



**INCREASING THE PACE, EXPANDING THE SCOPE, AND
IMPROVING THE EFFECTIVENESS OF CONSERVATION**

The Willamette Partnership

Market-Based Conservation Incentives Workshop: Strategies for Family Forest Owners
Participation in Biodiversity and Water Markets
September 10-11, 2008

The Willamette Partnership is a diverse coalition of leaders working to shift the way people value, manage and regulate the environment. The Partnership is developing an ecosystem services marketplace that both, attracts strategic investments in conservation and restoration activities, and also structures ecosystem transactions to account for everything from storing carbon to cooling river water.

Every year businesses and communities spend tens of millions of dollars on environmental compliance—much of it mandated by regulations designed to meet a very limited range of highly visible environmental problems. The trouble with funneling huge financial investments into a limited number of “marquee” environmental issues is that the more complex, systemic issues that led to the problems in the first place rarely receive attention. This then diverts us off the path to sustainability where healthy and resilient ecosystems form the cornerstone of a thriving economy.

Worldwide, there has been an explosion of growth in market mechanisms to pay for the things that naturally-functioning ecosystems do for society—such as trees taking in carbon dioxide, releasing oxygen and purifying our water; wetlands filtering and recharging our groundwater; and reclaimed floodplains reducing the impacts of flood events. However, using these mechanisms to organize the purchase and sale of such vital services, in a manner that meets communal, economic and ecological goals, has proven challenging.

Ecosystem service markets, like the one being developed by the Willamette Partnership, provide a pivotal link between people willing to pay for actions that improve and protect our environment and those who can take those actions. Oregon has nurtured creative thinking, environmental innovation and leadership for decades and is now poised to propel ecosystem service markets as a way to resolve some of our most challenging environmental problems, while also creating the economies that support the people doing it.

About the Willamette Basin

The Willamette Valley in Northwestern Oregon unfolds between the volcanic cones of the Cascade Range to the East, and the forested Coast Range Mountains to the West. The Willamette River drains enough water to make it the 13th largest river in the lower 48 states. The entire Willamette River Basin includes a land area of around 11,500 square miles, a population of around 2.5 million, and around 75 percent of Oregon's economic activity.

**105 HIGH STREET SE, SALEM, OREGON 97301, 503.434.8033
WWW.WILLAMETTEPARTNERSHIP.ORG**