Moving to a Regenerative Marketplace: the Valuation of Ecosystem Services

Moderator: Barbara Deutsch, Landscape Architecture Foundation
Presenters
Mark Buckley, EcoNW
Uwe Brandeis, Georgetown University
Deb Guenther, Mithun

Learning Objectives
1. Understand market, operation and finance issues that influence ecosystem service valuation
2. Obtain resources regarding recent research and tools that are accelerating market transformation for ecosystem services.
3. Learn about innovative trading programs that cities are using to recognize value for ecosystems services.
4. Identify what landscape architects can do on projects to participate in regenerative market transformation

Introductions/Overview
Barbara Deutsch, Landscape Architecture Foundation

• Goal of discussion: How can we support the translation of performance to economic value in the marketplace and in our daily work?

• Specifics of landscape performance – what LAF has found out about economic data

Valuation 101
Mark Buckley, EcoNW

• Clarifying definitions: monetization (revenue generation) v. valuation (asset)
• Allocation of scarce resources: the challenges of scale
• Examples of internalizing externalities (rate structures)
Project and Policy Examples
Deb Guenther, Mithun

- Model for revenue generation: State Center
- Impact of Seattle Green Factor and GSI to the MEF policy
- Living Building challenge: Bullitt Foundation

What is happening in the market?
Uwe Brandes, Georgetown University

- Rapid change in risk
- Shadow pricing
- How far have we come? How far do we need to go?
- Call to action