

# Valuing the Priceless: Markets for Ecosystem Services

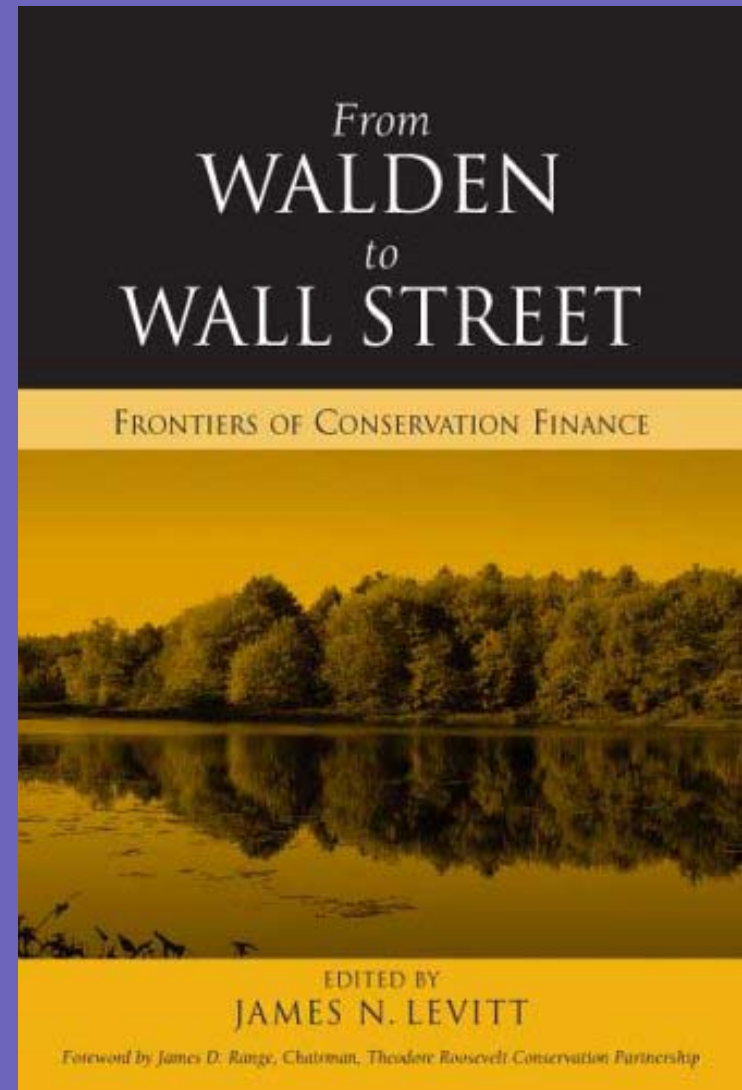
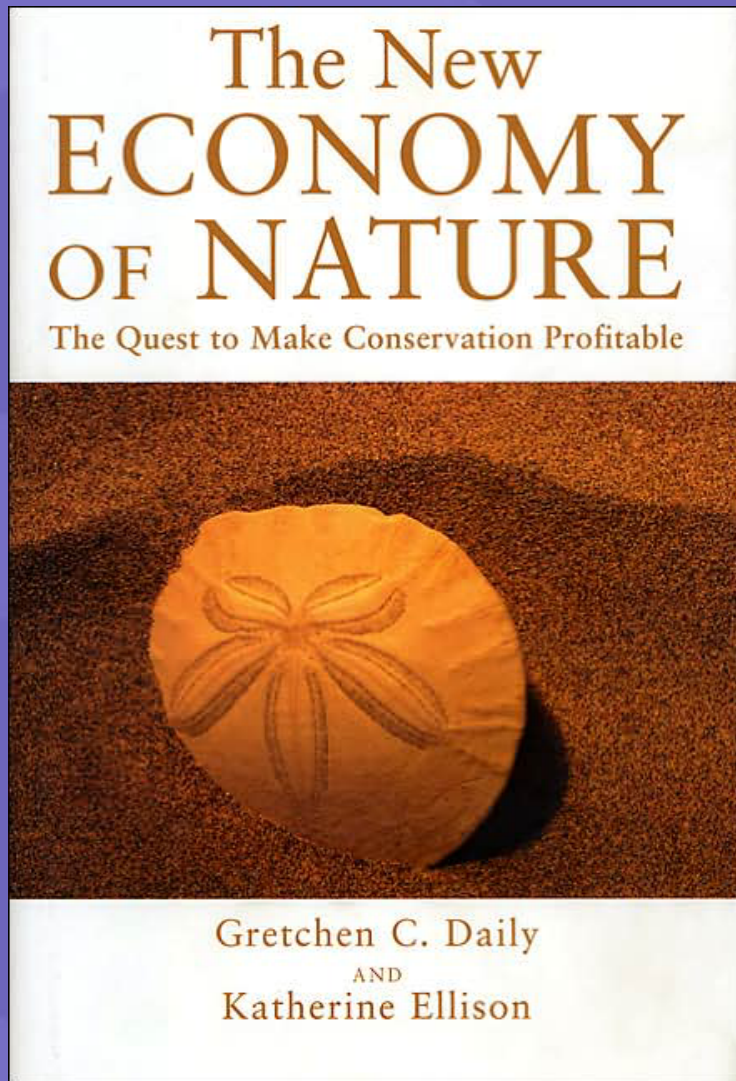
Robert Bonnie

Center for Conservation Incentives



**ENVIRONMENTAL DEFENSE**

finding the ways that work



# ENVIRONMENTAL DEFENSE



CENTER FOR CONSERVATION INCENTIVES





**We have enhanced 5,300 acres of forestland in Georgia to prime red-cockaded woodpecker habitat.**



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“Instead of a problem to be overcome, you can view that species as an asset” – Craig Hedman, IP



# ENVIRONMENTAL DEFENSE



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# Why is this man smiling?

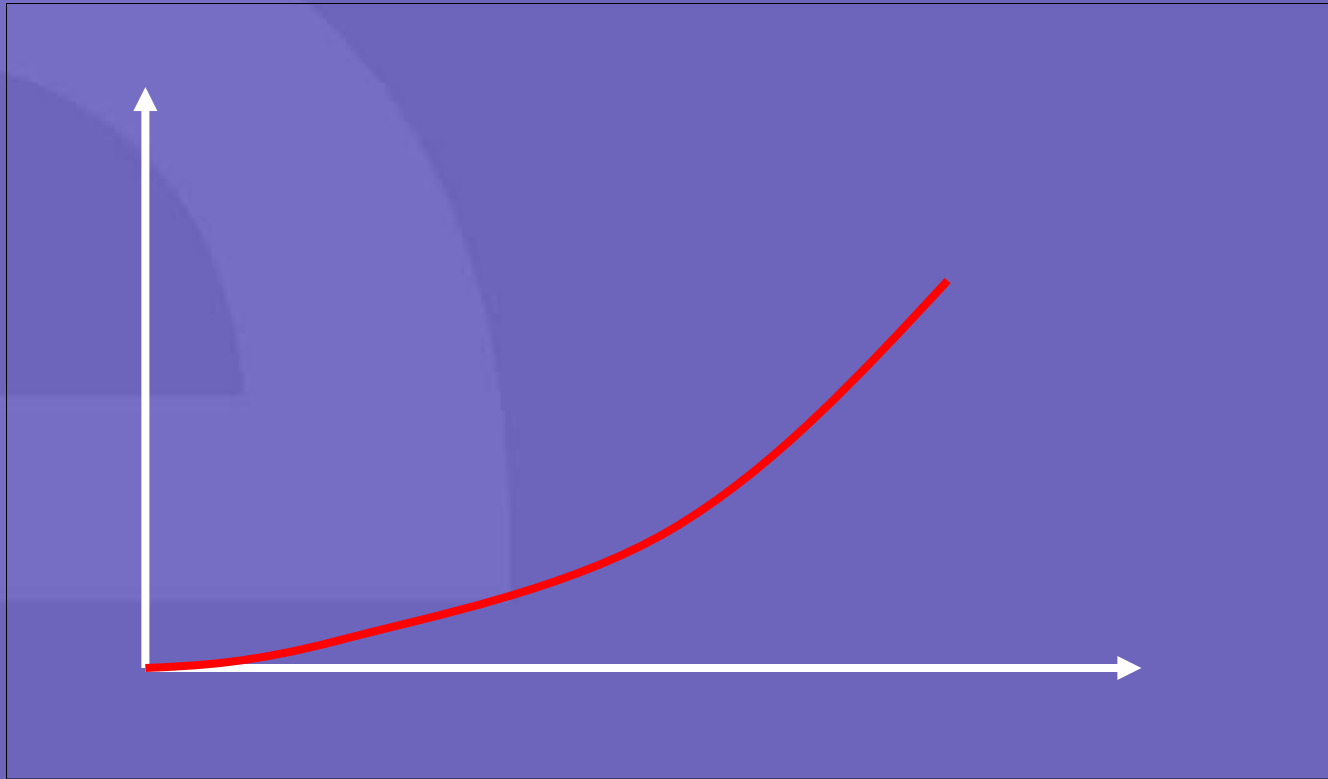


# Dog Bank





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Tortoises, RCWs, Water, Carbon, etc.

# Carbon Economy





# Using the Carbon Market to Curb Tropical Deforestation



# Water Economy

- New York City drinking water
- Water quality markets
- Water quantity markets



# Towards Market-Based Solutions

- What generates demand?
- Diversity of market types
- “Free” market systems will be rare
- Policy-driven markets

# USFS Roles

- Sellers – no; Buyers – potentially
  - Reverse auction
- Measurement protocols
- Technical assistance
- Aggregators
- Mapping/valuing services



Thanks