

Richard Rice, Conservation International. *A Direct Approach to Marketing the Environmental Services of Tropical Forests.*

A survey by Conservation International of 93 protected areas in 23 tropical countries found that protected areas do work: 83% were unaffected by agricultural clearing. However, parks are difficult to establish and maintain due to the perceived cost of foregoing economic development and the lack of consistent funding. A new instrument, the “conservation concession” is being developed to compensate local resource owners for conserving their forests, just as a logging company might range from 20-40 years, depending on regulations in the host country. The conservation concession is especially suitable for land with relatively low opportunity costs. It enables park creation to be handled as business transactions and monitored through carefully designed performance metrics. The first such concession has been established on 200,000 acres in Guyana, in order to evaluate the model.