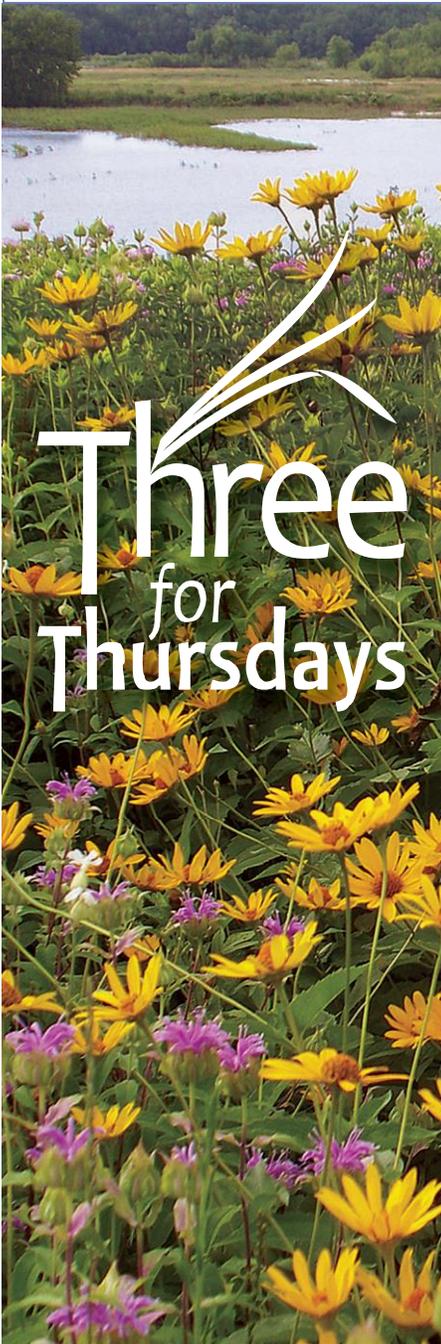


NATURAL LAND INSTITUTE

Conserving Land
in Northern Illinois



The Economics of Investing in Nature

"Nature provides numerous benefits to humans, from the pure pleasure of experiencing it to the food and water it provides us. How is it possible, then, to put a price on something so priceless? In answer, the Land Trust Alliance and the U.S. Fish and Wildlife Service's Coastal Program have partnered to produce a downloadable brochure called "Investing in Nature: The Economic Benefits of Protecting Our Lands and Waters." Research shows that land conservation has an impressive economic worth in the form of tourism and jobs, health care savings, water quality protection, natural disaster mitigation and more." Also come in to the NLI office and read our new book on ecosystem services. <http://www.landtrustalliance.org/blog/human-benefits-protecting-nature>

Conservation Programs: Socially Durable?

"Something is socially durable when the community accepts it as an integral part of their life. They can't live without it. Think schools, clean water, and emergency services. When those are threatened, people rise up and defend them. Imagine if conserved land were socially durable. It could happen if people from all walks of life were connected to and directly benefited from land conservation programs and projects. If they could experience how saving land was integral to their health, the education of their children, clean water, jobs, and other issues they consider a priority." Community Conservation initiatives across the country are focused on just that. Check out our regional community conservation program *Conservation@Home/Work* that NLI is launching in 2018 in partnership with The Conservation Foundation in Naperville. <http://www.theconservationfoundation.org/page.php?PageID=82>

Economics and/or Intrinsic Motivations for Conservation?

"Do people best protect nature when they stand to gain from it economically, or when their love of nature is its own reward? It's a central question in the world of conservation and sustainability, with mainstream practices presently tilted toward a focus on the economics. But, suggests a study of orangutan protection in Indonesia, money alone is not always enough. Economics is not the only determinant of individuals' decision making," wrote Nilsson and colleagues. Monetary rewards can help spark conservation, but something more than nature's utility is needed to make changes durable. "There hasn't been enough focus on creating or promoting intrinsic motivation for nature." — **Brandon Keim**. You might find subscribing to this online magazine interesting.

<http://www.conservationmagazine.org/2016/08/motivations-for-protecting-nature/>

Also you can download the LTA brochure summarizing nature's economic benefits. www.lta.org/investinnature

Let's talk soon! Kerry October 26, 2017



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