

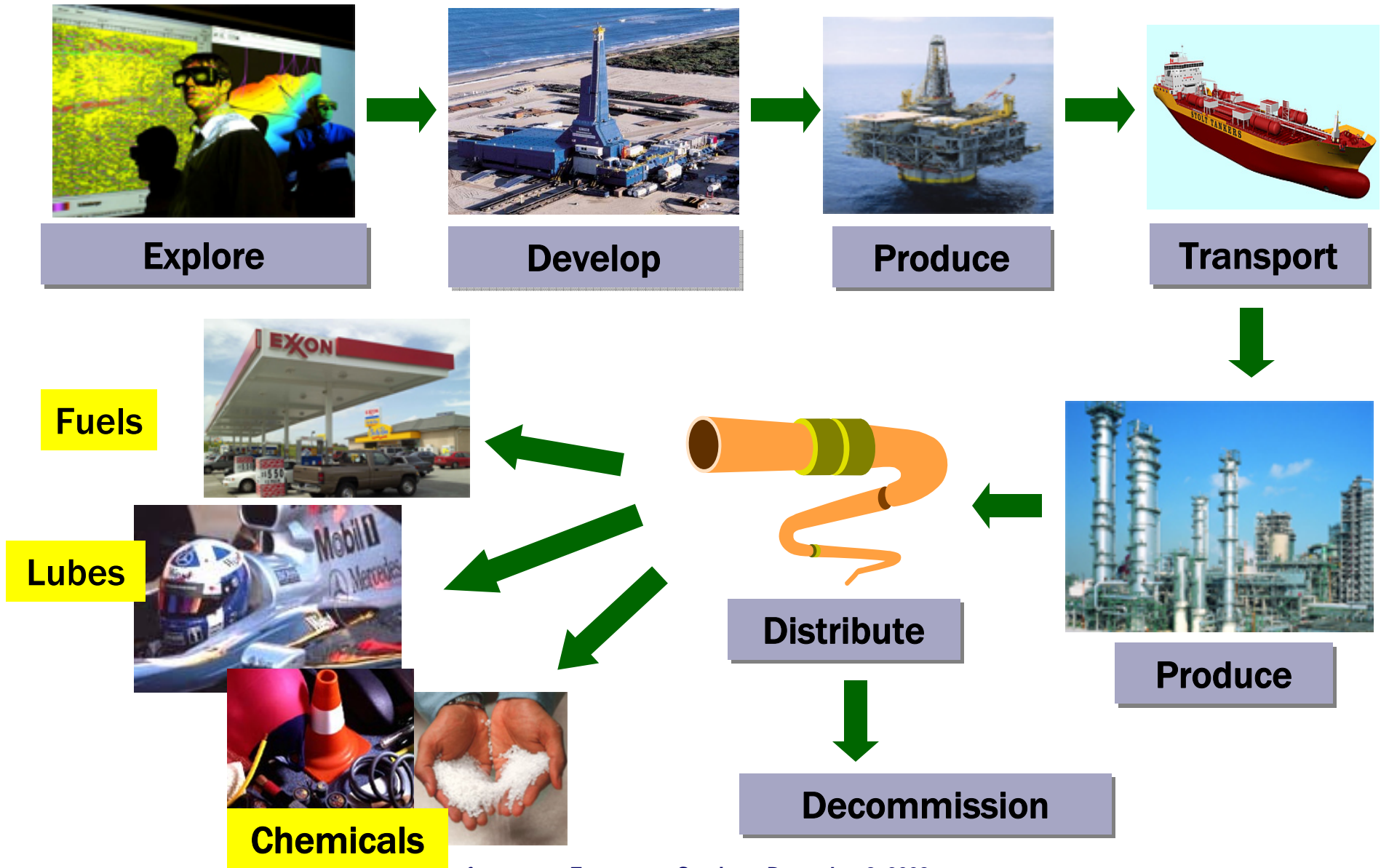


Industry Perspective:

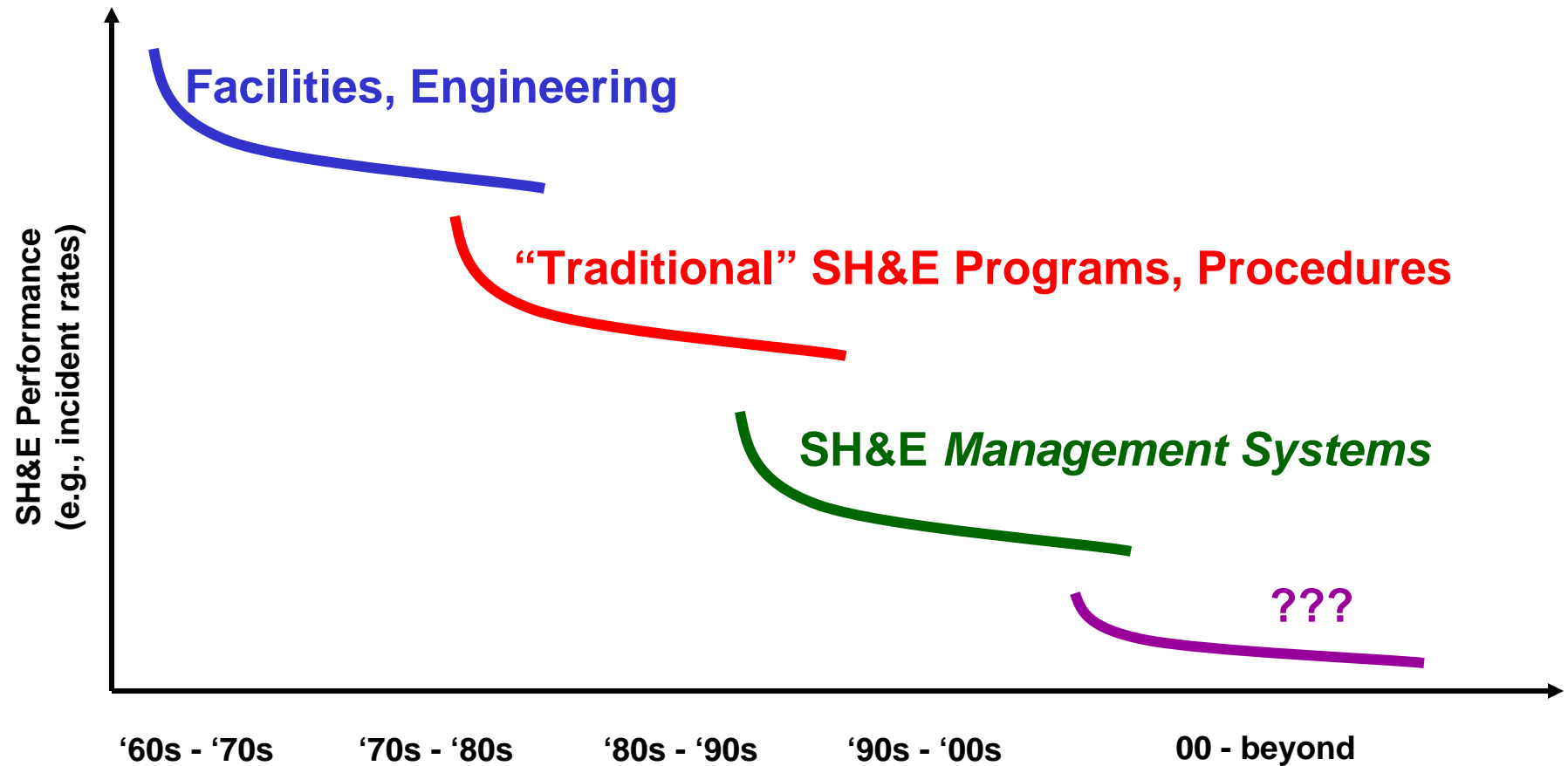
Value of Ecosystem Service Information to Private Sector Environmental Performance

Greg Biddinger

Business Life Cycle

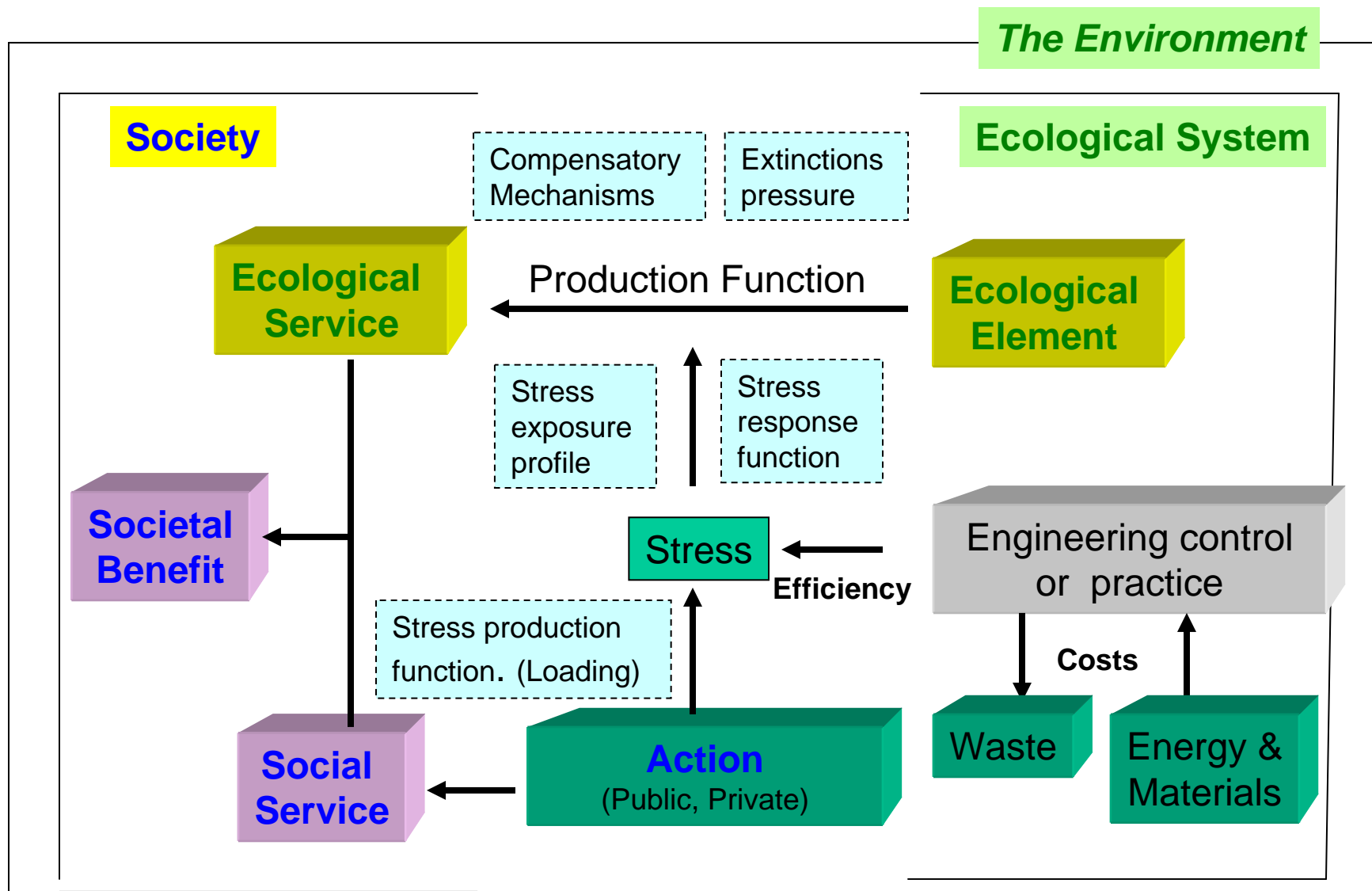


Continuous Improvement is the “Driver”

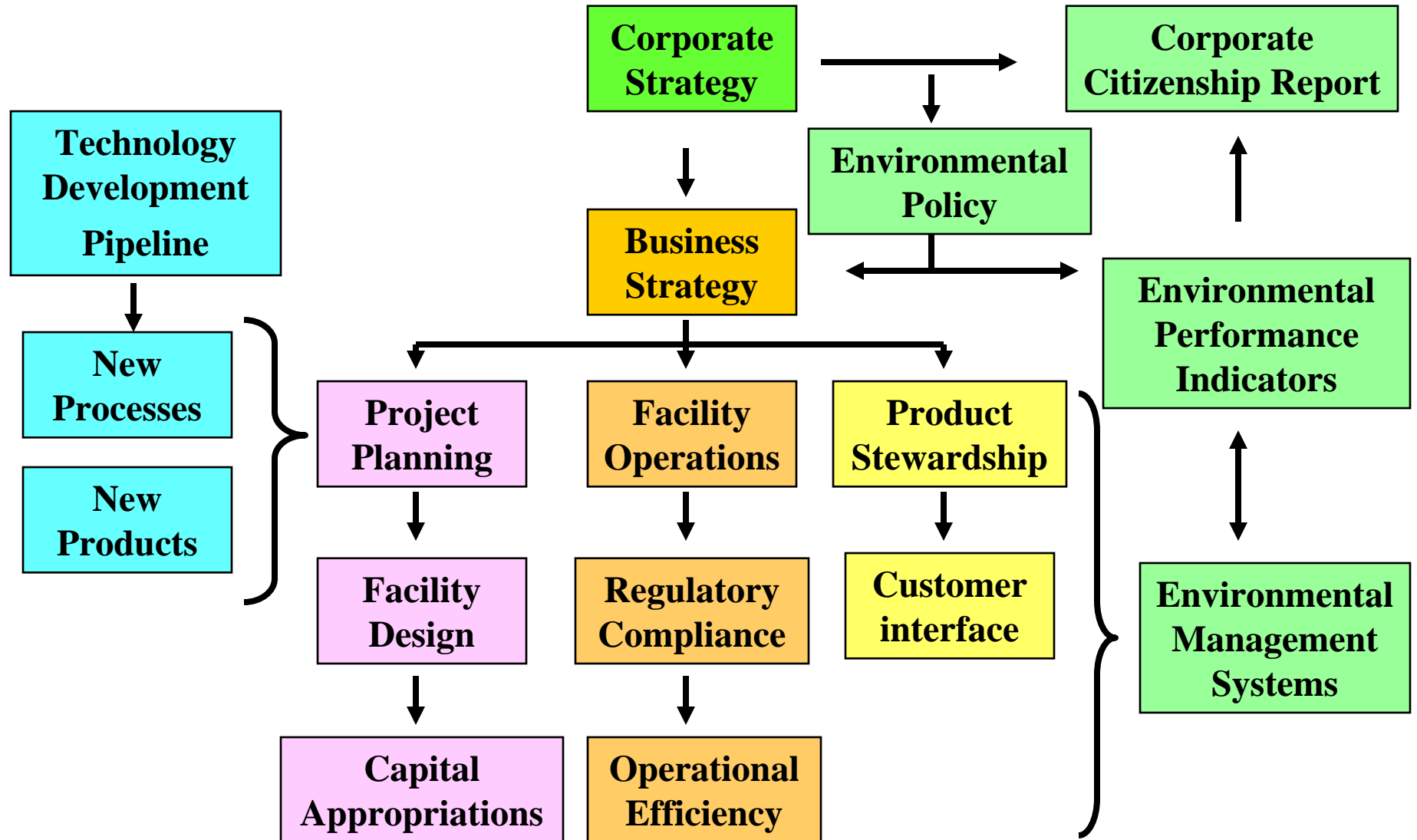


Can Ecosystem Service valuation drive next wave of improvement ?

Ecosystem Services Linked to Ecological Protection



The Opportunity – Points of Influence



The Promise of Ecosystem Services

- Ecosystem service measures can be directly linked to what “matters to people”
- Using measures of gain or loss of ecosystem service allows decision analysis to link evaluation of impact to projected environmental performance
 - +/- outcomes of actions linked to measures of change in ecological structure and function
- Using measures of ecosystem service will allow outcomes to be communicated in terms of public benefits or welfare
- Linking ecological risk to ecological production and therefore to ecological service flows will build a bridge from managing risk to managing environmental performance
- Regulatory protection would move beyond protection of individual populations to landscapes and their functions
- Supports Net Environmental Benefit analysis that allow understandable trade-offs among social and environmental benefits.

Challenges to Practical Implementation

- We have to build (or rebuild) the ecological and regulatory policy infrastructure to effectively use ecosystems services as a primary environmental management and regulatory endpoint
- **Ecological (C. Kremen – Ecological Letters (2005) 8:468-479)**
 - Identify ecosystem services and sources
 - Define relationships between habitat / ecological structure and ecosystem service flows; explore bundles of services
 - Measure the spatial and temporal scales for service operation
 - Map ecosystem services to human well-being
 - Enumerate relationships between stressors and services
- **Policy**
 - Develop (harmonize) a common lexicon and set of rules
 - Need to link risk assessment, ecological production functions and ecosystem services
 - Introduce regulatory flexibility in trade for superior environmental performance (i.e. Project XL experiments)
 - Advance use of Net Environmental Benefit comparisons as basis for achieving best management practices

BSR 2008 – Private Sector - User Needs

- Analytical roadmap: A detailed navigational device to help users find the most suitable tool, or complementary set of tools, for a given decision-making context, including product design and manufacturing
- Alignment of methods, models, tools and data with private sector management decisions
- Clarifications on the geographical data gaps or data-related biases within the tools
- Research on the best way to factor ecosystem service issues into capital decision-making (value of services)
- Pilot testing of tools in a public-private partnership within a data-rich region to “kick the tires” for senior management

Contact information

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