

ACES 2016 Tuesday Evening Town Hall
December 6, 2016 | 5:15pm-6:45pm | Grand Ballroom I

Title: *Where are the Markets? Where is the Money? How to Spend It*

Description:

What does it take to mobilize significant dollars for ecosystem projects? Extensive effort has been invested in developing ecosystem markets over a long period of time. This Town Hall will examine what comprises ecosystem markets, their estimated size and project implementation from a financial point of view. It will assess the current situation with wetlands, stream restoration, species and water quality market as well as emerging markets. It will pose the question, "If you were given a check for \$300 million, how would you spend it?" And pay it back?

Town Hall Discussion:

A conversation will be launched to take stock of where the field stands with respect to project implementation and the role of money (or lack thereof).

Questions about markets:

1. What are ecosystem markets?
2. What are financeable markets?
3. What market characteristics inhibit finance?

Questions about finance:

1. What is needed to mobilize money?
2. What is a cash flow spreadsheet?
3. Different sources of finance, different requirements.
4. What are different the implementing "business models" (entrepreneurs, investment funds, impact investors and other private investors).

Session Agenda:

5-minute introduction by moderator (Pat Coady)
Two 5-minute case studies by speakers (Jessica Fox and Kaola Swanson)
45 minutes town hall discussion

Audience:

The target audience is every discipline represented at ACES. Finance is an integral part of the ecosystem services community and key to implementation.

Conference Themes:

The conference theme is linking science, practice and decision making with a goal of having a dialogue across the many disciplines of ACES attendees with a focus on implementation.

Speakers:

Patrick Coady has a career in investment banking, is a Senior Fellow at Conservation International was Chair of the Northern Virginia Conservation Trust. He has spend the last 15 years seeking to bring private capital to land conservation.

Jessica Fox is Sr. Program Manager at the EPRI where she has led research and implementation of environmental markets since 2002.

Kaola Swanson works with The Freshwater Trust to engage partners and develop quantified conservation programs at the watershed scale.

Organizer Contact Information:

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