



The Task Force is a ground breaking initiative. The Task Force will change the way that business sees, uses and values nature, while finding innovative opportunities and profit.

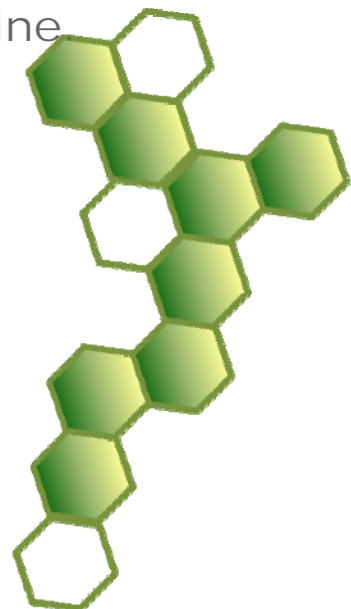
The Task Force will look at:

- New technologies, products, markets, and investment products
- New businesses that make money from improving nature
- New revenue streams for unrealised assets like wetlands and watersheds
- Greening existing markets i.e. biodiversity friendly production of commodities (food, timber, fabrics)
- Sustainable use of ecosystems (tourism, extractives, cosmetics, pharmaceuticals)

We want to find ways for your business to profit, to make your supply chains more sustainable, to find new opportunities – to look for ways in which companies can improve both the environment and their bottom line

## How the Task Force came about

The Natural Environment White Paper announced that the Government would set up a business-led Ecosystem Markets Task Force to review the opportunities for UK business from expanding green goods, services, products, investment vehicles and markets which value and protect nature's services. It will report back to Government in 2012/13 through the Green Economy Council.



# Promising numbers

The Economics of Ecosystems and Biodiversity study forecast a range of emerging market opportunities for biodiversity and ecosystem services globally:

It suggested markets for certified products could increase from \$5bn in 2008 to \$50bn in 2020,

Forest carbon markets could increase from \$21m in 2006 to \$10bn+ by 2020,

Voluntary payments for water services could increase from \$5m in 2008 to \$2bn in 2020

## Who are we?

The Task Force is made up of business leaders and experts

### Chair

**Ian Cheshire**, Group Chief Executive Officer, Kingfisher plc

### Members

**Kim Buckland**, Co-Founder, Liz Earle

**Vivienne Cox**, Chair, Climate Change Capital

**Jack Frost**, Director, Johnson Matthey Fuel Cells

**David Hill**, Chair, the Environment Bank

**Russ Houlden**, Chief Financial Officer, United Utilities

**Mike Wright**, Executive Director, Jaguar Land Rover

**Martin Roberts**, Programme Director, Cambridge Natural Capital Leaders Platform

**Amanda Sourry**, Chairman, Unilever UK and Ireland

**Peter Young**, Strategy Director, SKM Enviros and Chairman, Aldersgate Group

The Task Force is just getting started. It's a perfect time for you to get involved.

The Task Force is supported by a Defra secretariat. If you want to get involved, contact them at [Ecosystemmarketstaskforce@defra.gsi.gov.uk](mailto:Ecosystemmarketstaskforce@defra.gsi.gov.uk)

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