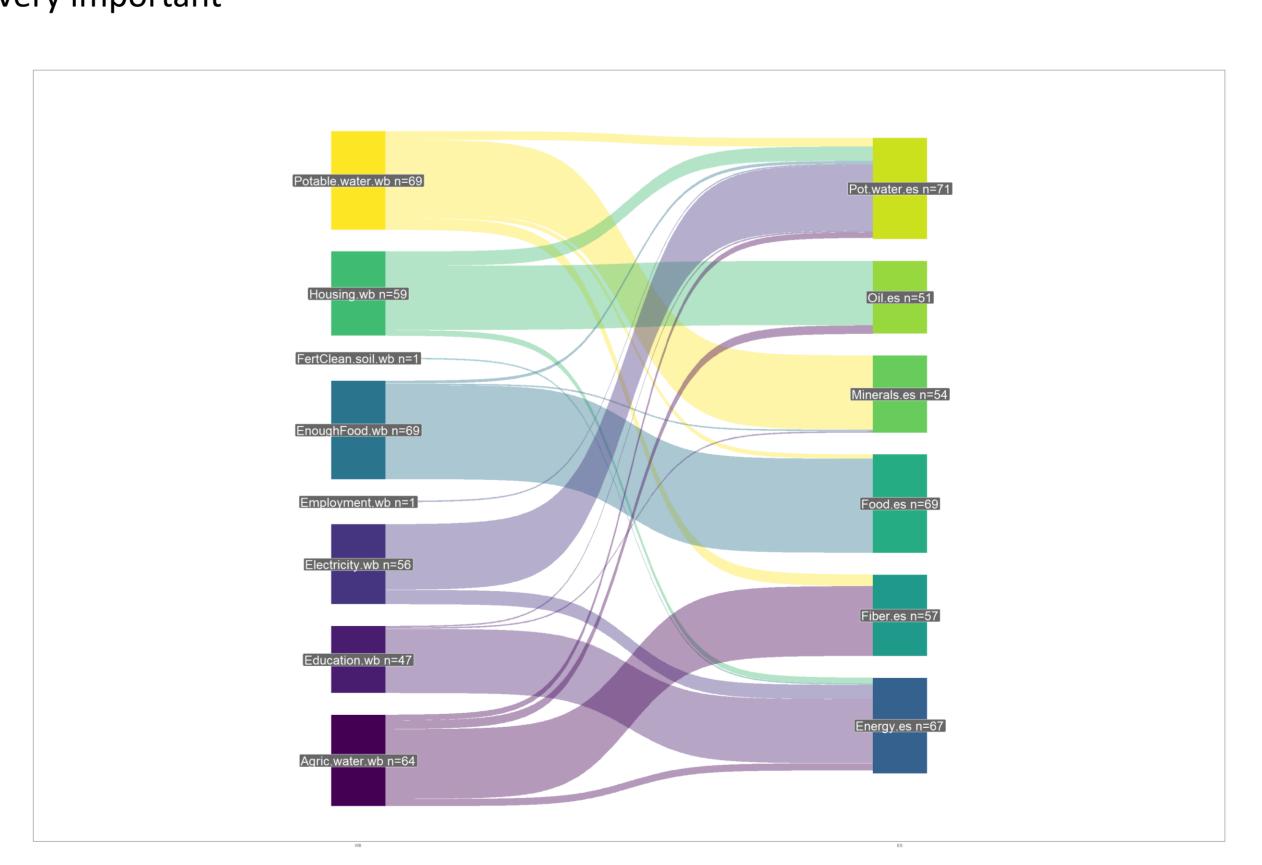


Preliminary results and takeaway

ES/WB	Security	Basic material	Health	Social Relation	Freedom of Choice
Provision	13.68	7.36	13.21	11.21	11.93
Regulation	7.20	6.81	7.22	5.66	4.12
Cultural	5.67	8.52	9.94	8.02	8.90

Average of the frequency (%) indicators are scored as important or very important by COMTUR members of Corumbataí catchment.

Indicator of Basic Material (WB) and Provision (ES) considered important and very important



- Indication of low awareness of the benefits ES provide to WB by categories, but SD>mean;
- Framework for Corumbataí Geopark Project should target direct and indirect human wellbeing reliance on ES;
- Further investigation comparing indicators and exploring socialeconomic groups preferences.