

HOW DOES EMS ACTUALLY WORK?

WEBINAR #3



EMS
Webinar Series

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OBJECTIVES

EXPLAIN THE MECHANISMS OF EMS PROGRAMMES

IDENTIFY THE ACTORS AND THEIR ROLES

PROVIDE EXAMPLES

INTRO & RECAP

Key speaker Note

Introduce yourself

Recap last webinar by mentioning the importance of valuing ecosystem services



ECOSYSTEM SERVICES



Key speaker Note

Quickly list types of ecosystem services



TIMBER



FLOOD CONTROL



BIODIVERSITY



TOURISM

HOW TO PRESERVE VALUABLE SERVICES



Key speaker Note

Mention different ways to protect environment



REGULATIONS



CERTIFICATIONS



MARKET-BASED
INITIATIVES

MARKET-BASED INITIATIVES



EMS

Key speaker Note

*Create financial incentives to do certain things
How we use the power of market
Apply as a solution of conservation problems*



ENVIRONMENTAL SERVICES WE ALREADY PAY FOR



CLEAN WATER



FLOOD CONTROL

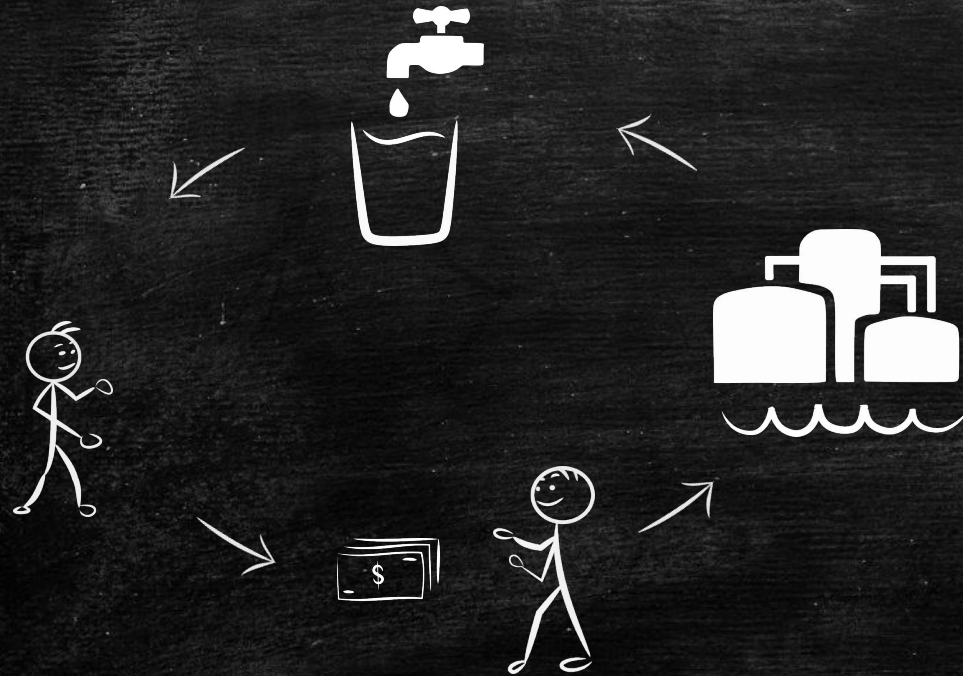


BIODIVERSITY



TOURISM

CONVENTIONAL APPROACH



Key speaker Note

Explain how we normally enter in transaction to get the services we need

Usually based on a price for a service



EMS STRUCTURES



Key speaker Note

If a steward acts as a service providers and the forests provide clean water, it's the same transaction principle



WHO ARE THE ACTORS?

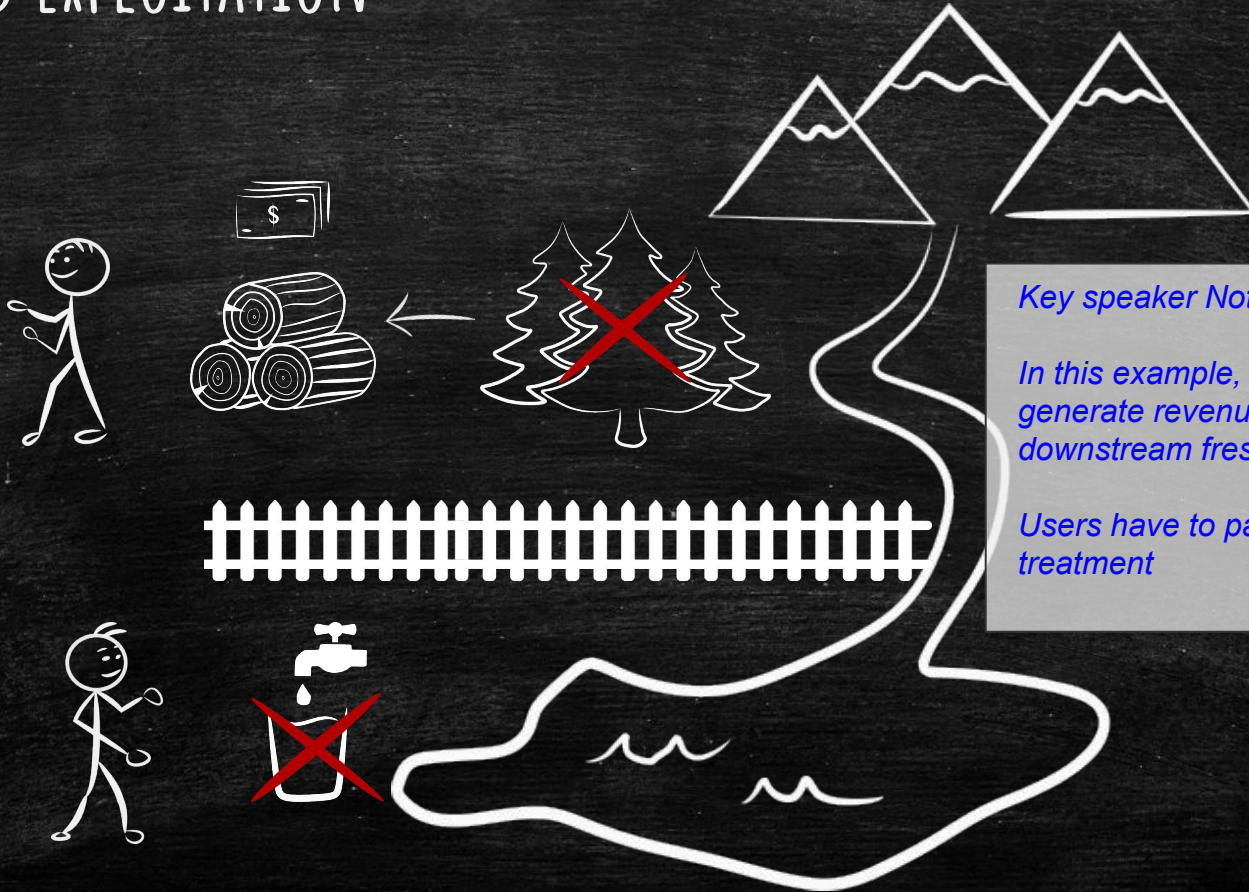
BUYERS



SERVICE PROVIDER
(STEWARD)



WATERSHED EXPLOITATION



Key speaker Note

In this example, forestry practices generate revenue but impact downstream fresh water.

Users have to pay for water treatment



WATERSHED EMS



Key speaker Note

In this example, upstream neighbour can decide for EMS project (get paid) and the water is protected.

No need to pay for a water treatment plant anymore



TYPES OF SERVICES FOR EMS

Key speaker Note

Identify key ecosystem services suitable for EMS projects:

Carbon storage, watershed protection, biodiversity, cultural services, eco-tourism



EMS MARKET STATS:

IN 2017, EMS MARKET
REPRESENTED OVER \$35 BILLION
IN 550 PROJECTS

Key speaker Note

Elaborate on the market value and potential of EMS



BENEFITS OF EMS

ENVIRONMENTAL PROTECTION

CREATE SUSTAINABLE LIVELIHOOD

EMPOWER STEWARDS



RECAP

INSTITUTIONS: THE RULES AND ORGANIZATIONS

BUYERS AND SELLERS

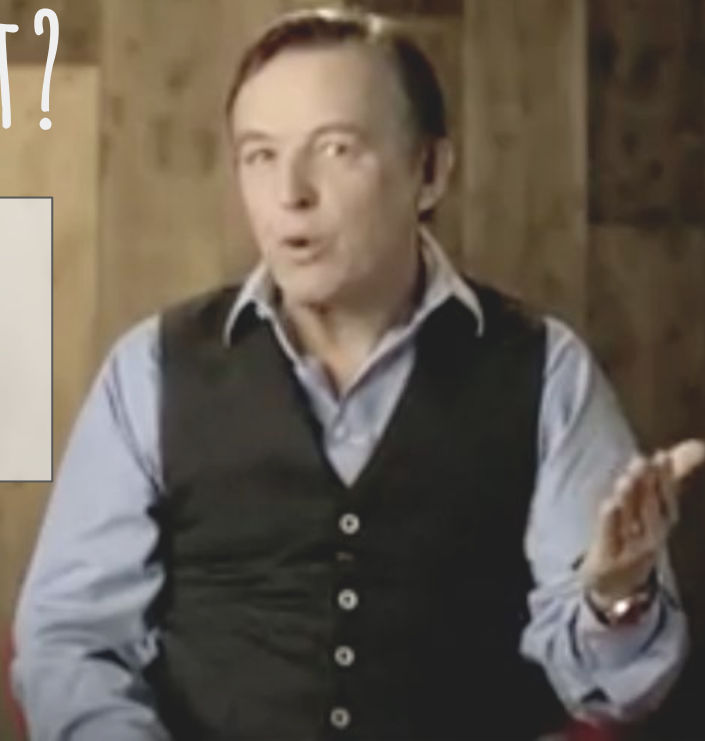
TYPES OF EMS IN PRACTICE



DO YOU BELIEVE EMS CAN BECOME A BIG MARKET?

Key speaker Note

Question to ask to the audience



CALL TO ACTION!

Key speaker Note

*Encourage discussion on the forum &
mention our mentorship program*

