

New Ecosystem Services Council set up

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and local initiatives, business and government leaders at the Oregon Leadership Summit earlier this month prioritized the formation of an ecosystem services marketplace. They viewed it as a key green-enterprise that the state should pursue. The Ecosystem Services Council is ideally-suited to follow through on their conclusion.

In the same way the U.S. Green Building Council has successfully advanced sustainable building practices through

its certification program, the Ecosystem Services Council will advance the scope, pace and effectiveness of the nation's investments in environmental restoration. The Council is focused on environmental gains, creating a marketplace that meets the business sector's environmental compliance needs, and the needs of those seeking to voluntarily offset their own environmental impacts.

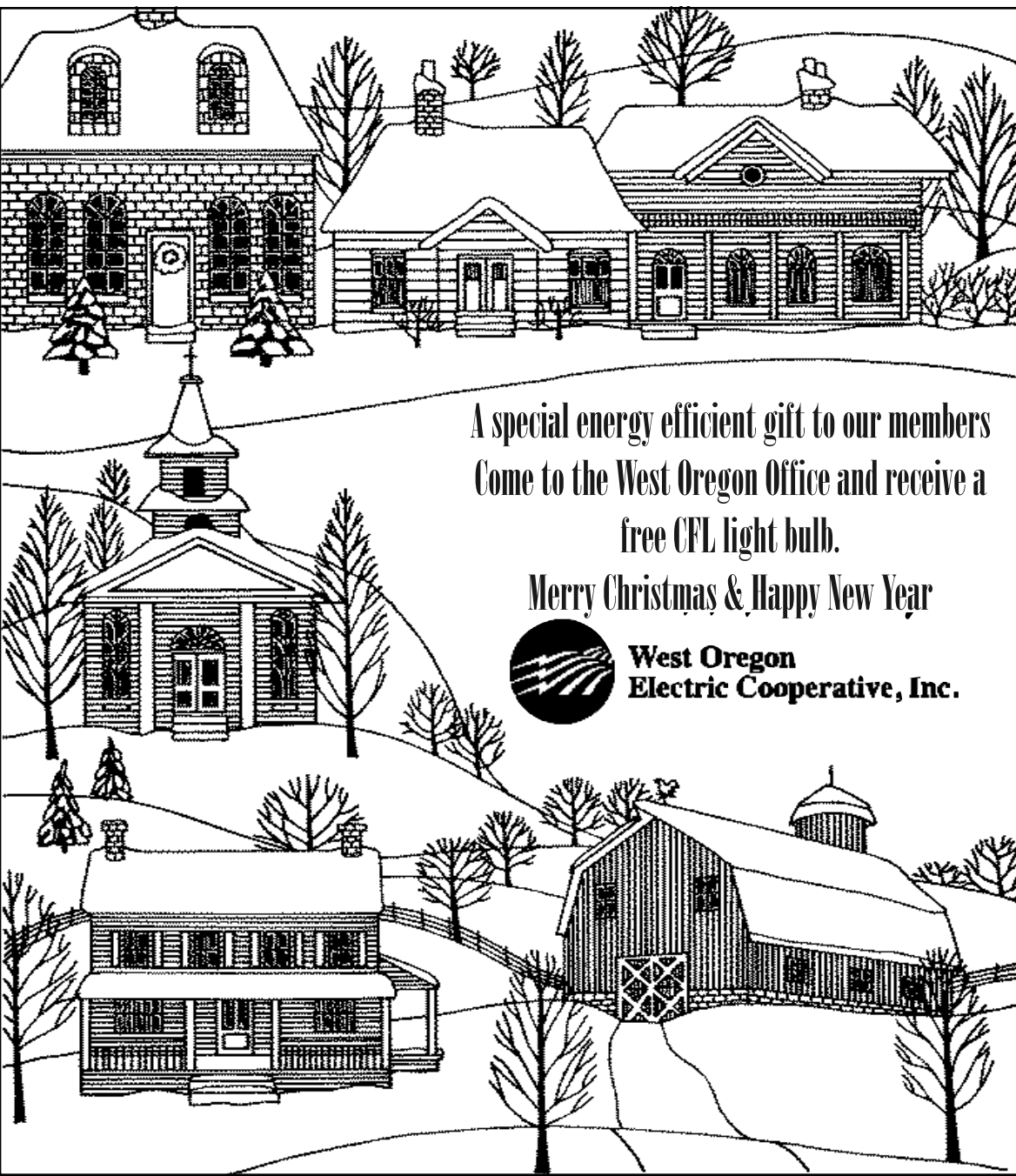
Allen Alley, Governor Ted Kulongoski's Deputy Chief of Staff and Bill Gaffi, General Manager of Oregon's Clean Water Services presented the Ecosystem Marketplace Initiative to the Oregon Leadership Summit on behalf of the Council. They made the case that a marketplace anchored in Oregon can increase the pace of investment in ecosystems, create jobs, and export new ideas.

Bill Gaffi, who also heads the board of the Willamette Partnership noted, "Whether you talk to local government, environmental organizations, or business, there are nodding heads saying 'yes!' we need an organization to make sure that these growing markets are of the highest quality, look at our environment as a whole, and operate in a way that is com-

pletely transparent. The Council is an exciting convergence of the momentum springing from lots of places in Oregon's sustainability community."

Duncan Wyse, president of the Oregon Business Council added, "Demand for ecosystem service markets seems to be growing faster than the development of markets themselves. With support, Oregon can help build the markets necessary to meet demand. The Ecosystem Services Council is bringing those people together and leading the charge to export these concepts to like-minded efforts around the world."

The Ecosystem Services Council will be pivotal in developing this new robust, economic market that will serve as a global model. Early leaders include Cascadia Region Green Building Council, City of Portland, Clean Water Services, Defenders of Wildlife, Earth Advantage, Inc., Ecotrust, Ecosystem Economics, LLC, Institute for Natural Resources, Oregon Business Association, Oregon Economic and Community Development Department, Parametrix, Portland State University, Sustainable Northwest, The Nature Conservancy and Willamette Partnership.



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