

The Ecosystem Marketplace^{s™} will provide:

ANALYSIS AND COMMENTARY BY MARKET LEADERS

A ONE-STOP RESOURCE CENTER

MARKETWATCH — TRACKING ACTUAL TRADES IN ECOSYSTEM SERVICE-RELATED MARKETS

KEY DEVELOPMENTS AND TRENDS

Emerging Markets for Conservation— New Opportunities for Investment

Regulations and protected areas alone cannot conserve the world's precious ecosystems. Emerging financial markets are providing incentives for land-use practices that restore or conserve natural habitats. Among others, they include markets for watershed protection, carbon sequestration, wetland mitigation and biodiversity protection. While still young, these markets are providing much needed finance for conservation, new investment opportunities for businesses, and additional livelihoods for landowners and local communities.The Ecosystem Marketplace Marketplace Will cover these markets.

"We are on the verge
of a new era in which
transparent, wellregulated markets in
ecosystem services are
making conservation
a strong business
opportunity."

Jose-Maria Figueres, former President of Costa Rica, Senior Managing Director, World Economic Forum



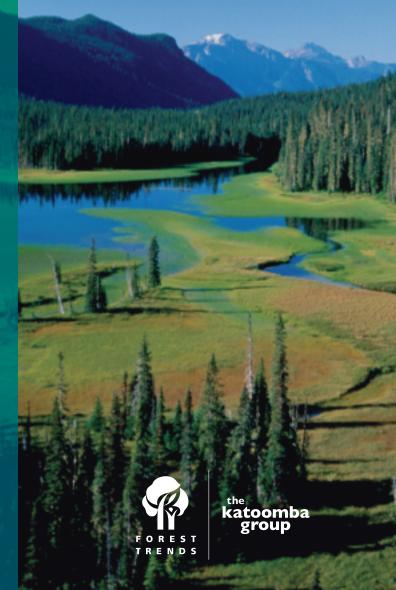
IN THE END, WE WILL ONLY CONSERVE WHAT WE VALUE

Markets can help give value to the priceless services we obtain from nature. The Ecosystem Marketplace Marketplace

www.ecosystemmarketplace.com







Innovative Solutions to a Global Problem



Natural terrestrial, marine, and freshwater ecosystems provide an array of services that sustain life. Forest ecosystems, for example, regulate the earth's climate, purify and deliver water, and provide habitat for the world's biodiversity. Without

nature providing these services, we would need to spend billions of dollars developing the infrastructure to accomplish what ecosystems do for free, if we were able to replace them at all.

Despite their intrinsic value, hundreds of millions of hectares of forest are destroyed every year, and global finance for conservation provides only a small fraction of what is needed to stem the destruction. Ecosystems are degraded in large measure because alternative land uses, such as agricultural and development enterprises, possess greater economic value. Until the economic value of conservation and restoration is recognized, these losses will continue. The **Ecosystem Marketplace** Marketplace of fers powerful solutions to address this problem.



THE KATOOMBA GROUP'S

Ecosystem Marketplace^{sn}

The **Ecosystem Marketplace** sM — the first global information resource on ecosystem service markets — offers the most timely, relevant and comprehensive information on price trends, deals and events, as well as resources and tools for buying, selling and investing in ecosystem services. It covers:

Markets for carbon sequestration related to land-use and forestry

For the past three years, the overall carbon market has doubled in volume every year with several hundred million dollars worth of carbon trades completed in 2003. Forest sequestration alone accounted for approximately \$30 million of these trades.

Water quality and quantity related to watershed management

Watershed management and water quality markets are emerging worldwide. Just one example is the development of over 300 wetland mitigation banks in the United States with a market value of well over \$500 million.

- Biodiversity and endangered species markets
 In Australia, the Bush Tender program uses a 'reverse auction' method to value habitat. In Costa Rica, there is a national system for trading bioprospecting rights and conservation management payments to private landowners.
- Other conservation-related transactions
 In addition to these markets, there are government and NGO programs that invest billions of dollars in payments for environmental stewardship. Throughout Europe and North America, large-scale programs have contracted farmers to protect or restore biodiversity habitat.

Participation in the Ecosystem MarketplaceSM

The **Ecosystem Marketplace**SM will be the premier source of information on ecosystem service markets intended for:

- Businesses to find innovative investment opportunities to more cost-effectively meet regulatory obligations; and strategic analyses that help structure deals and contracts.
- Governments to learn more about models to encourage private sector investment and improve public payment schemes; and regulatory, monitoring and enforcement trends related to market mechanisms for conservation outcomes.
- Local communities and landowners to identify potential buyers and investors and increase their own participation in shaping policies and regulations.
- Brokers, investment advisors and insurers to find business opportunities, to identify growth companies and to lower transaction costs.
- Policy makers to better achieve their conservation mandates and create policies that spur the development of ecosystem service markets.
- Environmentalists to understand markets as an additional tool for conservation and to become better advocates for policies that conserve ecosystems and the services they provide.

PUBLISHER Michael Jenkins, Forest Trends

EDITOR-IN-CHIEF
Adam Davis

MANAGING EDITOR Ricardo Bayon

ADVISORY COMMITTEE

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