

# Buy, Sell, Trade!

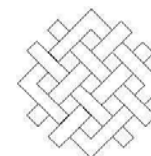
## Leaders



World Business Council for Sustainable Development



## Advisory Board



WORLD RESOURCES INSTITUTE



United States Business Council For Sustainable Development



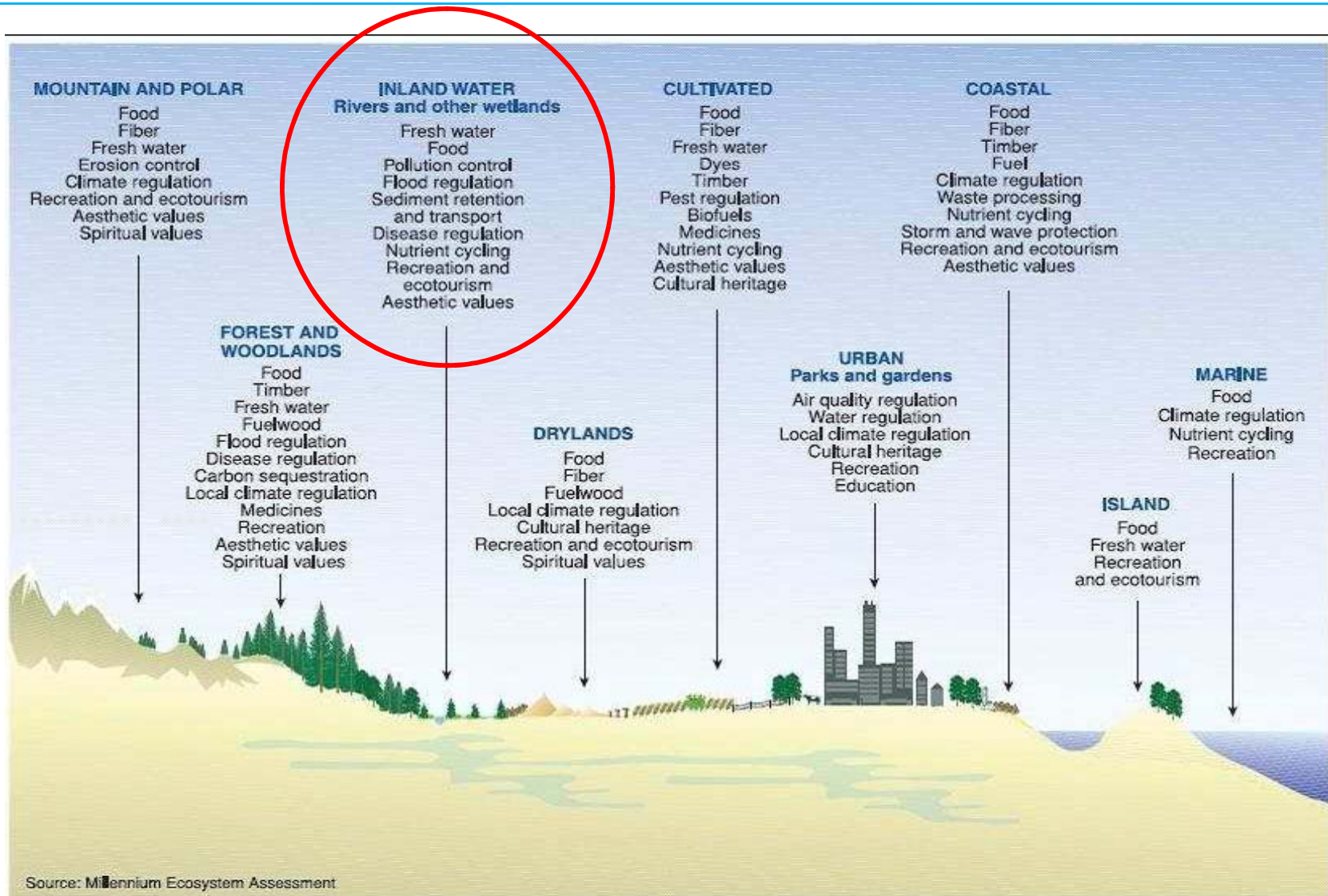
Fundación Entorno  
Consejo Empresarial Español para el Desarrollo Sostenible

# 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

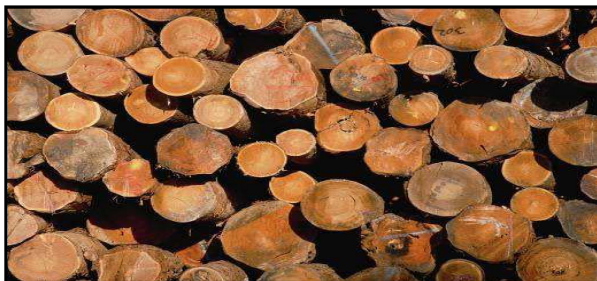




# Ecosystem services

## 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?



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





A scenic landscape featuring rolling green hills under a clear sky. In the foreground, several sheep are grazing in a lush green field. A stone building with a thatched roof is visible in the middle ground, partially obscured by trees. The background shows more hills and a forested area.

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





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





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# Your host for today...

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## 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

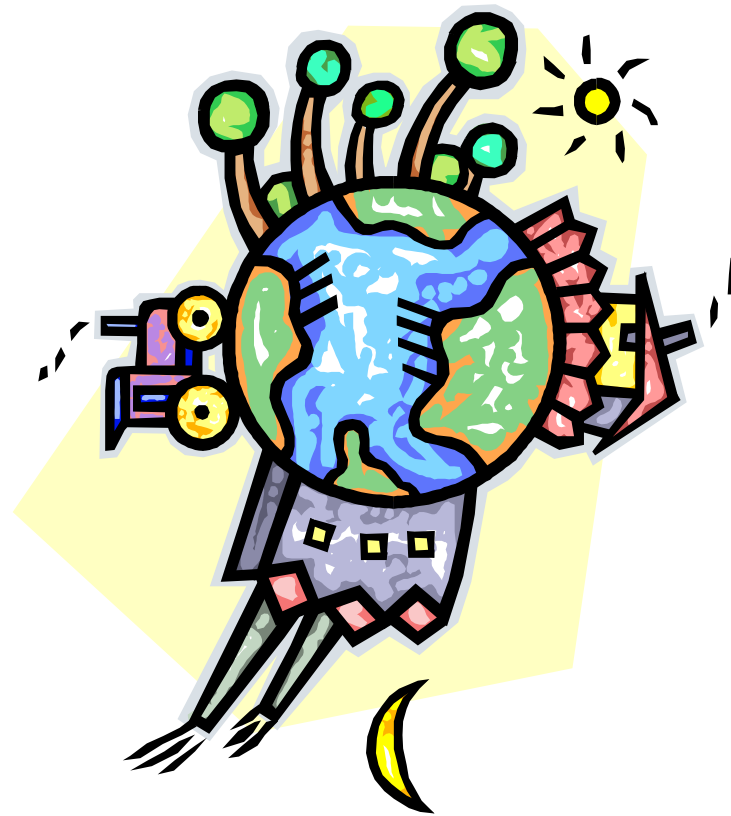
- Developing country
- Rural population, increasing
- Poor and undernourished communities
- Increasing economic development, with some international companies keen on benefiting from local labor and natural resources
- High ecological value, in particular wetlands
- New, stricter wastewater legislation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



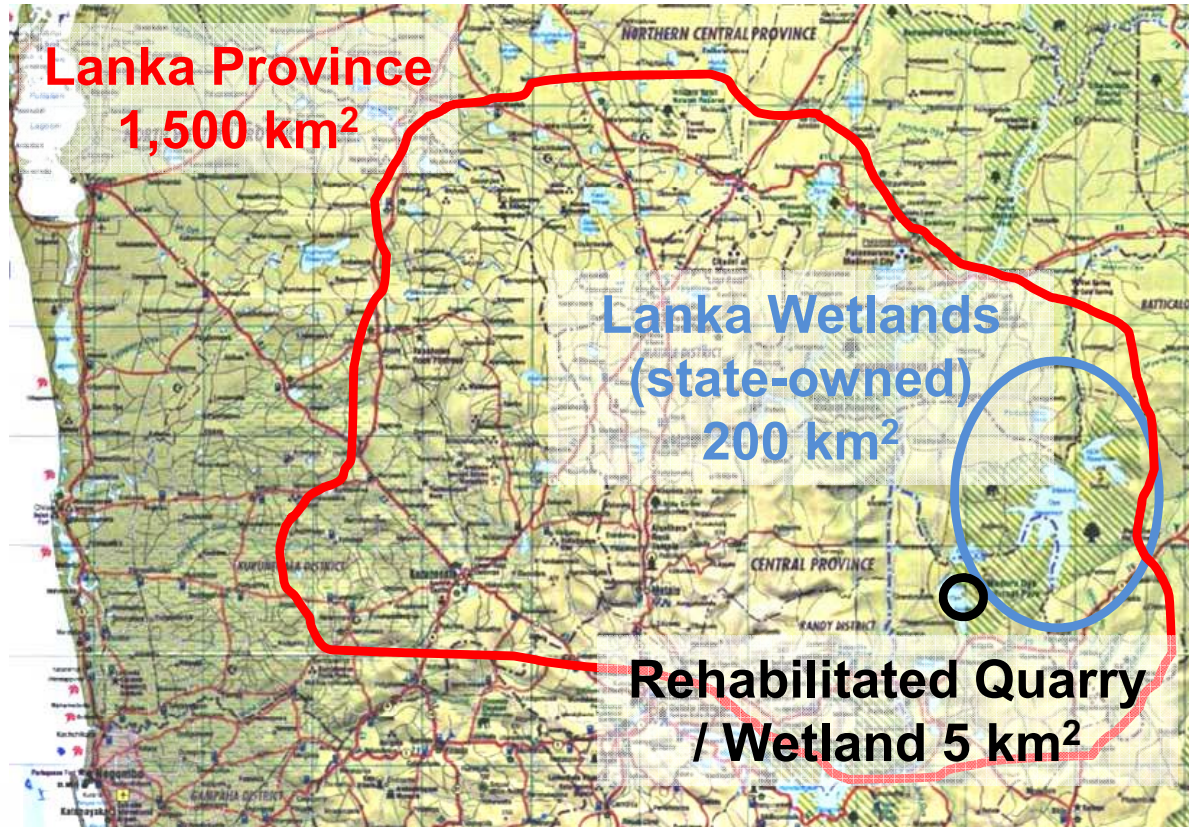


# Your challenge

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

The image shows a 'DEAL SLIP' form titled 'Buy, Sell, Trade!' and a 'Meeting pairs' grid. The form is tilted and contains the following sections:

- DEAL SLIP** (Title)
- 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: \_\_\_\_\_
- Signature team 1: \_\_\_\_\_
- Signature team 2: \_\_\_\_\_

The 'Meeting pairs' grid on the right is a 4x4 table with icons and numbers:

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

# 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)

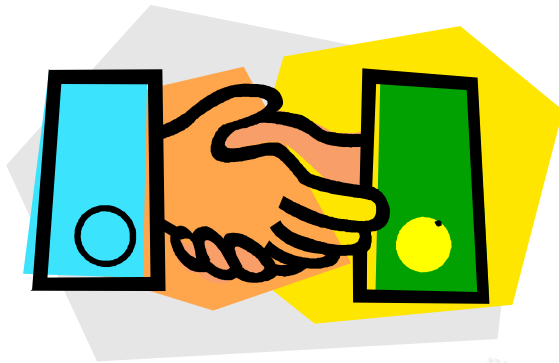




# Town Hall Meeting – Open

- 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@wbcسد.org](mailto:ecosystems@wbcسد.org)

