

*Session: Friday 17.8.2007 at 11 am*

*Social and Economic Goals of Integrative Management of Ecosystem Services*

**Using markets to preserve forests and the services they provide**

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Forests provide a wide range of ecosystem services, some of which generate local benefits, others that generate national benefits, and yet others that generate global benefits. Forest management decisions will only maximize social welfare if they take into consideration the full range of benefits that forest ecosystems can provide. Yet management decisions are often made based on only a few of these benefits -- typically timber or other local benefits, thus resulting in significant losses of benefits - losses which can be particularly significant for the poor. Policy distortions further exacerbate problems. Recent years have seen numerous efforts to develop new market-based mechanisms to address these problems sustainably. Certification and eco-commerce approaches seek to increase the benefits to sustainable production, while direct payments for conservation through programs of Payments for Environmental Services seek to ensure that the indirect services provided by forests (such as regulation of hydrological flows, biodiversity conservation, and carbon sequestration) are also taken into consideration.