



2012 SFI Annual Conference

Lynn Broaddus, Director, Environment Programs

12 September 2012

The Johnson Foundation at Wingspread Racine, Wisconsin



The Johnson Foundation at Wingspread



- Catalyst for change by bringing together leading experts, stakeholder and decision makers;
- Inspiring innovative solutions built across diverse interests;



- Harnessing the strength of consensus agreement;
- Investing in greater, more sustained impact on critical environmental issues

A strong emphasis on common ground among diverse interests



- Business
- Communities
- Non-governmental organizations
- Agriculture
- Academia
- Government
- Foundations

Charting New Waters



Board chooses
freshwater

Freshwater Summit,
development & rollout
of *Call to Action*

2008

2009

2010

2011

2012

Five issue workshops:

- Climate change
- Infrastructure
- Agriculture
- Energy
- Public health

Gathered
additional
commitments,
carried forward &
ground-truthed
recommendations

Continue ground-
truthing & update
recommendations

Committed Businesses and Organizations



A new path for freshwater management...

- Innovative, integrated freshwater solutions that cut across traditional boundaries
- Counteract the fragmented decision-making frameworks and institutional obstacles
- Collaborative problem-solving
- Innovative local and regional strategies, technological innovation
- Integrated policy and management solutions, and co-beneficial strategies and outcomes are the hallmarks of the new course we see for freshwater management and resources in the United States...

Recommendation: account for the full cost of water, and invest in sustainable water infrastructure

- Poor public understanding about the full cost of water services
- Investment gap of more than \$540 billion by 2019 for infrastructure upgrades
- Most water customers do not pay enough to cover the costs of services
- We don't recognize the value of natural infrastructure

Recommendation: develop and validate methods for freshwater ecosystem services markets

Forests Capture and Filters Water



Water Supply



Drinking Water



Ecosystem
Infrastructure &
Processes

Ecosystem
Functions

Specific Ecosystem
Goods & Services

Nature's Value in the McKenzie Watershed: A Rapid Ecosystem Service Valuation (Earth Economics, 2012)



Ecosystem Services: The Forestry / Water Connection

National Research Council, 2008

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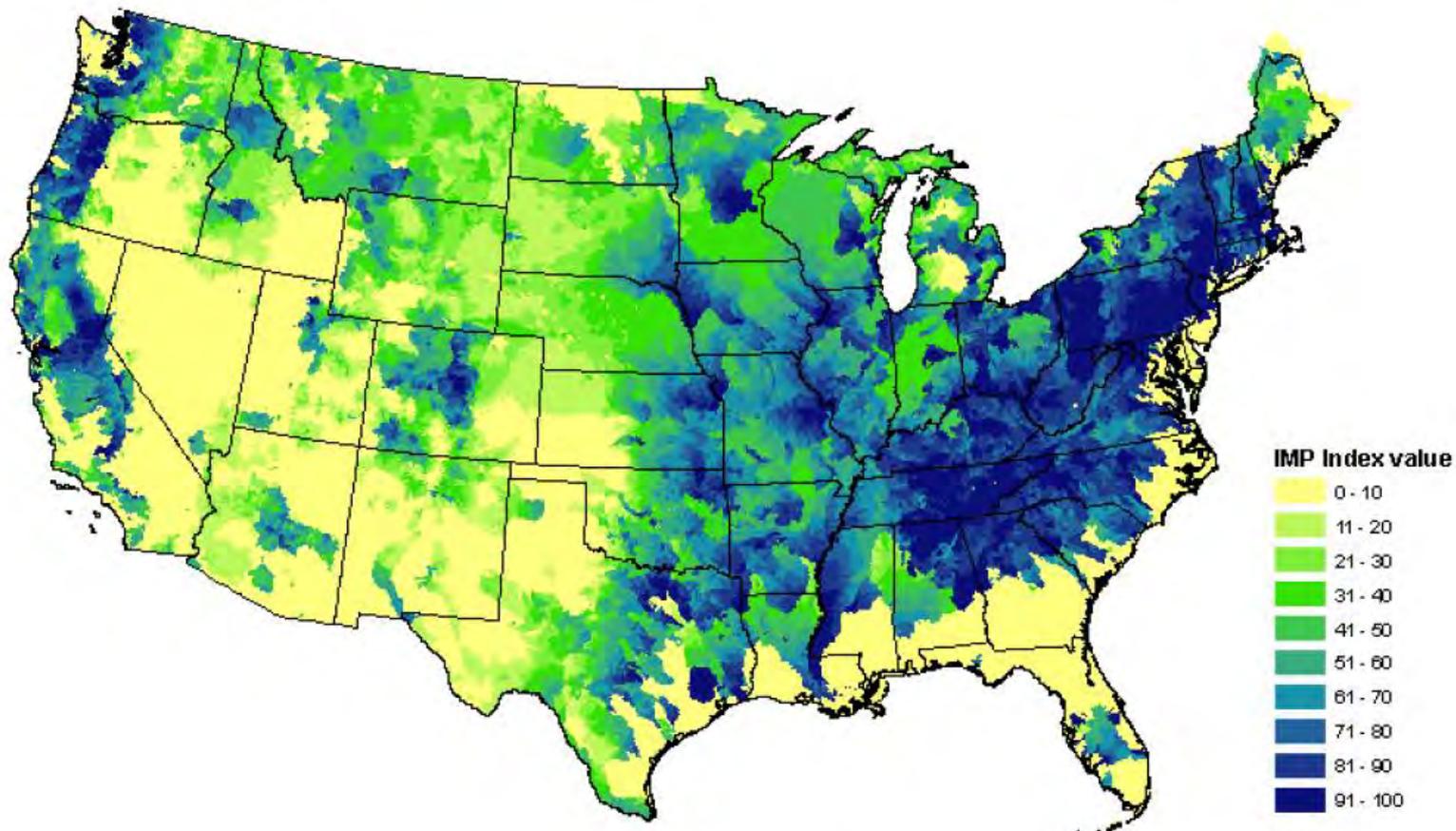
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- Forest chemicals, including those used to fight fire, can adversely affect aquatic ecosystems.
- One of the biggest threats to forests (and water) is the conversion of forested land to built uses.

From the Forest to the Faucet:

Selected Map Results



SURFACE DRINKING WATER IMPORTANCE INDEX, IMP. AREAS WITH HIGHER (BLUE) VALUES REPRESENT AREAS MOST IMPORTANT FOR SURFACE DRINKING WATER.



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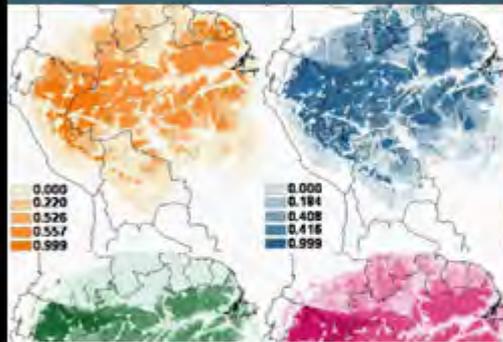
Ecosystem Services

New Book!

Available from Oxford University Press



Download
InVEST



InVEST

Integrated Valuation of
Environmental Services and
Tradeoffs

"Natural Capital" = Earth's lands,
waters and their biodiversity.

"Ecosystem Services" = The
stream of vital benefits flowing
from natural capital to people.

InVEST is the leading tool for
incorporating natural capital into
decisions.



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ENVIRONMENT



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Conservancy



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Questions?



Thank you!

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