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## Session 1: Ecosystem Services and the Value of Biodiversity

### Harmonizing People and Nature: A New Business Model

#### ***Gretchen Cara Daily***

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Even in the face of intensifying pressures and risks on the global environmental front, there is a growing feeling of Renaissance in the conservation community. This flows from the promise in reaching, together with a much more diverse and powerful set of leaders than in the past, for new approaches that align economic forces with nature conservation, and that explicitly link human and environmental well-being. Around the world, leaders are increasingly recognizing ecosystems as natural capital assets that supply life-support services of tremendous value.

The challenge is to turn this recognition into incentives and institutions that will guide wise investments in natural capital, on a large scale. Gretchen Daily will discuss the advances being made on three key fronts. The first is the development of new science and technical tools for valuing Nature, such as InVEST, a software system developed by the Natural Capital Project for Integrated Valuation of Ecosystem Services and Tradeoffs. Second is new policies and finance mechanisms being implemented worldwide, with examples from Asia, North America and South America. And third is the engaging of leaders in forging a deep and lasting transformation, as is being driven by Japan and other nations internationally.



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#### Academic Degrees

1992 Ph.D., Stanford University, USA  
1987 M.S., Stanford University, USA  
1986 B.S., Stanford University, USA

#### Field of Study

Ecology, conservation science, ecological economics