

Beyond Compliance

Building a Marketplace to Meet Environmental Challenges



Ecosystem Services Marketplace

In the Willamette Basin

September 2008

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What Do We Want?

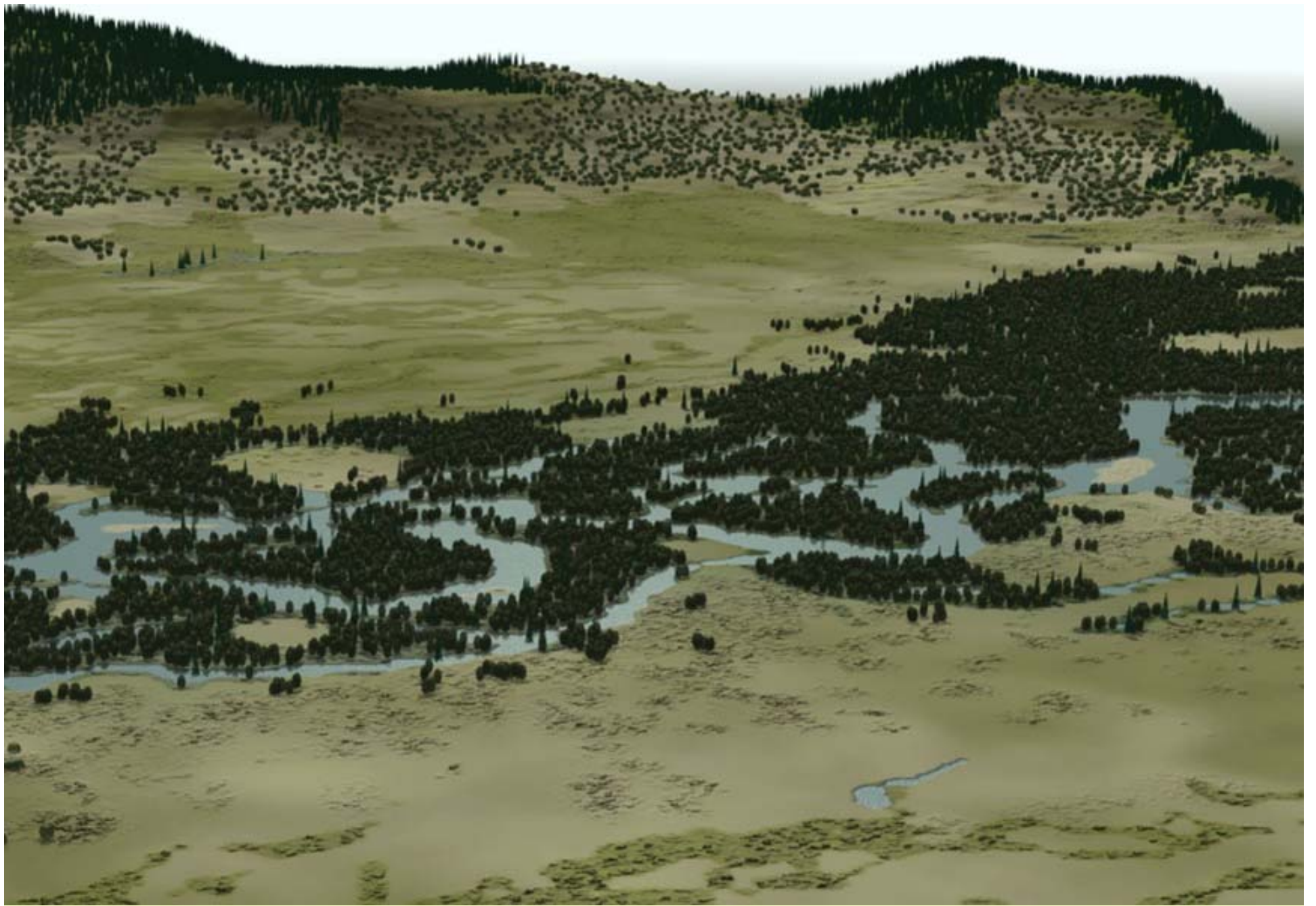
Ecological Resiliency

- Integrated and strategic investment in ecosystems
- A trusted and transparent way for people to account for and buy and sell environmental restoration benefits
- Business models that move us beyond compliance driven projects to restoration of ecosystems



1995



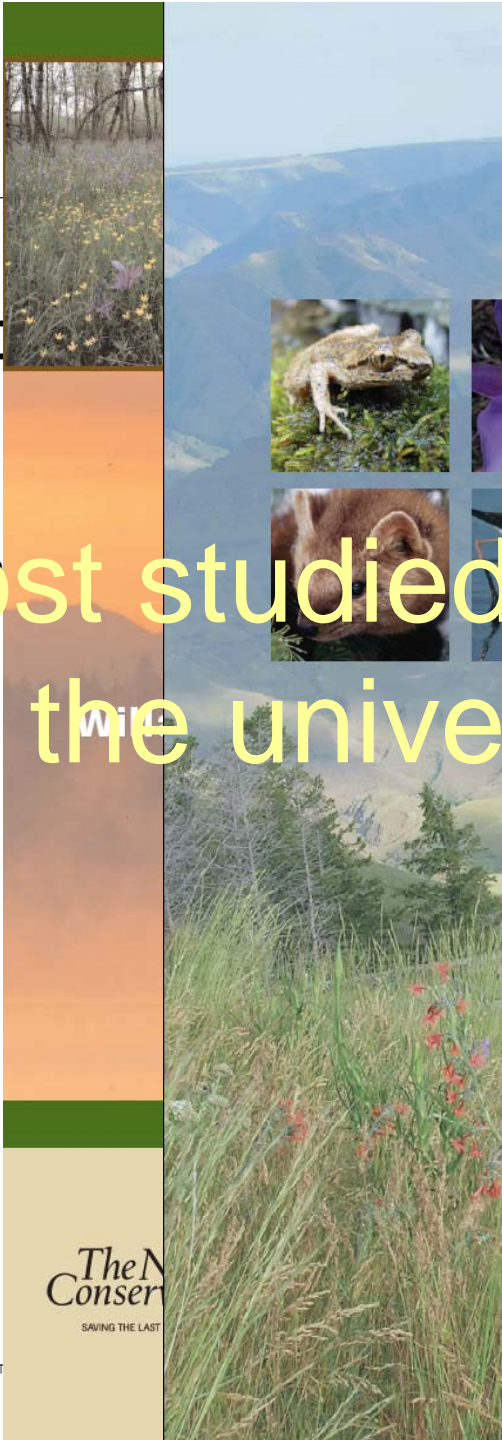


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1995





COMPREHENSIVE WILDLIFE

Conservation Strategy for Oregon

OREGON
Fish & Wildlife

Oregon Department of Fish and Wildlife

The most studied places
in the universe

The
Conser
SAVING THE LAST

CH 0 FRONT





Photo - Alex MacLean.com





Grey Infrastructure

Cooling Towers

Compliance Achieved

Cost - \$60 Million

Ecological Value

Not Much



Green Infrastructure

Restore 35 miles of streams

Compliance Achieved

Cost - \$10 Million

Ecological Value

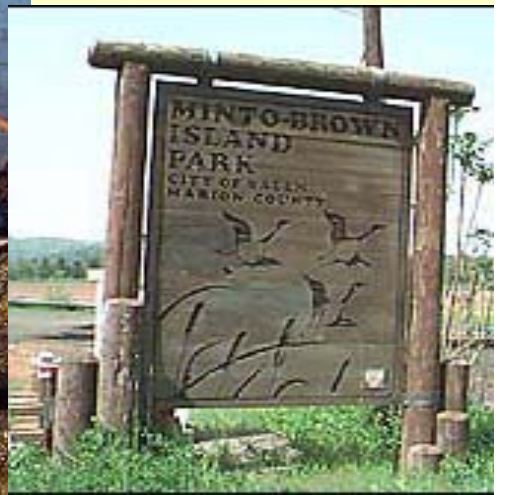
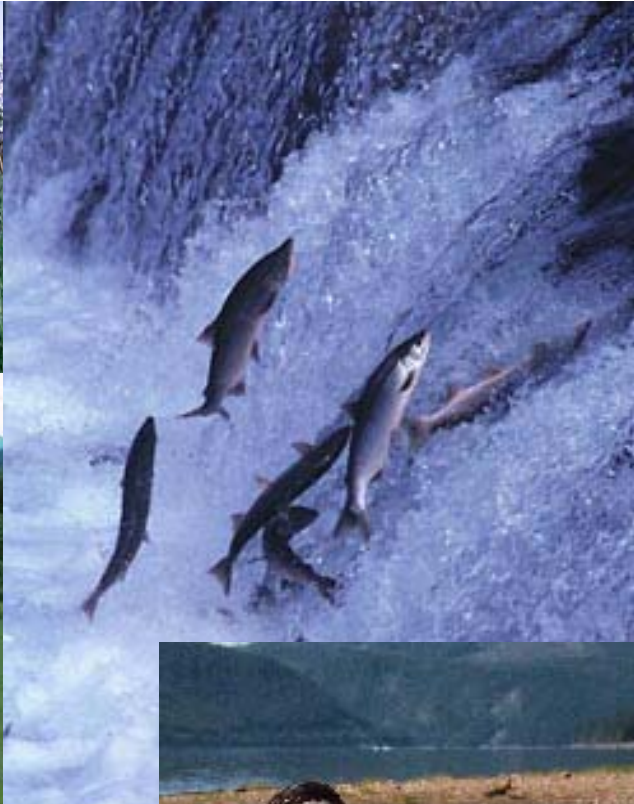
HUGE























What's Needed

- Supportive policies that encourage and enable markets to integrate and thrive
- Ways to connect demand and supply
- Market infrastructure and credit accounting standards that ensure efficiency and credibility



Wherever there's water, there's Clean Water.







Challenges:

- Population growth
- Habitat loss and fragmentation
- Climate change, water shortages, endangered species







To reduce temperature Clean Water

1. Release 30 cfs/d stored water in July and August



2. Shade 35 miles of riparian area



Wherever there's water, there's Clean Water.

CleanWater  Services



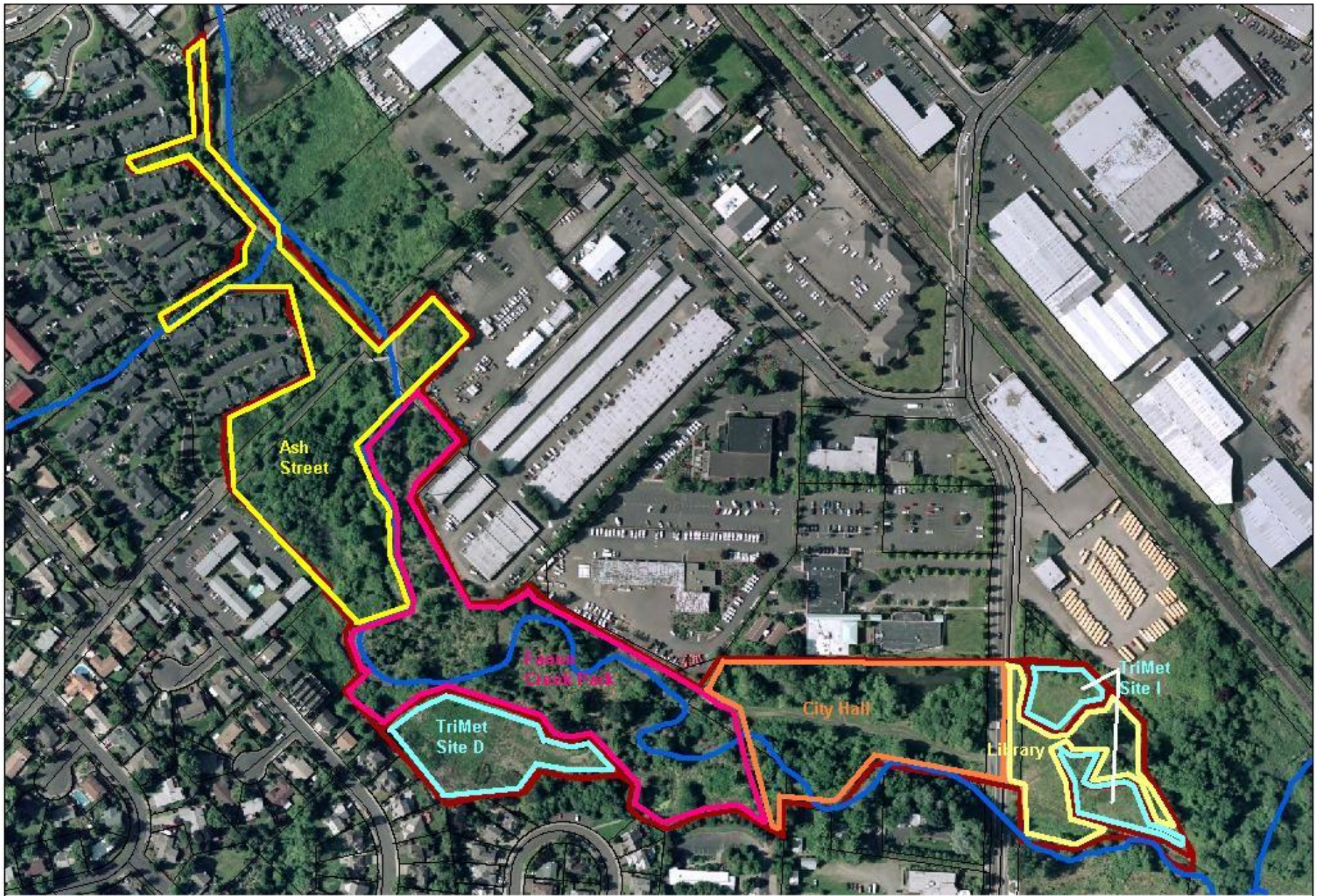
Demand: Water temperature

- Willamette River TMDL
- 27 point sources need credits
- Can buy upstream of one of three points of compliance
- Must buy a certain % of credits from priority areas



Supply: Water temperature

- Can sell anywhere in a trading area
- Credits issued on planting/release of water
- Current ratios are 2:1
- Must meet eligibility requirements
 - Ownership
 - Site selection
 - Project design



Wherever there's water, there's Clean Water.

Activities

Riparian planting

Augmenting flow

Wetland restoration



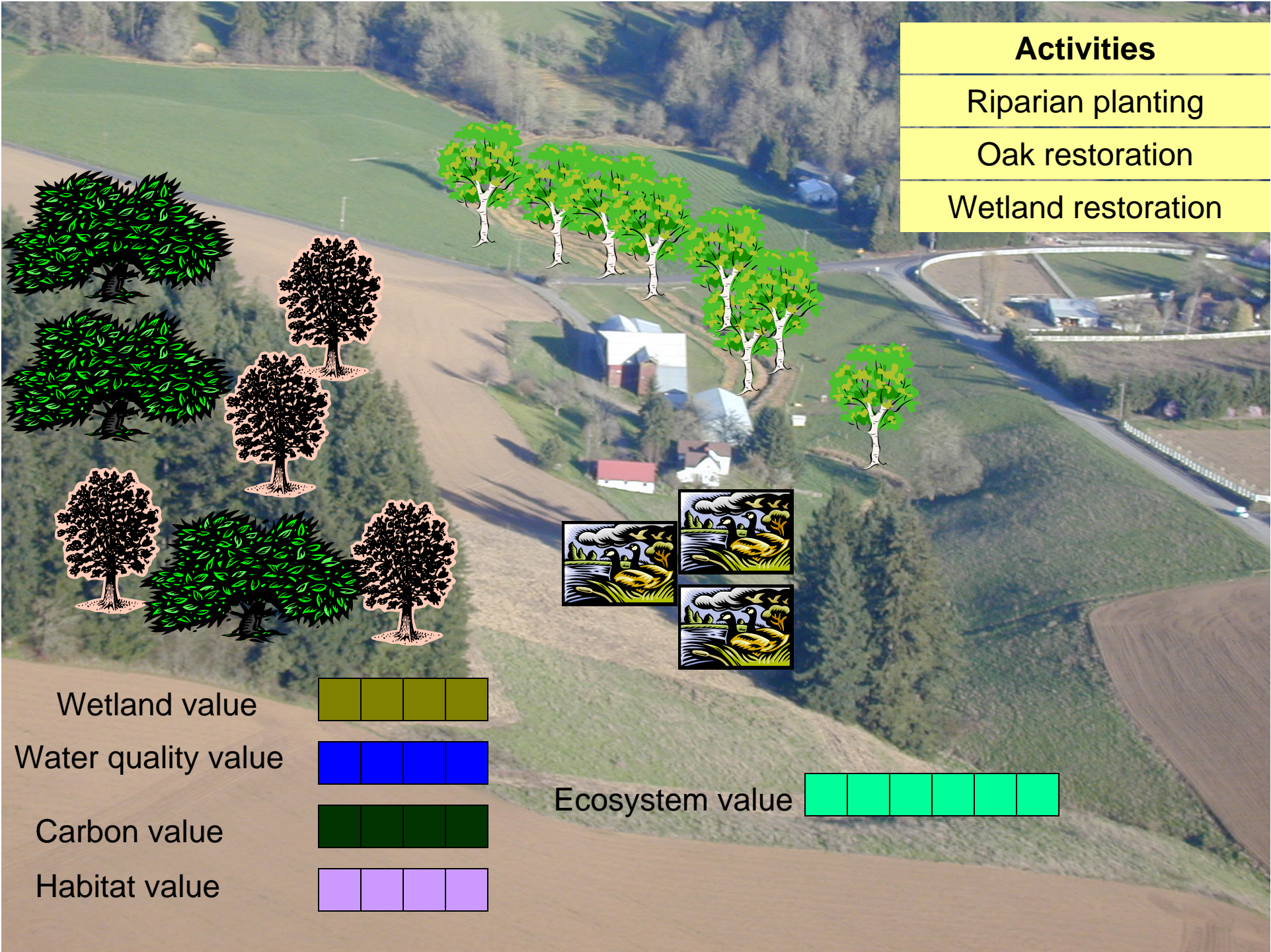
Temperature credits



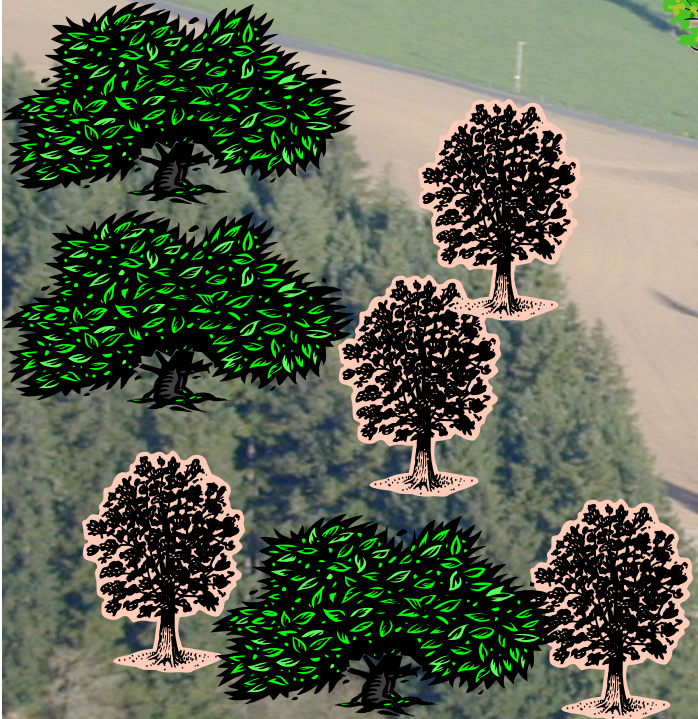


What's the Partnership Doing?

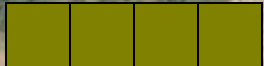
- Integrated ecosystem accounting method
- Infrastructure to support transparency and credibility
- User tools to make it easier for buyers and sellers to find one another.



- Activities**
- Riparian planting
 - Oak restoration
 - Wetland restoration



Wetland value



Water quality value



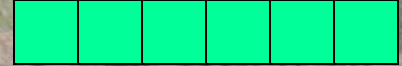
Carbon value

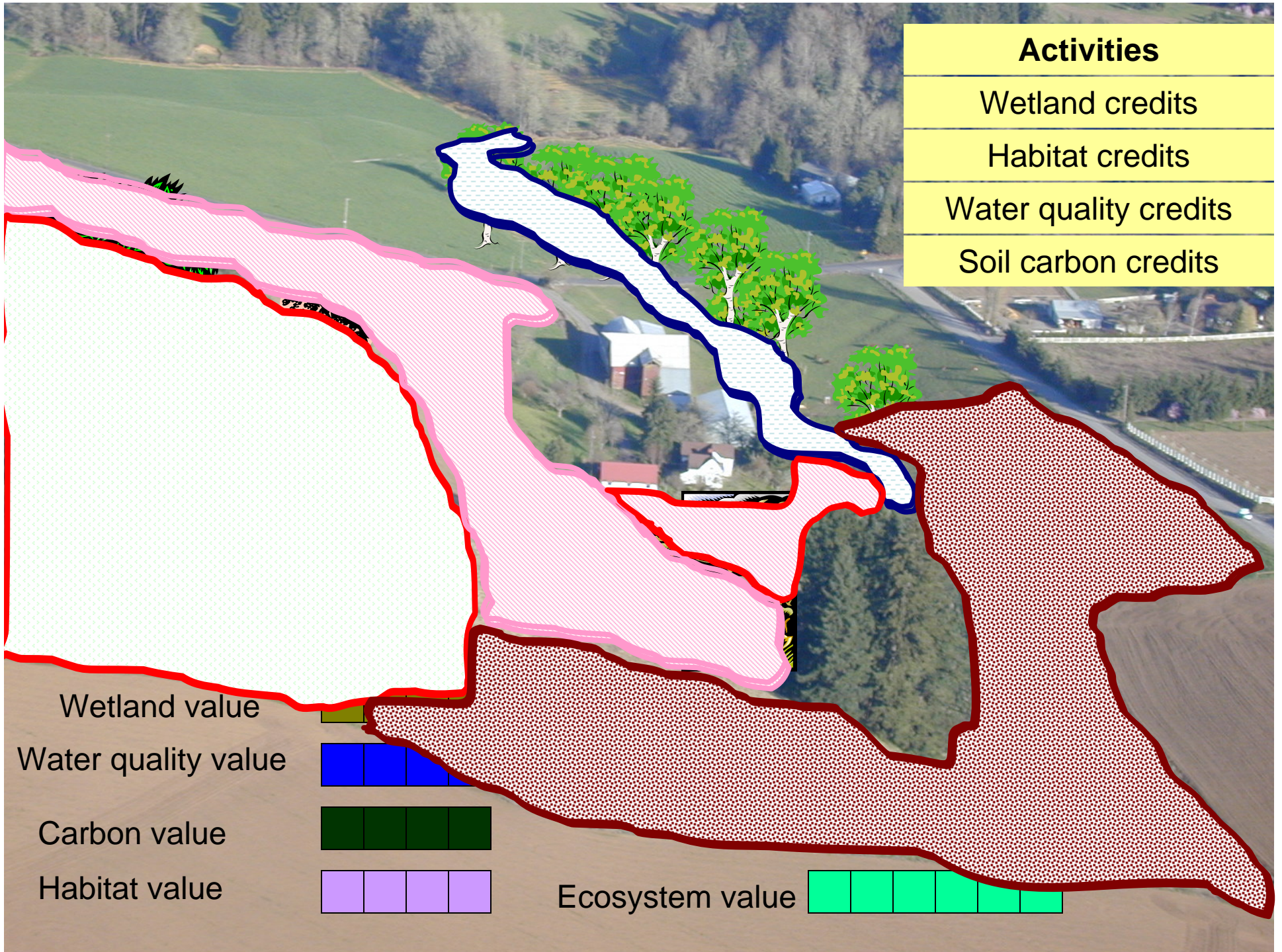


Habitat value



Ecosystem value






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Infrastructure

- Credit calculation and verification protocols
- Credit registry
- Exchange contracts and process
- GIS tools that lower transaction costs
- Mapped priorities

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What's Next?

- Tying infrastructure in with other regions
- Get projects in the ground
- New Protocols for actions the ecosystem needs
- Create the next generation of market tools
- Evaluate where markets work and where they don't