Conservation Market
Policy Framework

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Take Home & Use

- Understand your setting
  - Decision drivers
  - Financial drivers

- Use all policy tools
  - Sales force
  - Project financial analysis
Individual Decision Drivers

- **Pride**
  - Moral righteousness
  - Peer support
  - Family heritage

- **Envy**
  - Financial gain - Keep up with Jones’
  - Be on top

- **Fear**
  - Financial loss - weeds
  - Rights loss - ESA
  - Regulatory & legal hassle - ESA
  - Peer pressure
Land Owner & Investor Decisions

Risk-Return Investment Profile

Return (IRR)

Risk

Attractive

Un Attractive

Investment Decisions
Return Drivers

- Capital Investment
- Timing of Capital & Revenue
- Interest Rates
- Time Investment
  - Learning Curve
  - Repeatability
- Price X Quantity = Revenue
Investment Decisions
Risk Drivers

- Execution
- Competition
- Demand
- Regulatory & Political Stability
- Defined & Known Process
### Environmental Incentives

#### Conservation Markets Framework

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<th>Sector “B”</th>
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<td>Developers</td>
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<td>Brokers</td>
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<td>Consultants/Tech Service Providers</td>
<td>Blended Value &amp; Syndication</td>
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<td>Gov’t Incentives</td>
<td>Land Trust</td>
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#### Project Scale

- **Small**
- **Large**
Framework Take Home

- Understand your setting
- Understand the decision drivers for the market participants
- Design the market accordingly

- Use your policy toolbox
  - Markets
  - Incentives
  - Public-private partnerships
  - Public purchase

- Create demand & they will come
  - Fancy trading platforms won’t do it