

Stimulating Investments towards a Green Economy

Global Mechanism to present on the Economic Valuation of Land

Rio de Janeiro, 13 June 2012 –The Global Mechanism and the African Development Bank present “Economic Valuation of Land: Advancing Land Management Towards a Green Economy”. The side event will use case studies to prove the validity of integrated economic assessment approaches of land and ecosystem services as a way to simultaneously promote sustainable development and responsible use of the natural capital.

Financial markets worldwide are registering a growing appetite for emerging asset classes such as sustainable land management, biodiversity conservation and ecosystem services, thanks to an unprecedented demand for impact investments. The OSLO (Offering Sustainable Land-use Options) consortium has developed innovative tools to support informed decision-making based on the real economics of land-based transactions. The approach facilitates the integration of the assessment of ecosystems services into policy and planning processes.

The Global Mechanism event will provide an opportunity for representatives of GM, the OSLO consortium and other partners to inform stakeholders on the results achieved through the application of this approach and the challenges and opportunities ahead.

WHEN: Thursday, 14 June 2012 - 11:15 a.m. – 12:45 p.m.

WHERE: Rio Conventions Pavilion (Athlete’s Park)
Rio +20 Conference, Brazil

WHO Simone Quatrini, Ecological Economist, The Global Mechanism
John Soussan, Scientific Coordinator, OSLO Consortium
Aly Abou-Sabaa, Director, Coordination Committee on Climate Change, African Development Bank.

Please contact Simone Quatrini s.quatrini@global-mechanism.org to request more information about the event, or a copy of the official concept note.

The Global Mechanism team will report live from the event. Follow them on **Twitter**.

The Global Mechanism (GM) promotes the scaling up of investments into Sustainable Land Management (SLM) as a measure to halt and prevent land degradation and facilitate the transition to a green economy. As a subsidiary body of the United Nations Convention to Combat Desertification (UNCCD), the GM supports developing countries to position SLM as a priority on the national and international agendas, and provides investors with specialised advice on SLM investment opportunities, sources of finance, and innovative metrics on land values and returns on investment.