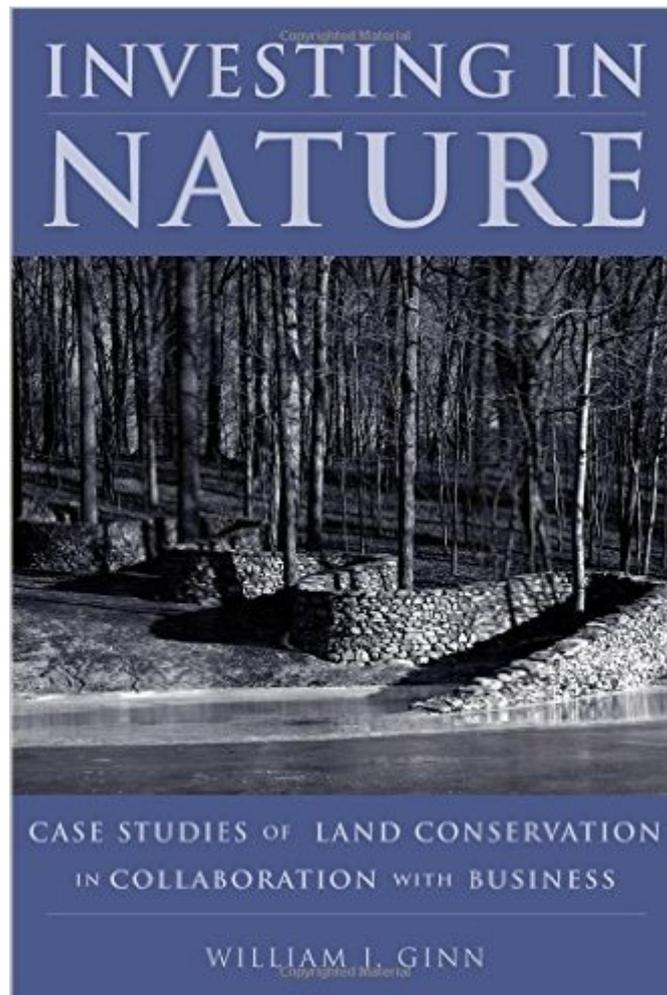


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Investing In Nature: Case Studies Of Land Conservation In Collaboration With Business



Synopsis

In 2004, U.S. consumers spent \$5.2 billion purchasing bottled water while the government only invested 5 percent of that amount to purchase critical watersheds, parks, and wildlife refuges-systems vital to clean water and healthy environments. How can we reverse the direction of such powerful economic forces? A group of dedicated business-people-turned-environmental-entrepreneurs is pioneering a new set of tools for land conservation deals and other market-based strategies. These pragmatic visionaries have already used these methods to protect millions of acres of land and to transform the practices of entire industries. They are transforming the very nature of conservation by making it profitable. Drawing on his vast experience in both business and land conservation at The Nature Conservancy (TNC), William Ginn offers a practical guide to these innovative methods and a road map to the most effective way to implement them. From conservation investment banking, to emerging markets for nature's goods and services, to new tax incentives that encourage companies to do the "right" thing, Ginn goes beyond the theories to present real-world applications and strategies. And, just as importantly, he looks at the lessons learned from what has not worked, including his own failed efforts in Papua New Guinea and TNC's controversial compatible development approach in Virginia. In an era of dwindling public resources and scarce charitable dollars, these tools reveal a new, and perhaps the only, pathway to achieving biodiversity goals and protecting our lands. Conservation professionals, students of land conservation, and entrepreneurs interested in green business will find Ginn's tales of high-finance deals involving vast tracts of pristine land both informative and exciting. More than just talk, *Investing in Nature* will teach you how to think big about land conservation.

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Customer Reviews

Investing in Nature was published in 2005, i.e. more than ten years ago. It is useful to remember that, since some of the ideas in it are now more mainstream than they were back then and we need to appreciate it in its time. Books like Nature's Fortune (2013) have since laid out the case that we can and should integrate profitable human activities with nature and well-made documentaries such as PBS's Earth: a New Wild or BBC's Earth: Human Planet have made popular, at least among those who consider such subjects, the of long-term sustainable human activity complimenting nature, not opposing it. On the other side, E.O. Wilson in his latest book, Half Earth rejected the idea calling it the new conservation and evidently considering that a pejorative term. In Investing in Nature, William J. Ginn embraces the fact the humans will be involved in conservation. He recognizes that communities are arranged around economic systems and we cannot defeat human nature. The way to conserve nature, therefore, is the use the human systems. Commerce, with the proper incentives, is the best was to secure a sustainable environment. You can see why this sort of thinking might be considered apostasy by the hand-off or deep green environmental movements that usually considers humans generally and human commerce in particular to be the enemies of the environment. Let me reveal my own bias. I am firmly on the side of Mr. Ginn. Mr. Ginn illustrates his point with his own experience. Years ago, he was a leader in the movement to reduce solid waste in the State of Maine by imposing a deposit fee on bottles and cans. Maine enacted a deposit law and millions of bottles and cans were diverted from landfills. Very good.

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