



Market Based Conservation Incentives Workshop

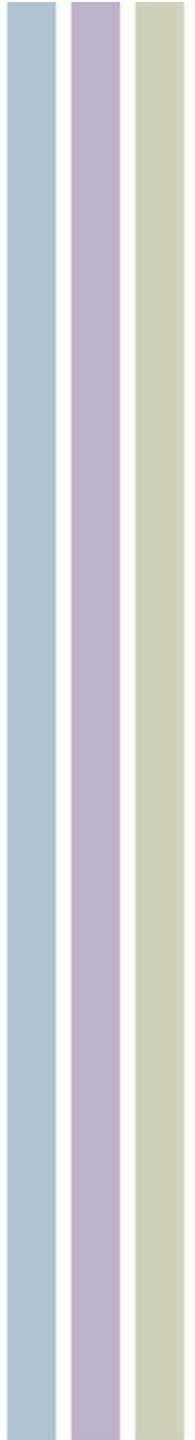
- Moving Ecosystem Markets Forward
 - September 11th, 2008





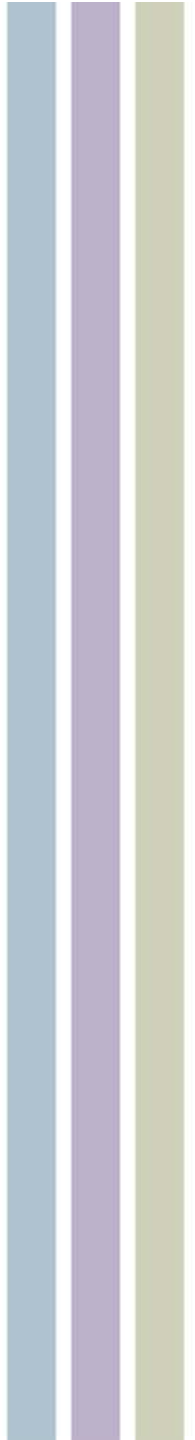
Breakout Sessions

- Willamette Partnership
- The Bay Bank Initiative
- Gopher Tortoise Habitat Credit Bank
- Forest-Based Watershed Protection Incentive Model





1. Is this a viable market, tool, or incentive-based initiative?
2. What is necessary to ensure landowner participation?
3. What are the partnership, key player, and resource gaps?





American Forest Foundation

Priorities Actions and Focus Areas

- Identify other individuals and organizations that are essential for progress but aren't yet involved
- Create mechanism for on-going communication
 - Identify policy issues that are obstacles
 - Integrated voluntary markets in Chesapeake and Willamette
- Transparency to provide clarity, but also attract buyers
- Networking to share success stories (PR campaigns based on working examples); Expand outreach to additional foresters and landowners (market mechanism to market the markets)
- Automatic checklist to provide output of successful examples
- Focus on overall biodiversity (rather than individually listed species)
- Different types of markets are useful
- Communication to landowner community and identify landowner point of entry (develop key performance indicators)
- Take examples from Europe to see what's working and what's not





American Forest Foundation

Priorities Actions and Focus Areas Cont.

- Bring same group together on continuing basis
- Be realistic with landowners
- More basic education (clearinghouse to get out the information)
- Messaging and unified vision to expanded audience
- Filling the education gaps (broad across the partners, but specific with landowners)
- Advertise in already existing networks
- Create toolkit for educating people "outside the choir"
- Engage universities for additional research
- Promote market literacy among all stakeholder groups
- Landowner workshops – include markets education piece for ecosystem services

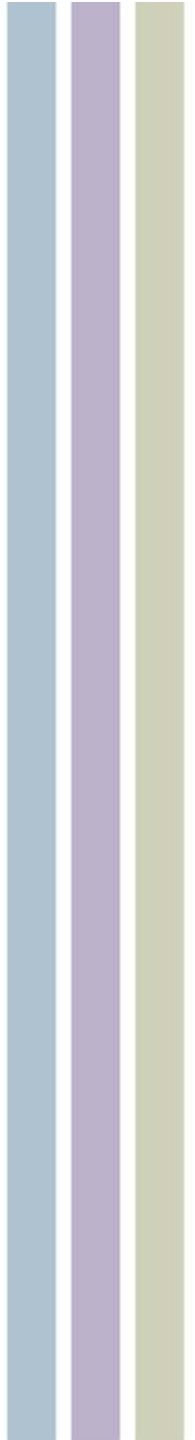




American Forest Foundation

Moving Forward & Continuing Dialogue

- Linking CIG workplans
- Workshop follow-up toolkit
- Investing in a collaborative workspace for ecosystem service markets





Moving Forward

- Map priorities
- Credit calculation and verification protocols
- Integrated ecosystem accounting method
- Infrastructure to support transparency and credibility
- User tools to make it easier for buyers and sellers to find one another.
- Credit registry
- Exchange contracts and process
- GIS tools that lower transaction costs
- New Protocols for actions the ecosystem needs
- Get projects on the ground
- Tying infrastructure in with other regions
- Evaluate where markets work and where they don't
- Create the next generation of market tools

