

ACES 2016 Pre-Conference Workshop Proposal

TITLE

Hands-On Ecosystem Services: Interactive Training of the ESII (Ecosystem Services Identification & Inventory) Tool

DESCRIPTION

This interactive, half-day training, delivered by The Nature Conservancy, The Dow Chemical Company, and EcoMetrix Solutions Group, will introduce participants to the ESII Tool. Using a real-world example on-site at the Hyatt, participants will learn how to use the primary components of the tool— the ESII Project Workspace and the ESII Field App. The workshop will first introduce the ESII Project Workspace and outline the data collection effort. Next, in small groups participants will collect physical attribute data using the ESII Field App. The final step will involve reviewing collected data and then generating results. This workshop is related to the workshop “The ESII Tool in Practice: Using the Results of the ESII Tool for Multiple Applications”. Participants are encouraged to attend both, but it is not required because each workshop is stand alone.

AGENDA

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| 15 min | Welcome & Workshop Objectives
<i>Review workshop objectives, format and agenda and introduce facilitators.</i> |
| 30 min | Overview of the ESII Tool
<i>Provide an overview of the ESII Tool followed by a description of a Hyatt project that compares alternative landscape designs for the hotel where ACES is taking place.</i> |
| 20 min | Introduction to the ESII Project Workspace
<i>Introduce and demonstrate how to use the ESII Project Workspace, a web-based interface where users create a project site, the data collection area, and map units.</i> |
| 25 min | Introduction to the ESII Field App
<i>Introduce and demonstrate the ESII Field App. Present the data collection process, from pre-field work to answering specific survey questions within the App.</i> |
| 60 min | On-Site Data Collection with the ESII Field App
<i>Participants will walk from the conference room to the north and south sides of the Hyatt. In small groups (up to 10 people) led by a facilitator, participants will step through the preparation for data collection, using the ESII Field App to verify, edit and create map units. Participants will then use the App to collect physical attribute data on either the north or south side of the building.</i> |
| 30 min | Review Collected Data and Results
<i>After returning to the conference room, participants will analyze the collected data using the ESII Project Workspace before generating results.</i> |

BENEFITS OF THE WORKSHOP AND TARGET AUDIENCE

This workshop is relevant for individuals and organizations interested in identifying and assessing ecosystem services on a given site quickly and inexpensively. These may be planners, engineers, facilities managers, and natural resource managers interested in using decision-support tools for a wide range of activities including: assessing site designs and alternatives; assisting with restoration projects; creating an inventory of natural assets; scoping impact assessments, comparing green vs. gray infrastructure; and supporting dialogue and engagement with local communities. The ability to conduct ecosystem service evaluations quickly and inexpensively is critical for any enterprise or municipality that wishes to incorporate the value of nature into their operations and decision making.

WORKSHOP ORGANIZERS

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WORKSHOP ORGANIZER QUALIFICATIONS

Kevin Halsey | As a Senior Consultant with EcoMetrix Solutions Group (ESG), Kevin oversees development of ecosystem services decision support tools created by the firm. His work with ESG focuses on integrating ecosystem services into decision making processes and, in that role, much of his time is devoted to developing strategies for measuring ecosystem service production and for addressing uncertainty. In addition to his responsibilities working with ESG, Kevin is an adjunct professor at Lewis and Clark Northwestern School of Law, where he teaches a course on identifying and managing environmental risk in business transactions. Kevin also teaches courses on ecosystem services and land management for the University of Oregon's Sustainability Leadership Program.

Jennifer Molnar | Jennifer Molnar is managing director and lead scientist of The Nature Conservancy's new Center for Sustainability Science, providing thought leadership on improving society's ability to create a more sustainable future for nature and people. She has more than 15 years of experience working to apply science to decision-making in both the private and non-profit sectors, including leading global teams of Conservancy scientists and economists dedicated to cutting-edge research and practice around the connections between nature and people, most recently as the Director of Science. She is the science lead for the TNC-Dow Chemical Company collaboration, work that led to Dow's ground-breaking Nature Goal. She is editor and a lead author of *The Atlas of Global Conservation* (University of California Press, 2010). Jen received a master's degree from Yale's School of Forestry and Environmental Studies, a B.S. in environmental engineering from Harvard, and has previous private sector experience in hydrology and environmental remediation.

Elizabeth Uhlhorn | Beth Uhlhorn serves as Dow Chemical's Sustainability Program Manager for Nature and Ecosystem Services. In this role, she is the project manager for implementation of Dow's new 2025 Valuing Nature Goal, which aims to generate \$1 billion (as measured in NPV) in cost savings or new revenue through projects that are good for business and the environment. Uhlhorn also manages Dow's \$10MM collaboration with The Nature Conservancy and leads an effort to generate cash and other monetary value for Dow through placing excess Dow land into conservation. Prior to joining the Sustainability team, she held several finance positions throughout the Company, including Finance Manager with both Dow's Construction Chemicals business unit and Dow Kokam, a former joint venture that manufactured lithium ion batteries. Uhlhorn has also worked in the non-profit sector with the World Wildlife Fund and served in the U.S. Peace Corps in Cameroon, West Africa. Beth holds dual MBA and MS degrees through the Erb Institute for Global Sustainable Enterprise at the University of Michigan. She also received a BA in environmental science and political science from the University of St. Thomas, in St Paul, Minnesota.

Linda Hwang | As a Senior Consultant with EcoMetrix Solutions Group (ESG), Linda specializes in communicating complex concepts to diverse stakeholders and managing multifaceted projects related to species-specific habitat exchanges and ecosystem services tool development. She is responsible for the successful planning, execution, monitor, control and closure of projects with ESG partners and clients. Linda was previously at Business for Social Responsibility (BSR), where she was BSR's context expert on corporate water stewardship and ecosystem services. She co-led BSR's Ecosystem Services Working Group, which focused on integrating ecosystem services into corporate decision-making processes. Linda holds an MBA from the University of Michigan, an M.Phil from the University of Cape Town and a bachelor's degree in Environmental Economics from the University of Michigan.

CONFIRMED WORKSHOP SPEAKERS

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