

Buy, Sell, Trade!

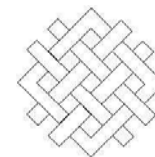
Leaders



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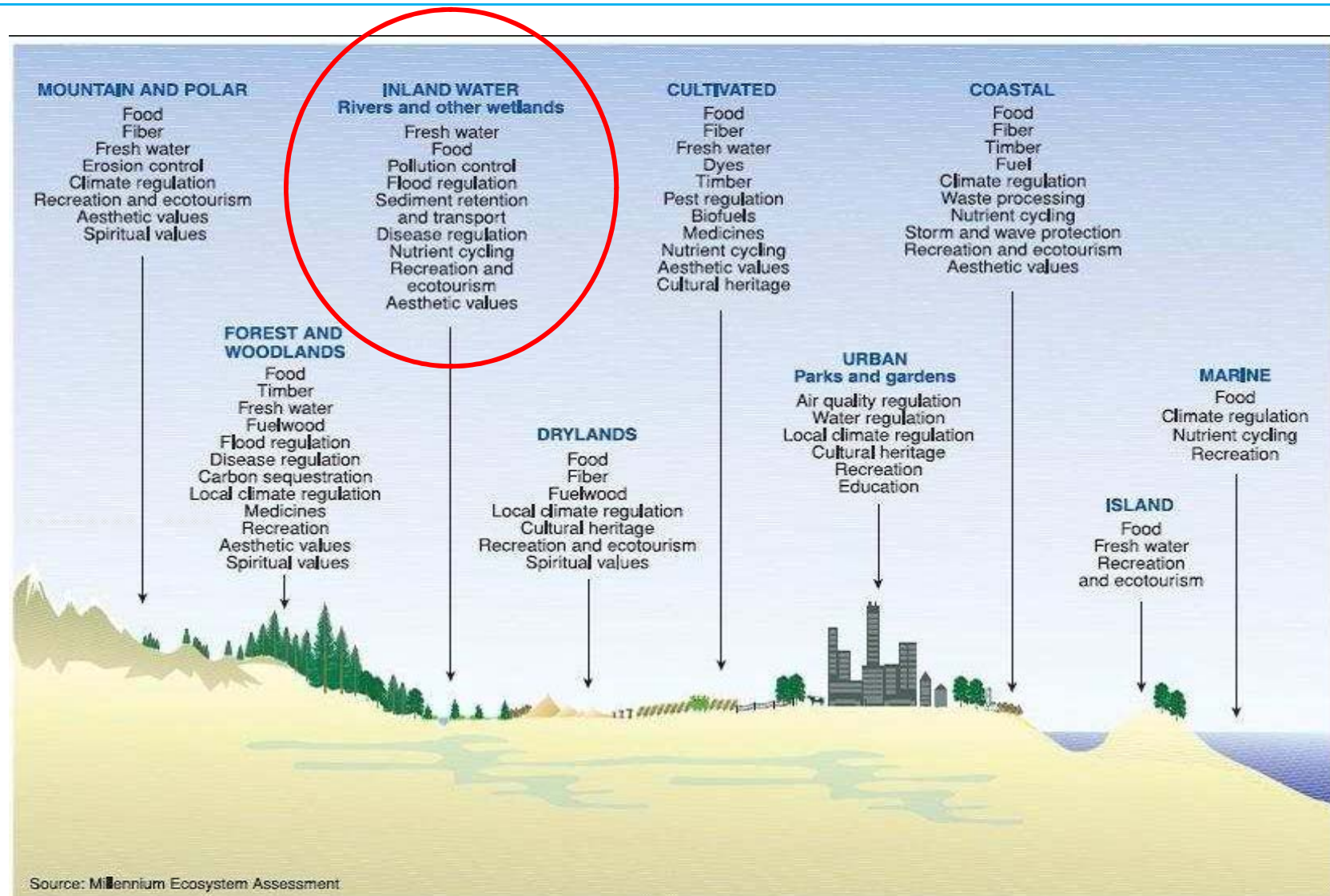
Fundación Entorno
Consejo Empresarial Español
para el Desarrollo Sostenible

Background

- This game is a result of a joint effort
 - Between the WBCSD and IUCN, as well as guidance from Earthwatch Institute, World Resources Institute, Katoomba Group/Forest Trends, the US BCSD and Fundacion Entorno
- Make sure the game brings value to you
 - **Find** – create new situations that are relevant to you
 - **Fit** – change what you like to make it fit your needs
 - **Fun** – keep it fun and encourage people to get into their roles



The ecosystem landscape



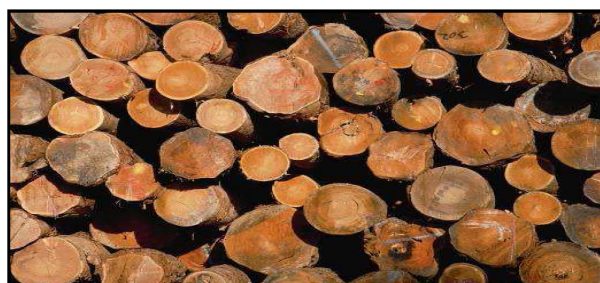
Ecosystem services



World Resources Institute

Provisioning

Goods or products obtained from ecosystems



Regulating

Benefits obtained from control of natural processes by ecosystems



Cultural

Non-material benefits obtained from ecosystems



What is this?



World Resources Institute



US\$ 6 billion



US\$ 2.7 billion

Water filtration plant

What is this?



Storm protection system



Opportunity:
Cost-effective wetland investment
generating water-regulating services



US\$ 17 million as tax-related savings
by integrating non-marketed ecosystem
services in land value

Investing in ecosystems can make economic sense



US\$ 200 billion



US\$ 14 billion

Scientists estimate that up to 65% of the destruction from Hurricane Katrina could have been avoided if actions had been taken to conserve the shoreline protection provided naturally by wetlands


Direct payment:
Reducing maintenance costs and
securing income by rewarding forest
owners for good management





Direct payment:
Securing license to operate by
rewarding farmers for changing
agricultural practices





Tradable permits:
US\$ 150 million potential income from
selling wetland credits



Your host for today...

Dr. Nate Tchure

National Minister for the Environment



Objectives

- To introduce the *complexity of ecosystem services issues* facing business, government, civil society, NGOs and others, that also include social responsibility issues.
- To engage all participants in a *discussion of the risks and opportunities* of buying, selling, trading, partnering, and/or advocating ecosystems services.
- To demonstrate that there can be *winners and losers* in ecosystems services transactions and market mechanisms.
- To encourage all participants to strive for developing “*win-win*” ecosystems service deals.



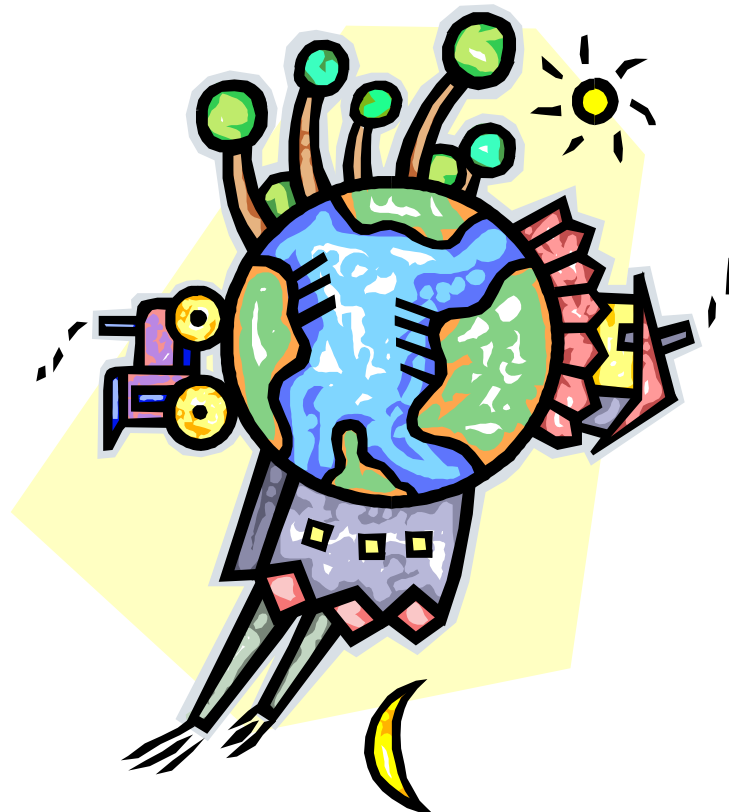
Lanka Province – Context

- Developing country
- Rural population, increasing
- Poor and undernourished communities
- Increasing economic development, with some international companies keen on benefiting from local labor and natural resources
- High ecological value, in particular wetlands
- New, stricter wastewater legislation approved

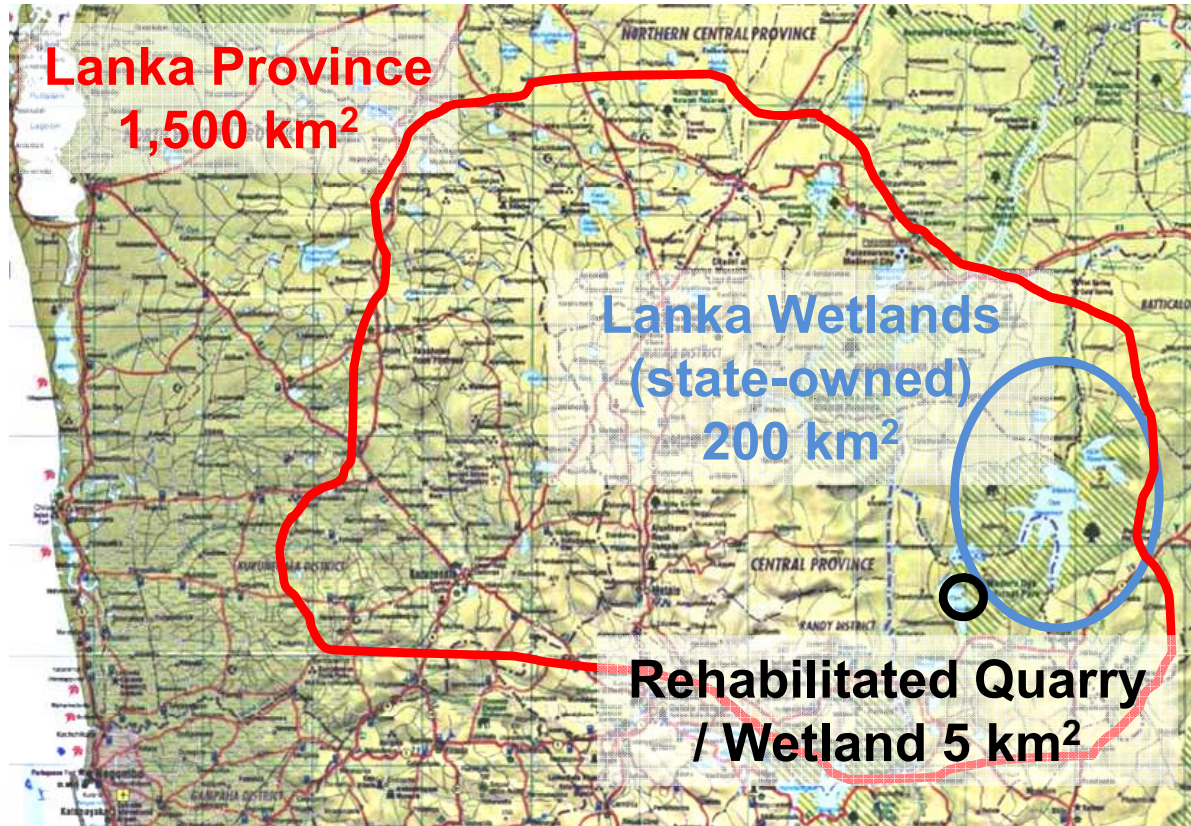


Your challenge

To boost economic development, reduce poverty and undernourishment, while at the same time preserving ecosystem value.



Setting the scene



Each table is a team – you have:

- 1 facilitator
- 1-page Team Strategy Sheet
- List of meeting pairs
- Map of stakeholders in Lanka Province
- 5 deal slips to record your deals
- Rough paper
- Badges for each team member
- Money (currency: LaK)



Process leading to Town Hall

XXX	Familiarize yourself with objectives, etc. and agree on team strategy
XXX	Consultation: teams split up and meet potential partners
XXX	Internal strategizing: agree on deals you want to make
XXX	Deal making at Meet at the Eco Marketplace
XXX	Teams regroup and prepare for Lanka Town Hall meeting
XXX	<u>Town Hall meeting</u> : multi-stakeholder dialogue
XXX	Final remarks and takeaways

Ground rules



- 2 ears, 1 mouth – listen more than you talk!
- Ask whatever questions you like to other teams
- You are not obliged to answer any questions that others ask you, but don't lie
- Stick to the time limits
- Be as innovative as you can – you can add (realistic) elements to your team's description
- Try to break away from traditional stereotypes of stakeholder groups
- Offsetting environmental impacts is permitted
- Lanka Provincial government owns the land, but he / she can only lease it, not sell it
- No corruption and/or illegal activities are allowed

Initial internal strategy

- Familiarize yourself with objectives, risks, opportunities, interests and consider other perspectives.
- Agree on team strategy



Consultation

- Split up and meet potential partners
 - Mix & match, according to handout with meeting pairs
- Explore which deals could be made (to then feedback to your team)

Meeting pairs	
1	1
2	1
3	1
4	1
1	1
2	2
3	2
4	2
1	2
2	4
3	3
4	3
1	3
2	2
3	3
4	4
1	4
2	3
3	4
4	4

Internal strategy

- Regroup in your teams and agree on which deals you want to pursue



Make deals @ Eco Marketplace

- Go back to the person you talked with before and, if a deal potential exists, fill in a deal slip

DO NOT SIGN IT YET!

- Decide which team will present in Town Hall

DEAL SLIP
Buy, Sell, Trade!

Each form should be filled in by both teams, and only signed during the Town Hall meeting. Agree on which team will read out the deal made at the Town Hall meeting. Please be as concrete and precise as possible. Thanks!

Name of team 1: _____ Name of team 2: _____

Description of deal made: _____

Financial transaction: _____

Comments: _____

Financial transaction: _____

TO BE SIGNED DURING TOWN HALL MEETING (NOT BEFORE!)

Signature team 1: _____ Signature team 2: _____

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Meeting pairs	
1	1
2	1
3	1
4	1
1	2
2	2
3	2
4	2
1	3
2	3
3	3
4	3
1	4
2	4
3	4
4	4

Prepare for Town Hall Meeting

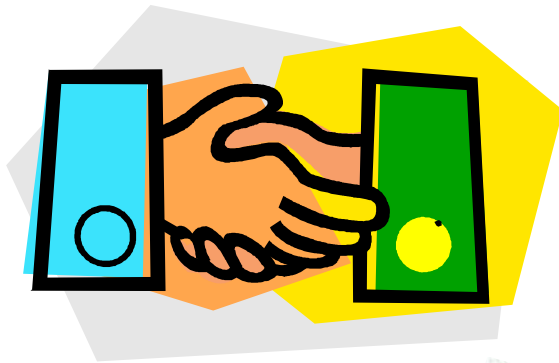
- Regroup in your teams and prepare for Town Hall meeting
- Decide who will be the spokesperson from your team to present the key deals that have been agreed in principle (in 5 minutes total)



Town Hall Meeting – Open

- Multi-stakeholder meeting convened by Dr. Nate Tchure

JOIN NOW



Future of Lanka – Agenda

- Welcome by chairperson, Dr. Nate Tchure
- Spokesperson from each team to present potential deals (5 minutes each):
 - Lanka Provincial Government
 - Sweet Home Development Corporation
 - Lanka Cement and Aggregates Company
 - WetlandAdvocates.org
 - Eco Tour
- Who has deals ready to be signed?
- Open discussion: Have wetlands been preserved or not? Will there be economic growth? Are stakeholders happy?
- Any other business

Final remarks and comments

Thanks!

- Please fill in evaluation form & hand in

Any questions or comments?

Please contact : ecosystems@wbcasd.org

