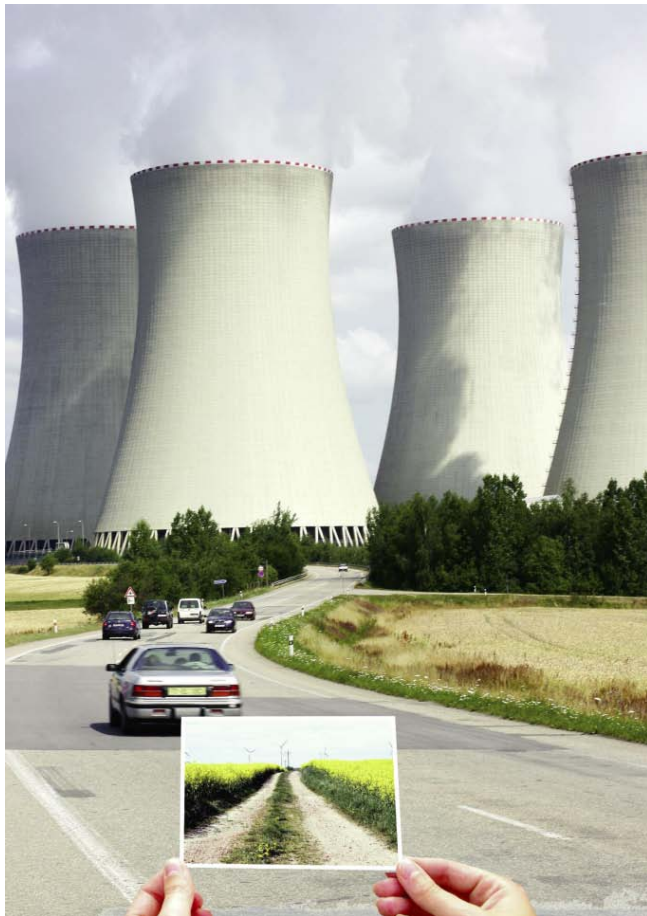




# IES 'Burntwood Lecture'



“Integrating  
environmental ‘futures’  
into strategic planning”

John Reynolds

**SAMI Consulting**

[John.reynolds@samiconsulting.co.uk](mailto:John.reynolds@samiconsulting.co.uk)

20th  
Year



# Environment Agency Project

## Collaborative project:

- Environment Agency
- Centre for Urban and Regional Ecology
- SAMI Consulting

Helped shape Agency's Corporate Strategy

Welcome IES publication of background research

20th  
Year



# Key issues in journal

Ecosystem services

Emerging energy futures

Low carbon economy

Citizens and community

Agency's application of new technology

Responses to new technologies



20th  
Year



# Drivers of Change

100 drivers analysed

Tested against Agency's scenarios

Key (PEST) areas influencing strategy

1. Global environmental agenda
2. 'Credit crunch'
3. Public attitudes
4. Pervasive ICT
5. Biotechnology

20th  
Year



# Our observations

## Some elements for future success

- 'Ecosystem Services' approach (including societal & economic benefit)
- Scanning future technology developments
- Develop new regulatory approaches
- Engagement of citizens and communities
- Use of scenarios to 'wind-tunnel' options

20th  
Year



**Thanks!**

20th  
Year