Auckland’s natural advatage

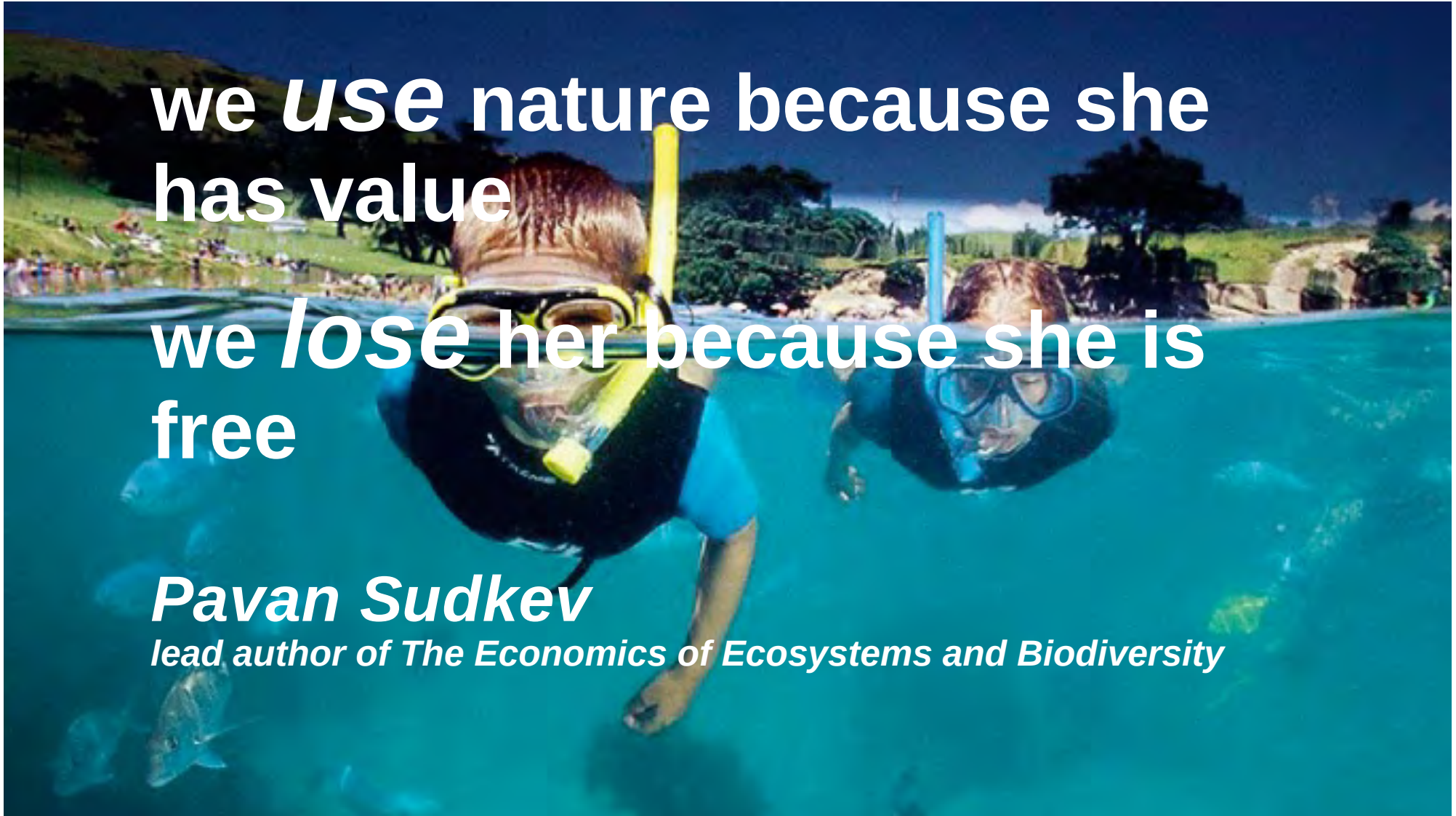
Why valuing nature is the key to achieving Auckland's most liveable city aspiration

16 October 2013

Auckland Council

addressing the economic
invisibility
of nature

value is what we receive
price is what we pay


we *use* nature because she has value
we *lose* her because she is free
Pavan Sudkev
lead author of The Economics of Ecosystems and Biodiversity

How do we become better
kaitiaki?

How do we place an
appropriate value on
ecosystem services?

reflecting their actual
contribution to wellbeing
and liveability?

How do we
manage our *natural assets* with
the financial
prudence
awarded to other assets?

ensuring an appropriate level of
investment
contributing to nature's *renewal*

While sustaining and supporting population growth?

Ecosystem services are
the *benefits* people
derive from ecosystems