

Ecosystem Services & the Green Economy

Sierra Nevada Alliance
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SBC Mission



Pioneering innovative approaches and solutions to foster
community vitality, economic prosperity, environmental quality,
and social fairness in the Sierra Nevada

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Everybody needs beauty...



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as well as bread...



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places to play in and pray in...



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where nature may heal
and cheer...



and give strength to the
body and soul. -John Muir



*If we continue to do exactly what we
are doing, with no growth in the
human population or the global
economy, the world in the latter half
of this century will be unfit to live in.*

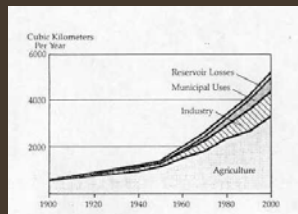


Growth or Green ...can you have both?

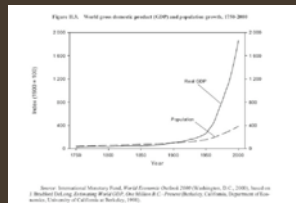


No. Look at the Trends

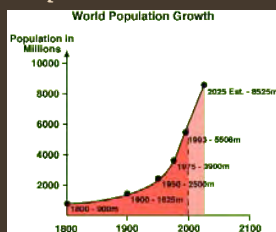
Water use



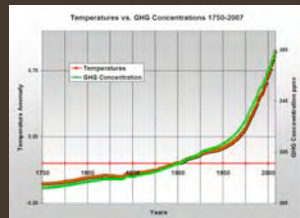
Gross World Product



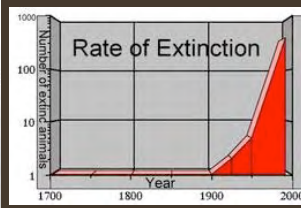
Population



CO₂ and Temperature



Species extinction



Yes. We can have both.

1. Large transformational resource productivity gains cost less than small resource productivity gains
2. Avoid costly environmental damage and destabilization
3. Transition to a sustainable economy would result in higher employment
4. The ingenuity required depends on a strong information economy (non-resource)

Source. Natural Edge Project

Strategies for a new economy

1. Radically increase resource productivity
2. Redesign industrial system to mimic biological ones, thus eliminating waste
3. Recreate the economy based on the provision of services rather than the production of goods
4. Reverse resource deterioration and decline of ecosystem services by investing in regenerating natural capital

Source. Natural Capital (Lovins, Lovins, and Hawken)

Ecosystem Services

- Provisional
- Cultural
- Supporting
- Regulating



Ecosystem Services

- Ecosystems are priceless, but it is wrong to assume they have no value.
- When experts calculated the value of ecosystem services (in 1997), they found these were worth at least \$36 trillion, compared to gross world product of \$39 trillion.






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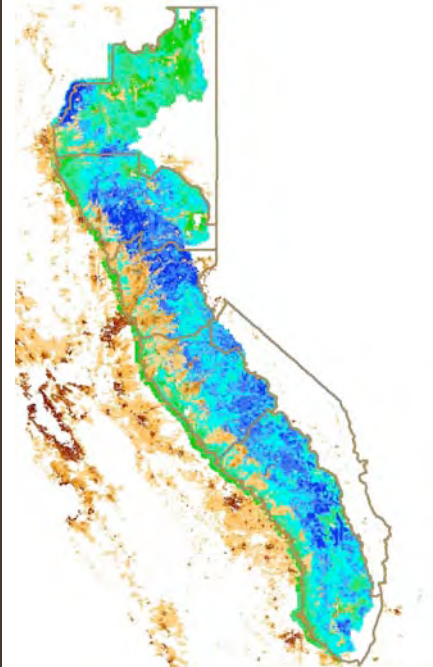
Natural Capital Project

- Biodiversity
- Rarity
- Intactness
- Carbon Storage
- Water Yield
- Water Quality

*Hotspots
& Beneficiaries*


Northern Sierra Partnership



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Waddle Ranch 1,462 acres Martis Valley, CA



Waddle Ranch



Forest Carbon Overlay

Water Quality Overlay

Conservation
Easement Overlay

\$\$ New Market Value

We all want progress but if you're on the wrong road, progress means doing an about turn and walking back to the right road.
--CS Lewis

Progress is impossible without change, and those who cannot change their minds cannot change anything
--George Bernard Shaw

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