

# Getting to grips with nature.

This initiative is brought to you by Forest Trends  
The Katoomba Group  
Swiss Re



**EXPLORING**  
rüşchlikon

**“Beyond carbon - emerging markets for ecosystem services”**

**Rüschlikon – Centre for Global Dialogue, Switzerland**

**29 – 30 October 2003**

## **This initiative is brought to you by:**

Forest Trends, a Washington, D.C.-based nonprofit organisation, promotes market-based approaches to conserving forests outside protected areas, by moving beyond an exclusive focus on timber and fibre to a broader range of products and services. Forest Trends brings together leading agents in industry and finance with representatives from governments and non-governmental organisations (NGOs) to advance markets for forest ecosystem services and sustainable forest products, as well as investments and markets that bolster the livelihoods of forest-based communities.



The Katoomba Group involves representatives of forestry and finance companies, environmental policy and research organisations, governmental agencies and influential private and nonprofit groups. The group is dedicated to facilitating strategic partnerships that can launch new green forest products in the marketplace, building collective understanding of how market-based instruments for environmental services are constructed, the conditions in which they can work and providing technical support to pilot projects of broad relevance.



**Swiss Re**



Swiss Re is a leading reinsurer and the world's largest life and health reinsurer. The company is global, operating from 70 offices in 30 countries. Swiss Re offers a wide range of traditional reinsurance products and related services, which are complemented by insurance-based corporate finance solutions and supplementary services. Two of Swiss Re's corporate Top Topics are climate change and water, coming under the heading of sustainability. As a knowledge company Swiss Re contributes to contemporary thinking on issues such as carbon, water and biodiversity through its sustainability unit, promoting market-based solutions wherever feasible. With the Greenhouse Gas Risk Solutions team, Swiss Re has created a unit which translates these ideas into operational business.

We wish to acknowledge the kind support of our sponsors: Intercooperation, Mitsubishi Corporation, IUCN - The World Conservation Union, SECO - State Secretariat for Economic Affairs



This conference will bring together leading drivers of innovation from the business, financial and regulatory worlds, public opinion leaders and the NGO community. They will share analysis and experience, encourage creative solutions and develop new partnerships and initiatives to help markets for ecosystem services emerge and thrive.

Human prosperity depends on the integrity of services from the natural world. There is a growing awareness of the many services that forest ecosystems provide, such as watershed protection, biodiversity conservation and carbon storage. There is also growing awareness of the costs to society when these services are degraded or lost. The increasing scarcity of clean water, for example, is helping to generate a clearer perception of environmental risks associated with pollution and deforestation.

Despite their great value to society, most services provided by ecosystems have until recently been treated as "commons" without financial worth or price. During recent years, however, mechanisms have started to emerge which assign a market value to these services. The most notable example is the nascent global market for greenhouse gas emissions offsets, where forests may generate income related to carbon sequestration. In addition, examples of markets for water and biodiversity services have appeared on a local scale, but with vast replication potential.

From the business perspective, these emerging markets are promising to increase efficiency in dealing with risks related to degrading environments, while simultaneously opening new business opportunities. Within the financial industry around the world new approaches and instruments are being developed which are responding to the challenge of creating new markets for ecosystem services. "Beyond carbon – emerging markets for ecosystem services" will address both the environmental risks as well as explore and demonstrate the potential business and financial benefits of markets for forest ecosystem services.

## **Conference goals**

“Beyond carbon - emerging markets for ecosystem services” will promote the development of markets, trading and financial mechanisms that recognise the value of the environmental services of ecosystems. This conference, and associated workshops, will aim to expose participants to the thinking of leading practitioners and innovators in the field of environmental service finance. Specifically, the conference will:

- Facilitate understanding about the latest concepts in developing markets for ecosystem services;
- Present a range of compelling international case studies on markets involving ecosystem assets and the services they provide;
- Identify potential partners and investments associated with emerging markets for carbon, water and biodiversity management;
- Analyse the exposure of different industries to carbon, water and biodiversity risks;
- Explore the risks to investors arising from the degradation of natural ecosystems;
- Debate the future interplay of financial and environmental interests.

## **Target audience**

The conference will bring together senior representatives from:

- Forestry and wood product companies
- Financial institutions
- Insurance and reinsurance industry
- Environmental organisations
- Food and agriculture sector
- Mining, oil, and gas companies
- Utilities and heavy industry
- New business developers
- Asset managers
- Research and academic institutions
- Government Institutions

## **Workshops**

The conference will feature a series of topical workshops for in-depth analysis and discussions:

- On Day 1, sector-specific workshops will explore the exposure of industries such as food & agriculture, mining, oil & gas, and power generation, forestry and pulp & paper and the financial sector to water, biodiversity and carbon risks.
- On Day 2, dedicated workshops will focus on emerging markets for water, carbon and biodiversity services. Building on presentations of real-life case studies and deals, they will present a platform to explore the details of these individual markets and assess future opportunities and risks for industry as well as financial service providers.

# Conference Programme

Wednesday, 29 October 2003

10.00 – 10.30

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Opening Remarks

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- Michael Jenkins, President, Forest Trends
- Richard H. Murray, Chief Claims Strategist, Swiss Re

10.30 – 11.00

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Keynote Address

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**Markets for Ecosystem Services and the  
Millennium Development Goals**

Jeffrey Sachs, Director, The Earth Institute

11.00 – 12.30

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Panel Discussion

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**Establishing frameworks for ecosystem service markets:  
Creating political support**

- Honorable Kim Yeadon, Member of Parliament, New South Wales, Australia\*
- Mary Nichols, Secretary of Resources, State of California\*
- Eduardo Braga, Governor of State of Amazonas, Brazil and Virgilio Viana, Secretary of Environment and Sustainable Development for the State of Amazonas, Brazil

12.30 – 14.00

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Lunch

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14.00 – 15.00 Panel Discussion: The economic drivers

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**Responsible Investors**

Mark Campanale, Investment Marketing Manager,  
Henderson Global Investors

**Quantifying the Value of Sustainability**

Forest L. Reinhardt, Professor of Business Administration,  
Harvard Business School

**Environmental Campaigns**

Randy Hayes, President, Rainforest Action Network

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15.00 – 15.45 Case Study: Industry exposure and response

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**The Forest vs. Soybean Frontier in Brazil**

Daniel Nepstad, Senior Researcher, Woods Hole Institute

**Sustainable Agriculture Initiative**

Hans Jöhr, Assistant Vice President, Nestlé Co.

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15.45 – 16.15 Coffee break

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16.15 – 18.15

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Parallel Breakout Sessions

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**Food and Agriculture**

Marcio Amazonas, Water Resources Manager, Coca Cola

**Mining, Oil & Gas, Utilities**

James E. Brumm, Executive Vice President,

Mitsubishi International Corporation

**Forestry, Pulp & Paper**

Speaker to be confirmed

**Financial Sector**

- Richard Burrett, Global Head of Project Finance, ABN Amro
- Pamela Flaherty, Senior Vice President, Citigroup Inc.

18.15

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Cocktail and dinner

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Thursday, 30 October 2003

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09.00 – 09.30 Keynote Address

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**The way forward**

Jose Maria Figueres, Senior Managing Director  
of The World Economic Forum

09.30 – 10.00 **Enabling the markets: The role of multilateral institutions**  
Ken Newcombe, Director of Carbon Funds, The World Bank

10.00 – 10.15 **Enabling the markets: The role of bilateral institutions**  
Hans-Peter Egler, State Secretariat for Economic Affairs

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10.15 – 10.30 Coffee break

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10.30 – 12.30 Parallel Breakout Sessions: Making markets work for water,  
carbon and biodiversity services

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Developing markets for water services

**When money flows upstream: Payments for  
watershed services in Guatemala**

Carlos Roberto Cobos, Guatemalan Government\*

**Emerging deals and water**

Alain Mathys, Suez

**Shipping east: The New York - Shanghai Connection**

Al Appleton, Senior Fellow, Regional Planning Association

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Parallel Breakout Sessions: Making markets work for water,  
carbon and biodiversity services

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Forest carbon potentials

**Carbon project in Colombia**

Carmenza Robledo, Intercooperation

**Reforestation in Australia: The challenges and potential role  
of environmental markets**

David Brand, Director, Carbon Programs,

Hancock Natural Resource Group

**CDM forestry for low income producers**

Sara Scherr, Director, Ecosystem Services, Forest Trends

Technicalities of the carbon market

**Lowering transaction costs: Climate Investment Partnership**

Nigel Baker, Greenhouse Gas Risk Solutions, Swiss Re

**How to insure permanence?**

Wolfgang Ortloff, Greenhouse Gas Risk Solutions, Swiss Re

**The concept of temporary credits**

**and their effects on accounting**

Pedro Moura Costa, Managing Director, Ecoscurities

Investing in biodiversity

**Biodiversity markets: The Costa Rican case**

Franz Tattenbach, Executive Director, FUNDECOR

**Counting on bugs: The Investor's view on biodiversity**

Kerry ten Kate, Director, Socially Responsible Investment,  
Insight Investment

12.30 – 13.30	Lunch
13.30 – 15.20	<p><b>Panel Discussion: The Case for Forestry Investments</b></p> <p><b>The metrics of the deal: The forestry asset class</b>  Clark Binkley, Senior Vice President,  Hancock Natural Resource Group*</p> <p><b>Managing tropical forests sustainably</b>  Andres Gut, CEO, Precious Woods</p> <p><b>Back to the roots: The investor’s perspective</b>  Bart Jan-Krouwel, Director,  Sustainable Development Departments, Rabobank*</p> <p><b>Multilateral finance for forestry</b>  Louis Boorstin, Manager, IFC</p>
15.20 – 15.40	<p><b>The environmental perspective on ecosystem services markets</b>  Achim Steiner, President, IUCN*</p>
15.40 – 15.45	<p>Closing of the conference  Chris Walker, Managing Director,  Greenhouse Gas Risk Solutions, Swiss Re</p>
15.45	End of conference

\* to be confirmed

**Venue**

Rüschlikon – Centre for Global Dialogue  
Gheistrasse 37  
8803 Rüschlikon, Switzerland  
Phone: +41 1 704 81 00  
Fax: +41 1 704 81 01  
[www.ruschlikon.net](http://www.ruschlikon.net)

**Date**

29 – 30 October 2003

**Conference Language**

English

**Contact**

James Congram  
Programme Manager  
Phone: +41 1 704 88 12  
[James\\_Congram@swissre.com](mailto:James_Congram@swissre.com)

**Registration**

Please complete the attached registration form and fax it directly to:

Lucrezia Seiler, Programme Assistant

Phone: +41 1 704 88 08

Fax: +41 43 282 88 08

Lucrezia\_Seiler@swissre.com

**Travel and accommodation**

Participants are responsible for their own travel and accommodation arrangements.

You will receive a list of hotels offering Swiss Re corporate rates upon registration.

**Meals and refreshments**

Coffee, lunch and refreshments will be served over the two days to all participants, as well as dinner on 29 October.

**Cancellation**

If for some reason you are unable to attend, please inform Lucrezia Seiler (see above for contact details).





What happens to the world makes a big difference to a company like Swiss Re. Socially, politically, economically and environmentally, everything has an impact on the global risk market. That's why Swiss Re created the Centre for Global Dialogue, as a place for enquiring minds to look ahead to the future.

## Fax registration form (+41 43 282 88 08)

**Conference** "Beyond carbon - emerging markets for ecosystem services"

**Date** 29 – 30 October 2003

**Venue** Rüschlikon – Centre for Global Dialogue, Switzerland

**Return to** Lucrezia Seiler, Programme Assistant, Phone: +41 1 704 88 08,

Fax: +41 43 282 88 08, Lucrezia\_Seiler@swissre.com.

**First name**

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**Family name**

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**Function**

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**Company / Organisation**

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**E-Mail address**

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**Business phone #**

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**Business fax #**

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**Address**

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**City/Postal code**

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**Country**

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### Attendance

29 October

Yes  No

30 October

Yes  No

**Zurich hotel list required**

Yes  No

**Dinner on 29 October**

Yes  No

Date

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Signature

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