

**Post-Conference Summary**  
**ACES 2014 Morning Workshop 4**  
**December 8, 2014 | 8:30-11:30am**

**Title: *Designing Performance-Driven Ecosystem Service Programs***

**Goal:**

Designing successful ecosystem service programs requires understanding the critical success factors and enabling conditions that lead to ultimate adoption and use. It also requires getting the right people together and the right products developed along the way. The goal of the workshop was to showcase the process steps, products and questions necessary to guide diverse stakeholders through four distinct stages of program development – 1) Explore, 2) Design, 3) Pilot Test, and 4) Maintain. The workshop was targeted toward individuals interested in building a market-based program for species habitat or watershed conservation, but were seeking assistance with next steps.

**Description:**

During the workshop, EI showcased the process steps and products recommended for guiding stakeholders through four distinct stages of ecosystem service program development – 1) Explore, 2) Design, 3) Pilot Test, and 4) Maintain. During each stage of program development each small group was tasked with utilizing provided templates and worksheets to explore and design an ecosystem service program of their choice. At the end of the workshop, each small group has explored, and considered designing, a payment for ecosystem service program, and had discussed the actions and effort required to test and maintain such a program. Examples of the types of programs explored by the groups included a program to reduce pollutant loading to the Russian River in California and a program to save the Jaguar in the Sonoran Desert of Arizona. The small groups each gave a report-out to the large group on challenges and opportunities they encountered while exploring and designing their programs.

- **Explore:** Questions each small group considered during the explore phase included: Who are the anticipated participants? Are the enabling conditions of success fulfilled? What policies will guide the direction and needs of the program?
- **Design:** Questions each small group considered during the design phase included: What entities will fill different roles during program development and operations? What are the tools needed to understand the system and quantify impacts of site-scale restoration? How will these environmental benefits be tracked and traded programmatically?
- **Pilot Test:** Questions each small group considered during the pilot test phase included: How can we test the tools and protocols on the ground to improve program implementation, launch programmatic adaptive management and ongoing operations?

**Organizers:**

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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 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 University of California, Santa Barbara, where she specialized in environmental economics and policy, and a BA from Virginia Tech.