

Putting a price on nature

Stories

Radiolab, [*"How do you put a price tag on nature"*](#)

Douglas McCauley, [*"Selling out on nature"*](#), Nature, 2006.

Tony Juniper, [*"We must put a price on nature if we are going to save it"*](#), The Guardian, 2012

Questions

Imagine you're Bola Olusanya, The Nature Conservancy's Chief Investment Officer. Your board of directors is deciding whether the organization's outreach, lobbying and investments should emphasize either (A) the values nature provides to humans, or (B) the moral imperative for conserving nature's intrinsic values. They've asked you to brief them on the subject. To prepare, you've decided you need to answer a few questions:

- 1) What do you believe to be the strongest argument for valuing ecosystem services?
- 2) What do you believe to be the strongest argument against valuing ecosystem services?
- 3) Personally, what do you think is the most effective path forward for environmental organizations?