Online Marketplace for Ecosystem Services
7th ISCC Global Sustainability Conference, February 15th 2017
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Because Nature has More Value!
task: online marketplace for ecosystem services

team: scientists, environmentalists, conservationists

objective: improving the efforts for nature conservation beyond the limits of legal obligations and governmental programs

challenge: new / unknown market + new / unknown products
Online Marketplace for Ecosystem Services

Agora Natura research project

Providers
- Where do you identify considerable threats to nature's service capabilities in your region?
- Does your land/property provide desirable “production conditions” for certain species and/or ecosystem services?
- Which measures are especially suitable for this and at what cost?

Online marketplace
- How should the marketplace offerings be designed?
- How can legal security be ensured for market participants?
- How can project impacts be measured and presented transparently?

Buyers
- Which of nature’s services are especially important to you and should therefore be valued accordingly?
- Which conservation projects have you supported in the past and why?
- What would an online marketplace need for you to invest in it?

If you have ideas for measures that could have an impact on your land or property and would like to develop offers for AgoraNatura with us, please contact us!

www.agora-natura.de
info@agora-natura.de

If you are interested in investing in AgoraNatura to preserve nature’s services and promote biodiversity, please contact us!
Challenge 1: development of a new product

What we know (for Germany):

- most payment schemes for ES are government-funded
- only few other examples exist:
  - existing standards fail to track various ES
Challenge 1: development of a new product

What we do:

1. defining pilot measures
2. developing/designing the standard
3. generating **certificates** (payment for performance principle)

   • elaborating the requirements
   • selecting appropriate methodologies
   • creating project documents
Step 1: defining pilot measures (selection)

Fallow area with flowering seed mixtures in agricultural areas

Buffer strip in the agricultural landscape

(kettle) holes ➔ Amphibian protection in agricultural areas
Step 2: developing/designing the standard

Changed management

Carbon stock

„business as usual“
Step 3: generating certificates

1. Standard
2. Methodology
3. Project document

![Diagram showing carbon stock over time with changes in management]

- Changed management
- "business as usual"
Generating certificates for the pilot measures (sketch)

(kettle) holes → Amphibian protection in agricultural areas

Certificate on Ecosystem Services

- Lebensraum
- Sauberes Wasser
- Artvielfalt
- Fruchtbarkeit

- Biodiversity
- Fertility
- Clean water
- Habitat
Challenge 2: to create a new market

What we know:
• Everyone – individuals, businesses, their customers – depends on ecosystem services and biodiversity

• Despite of that our investment strategies in nature capital are performing poorly
Challenge 2: to create a new market

What we do:

• Research on ecological awareness and behavior, consumer motivation, readiness to buy and how we can successfully reach out to potential buyers

• Seeking dialogue and cooperation with companies that consider themselves as “eco-pioneers” => You!?
Why should you and your business engage?

→ R&D project: first hand information
→ help to start the pilot measures
→ help to create pilot products and communication tools
→ boost ecosystem services with us!
Fallow area with flowering seed mixtures

Extensive grain cultivation

Meadow with scattered fruit trees

Buffer strip

Extensive field cultivation

Arable wild plants (conservation field)

Kettle holes as amphibian protection
The “AgoraNatura” project is supported by the joint funding initiative “Research for the Implementation of the National Biodiversity Strategy” by the BMBF and BMUB, as well as the BMUB’s „Federal program on biological diversity“.