

Marketplace for Nature

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Vision for Marketplace for Nature

- Clear ecological goals
- Integrated with other conservation programs
- Rewards for strategic investment
- Low administrative costs
- Increase private sector investment

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Partners

- Investors – buyers
- Landowners – sellers
- Agencies
- Non-profit organizations
 - Willamette Partnership
 - Bay Bank

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Establish Voluntary Markets

- Multi-credit, high quality
- Target businesses, investors



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Pilot Projects

- Willamette and Chesapeake Bay
- Oregon Zoo
- NW Environmental Business Council
- Mudford Farm

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Habitat/Biodiversity Metric

- Bullitt Foundation grant
- Willamette Partnership
- Consistent approach
- National application

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Conservation Registry

www.conservationregistry.org

- Marketplace for Nature portal
- Links to credit calculators
- Profile high quality projects
- Ecological, legal, financial integrity



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Conservation policies

- Oregon legislation (SB 513)
- Executive Order or federal legislation
- New generation of mitigation
- Integrated holistic approaches



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www.defenders.org/mfn

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