

**ACES 2014 Monday Evening Town Hall
December 8, 2014 | 4:45-5:50pm | Grand Ballroom Salons D-E**

Title: *Habitat Exchange Mock Transaction*

Description: This town hall is an interactive, hands-on, live-action learning experience! Join Environmental Incentives and partners to grapple with the complexities and benefits of new investment approaches and work to overcome institutional barriers in a fun, low risk setting. The Habitat Exchange Mock Transaction engages and challenges participants in a live simulation role play where they are placed into an active decision making role – either as a **landowner** or **funder**.

During the mock transaction, landowners and funders will explore a variety of different investment approaches, calculate credit needs in a mitigation context, and purchase credits to fulfill regulatory requirements. All participants will leave the Habitat Exchange Mock Transaction with a better understanding of how quantified information helps inform project prioritization and increase the overall benefit for species or resources of concern.

Purpose:

With roughly 270 species proposed for listing under the Endangered Species Act, our nation’s system of protecting at-risk wildlife has not kept pace with the need to feed and fuel America’s growth. Habitat exchanges are a new conservation tool that is being used throughout the U.S. to protect wildlife habitat while allowing economic and cultural activities to continue. This exercise was created to 1) demonstrate that defining rules for collective action and using market principles and flexible pricing can increase the efficiency of conservation and environmental investing, and 2) demonstrate that habitat exchange is applicable to a variety of geographies and environmental resources.

Background:

The Habitat Exchange Mock Transaction is the result of a several year-long evolution in getting people to understand the value of performance-based programs. Environmental Incentives has led many similar exercises, first as a World Café Session at the 2011 Making Markets Work Conference in Madison, WI as a highly facilitated, 12-minute version of the exercise that walked participants through scripted roles but did not ask them to make independent decisions. Since its debut at the Madison conference, we have invested significant resources to transform simulations into high-engagement, interactive learning experiences that place participants into active decision-making roles.

Target Audience:

The Habitat Exchange Mock Transaction is mainly targeted to individuals making policy and investment decisions. However, it is also a valuable learning tool for a broad array of participants who do not necessarily need much experience with performance-based programs.

- Investors
- Policymakers
- Practitioners
- Academics
- NGOs
- Public Agencies

Organizers:

Jeremy Sokulsky, PE, MBA
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Jeremy Sokulsky is the founder and CEO of Environmental Incentives. Jeremy designs and implements multi-agency collaborative management systems and establishes performance measures related to environmental restoration and community enhancement. He is developing programs to leverage public and private investment to

improve ecosystem services across the U.S, including developing habitat exchanges in 9 states. He regularly speaks at conferences focused on environmental markets where he leads policymakers to take a strategic and pragmatic approach to using ecosystem services to drive environmental and economic performance. He is leading the effort to link payments for ecosystem services to defined management systems to ensure they can incorporate new scientific information and political circumstances over time. Jeremy has performed comprehensive reviews of ecosystem service markets and analyzed financial opportunities for private equity funds investing in conservation real estate opportunities. Jeremy holds an MBA from the Stanford Graduate School of Business and a B.S. in Chemical Engineering from the University of California, Berkeley, and is a certified Professional Civil Engineer in the state of California.

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Katie Riley is a senior associate at Environmental Incentives, and has hands-on knowledge of building programs – both from the ground up and throughout the different stages of development. Katie is the EI project manager for the Lesser Prairie Chicken Habitat Exchange and Central Valley Habitat Exchange, and has been involved in the development of seven habitat exchanges since 2012. Katie holds a Master of Environmental Science and Management from the Bren School at UC - Santa Barbara, where she specialized in environmental economics and policy, and a BA from Virginia Tech.