



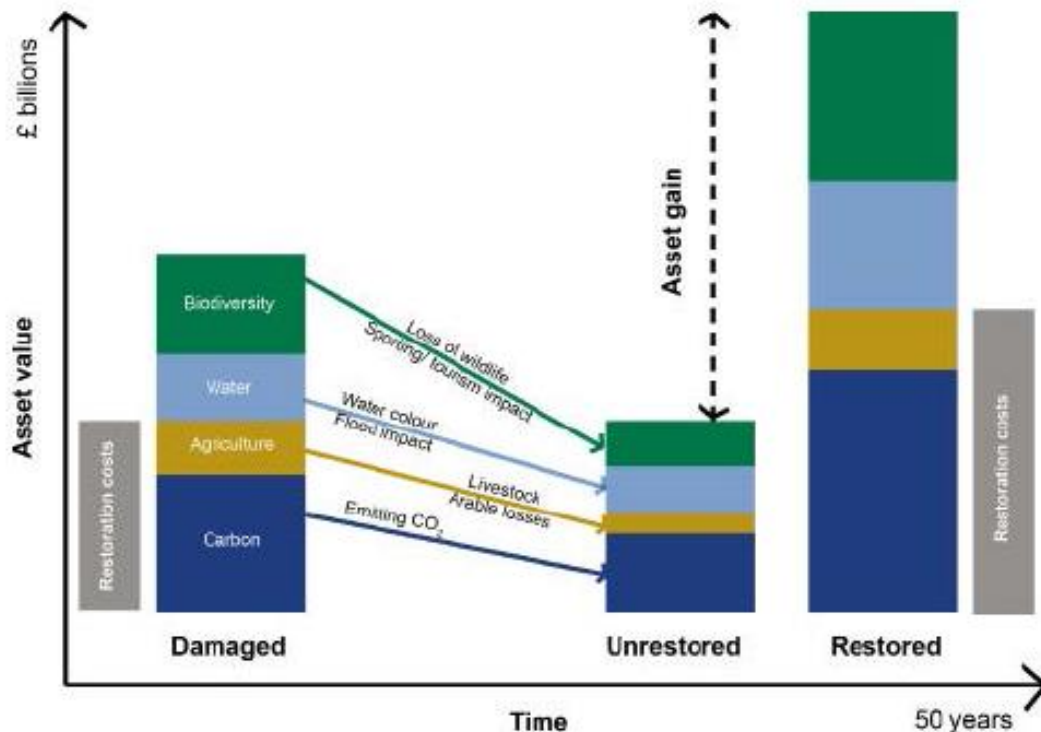
Peatland Programme

PEATLAND CODE

Three small square icons are positioned to the right of the word 'CODE'. The first icon is a white sunburst on a light grey background. The second icon is a white swan on a yellow-green background. The third icon is a white leaf on a dark green background.

PEATLAND NATURAL CAPITAL

Leaving peatlands in a damaged state imposes a **HUGE** cost on future generations.



The Peatland Challenge - 1 Million hectares in good condition or under restoration management by 2020

PAYMENTS for ECOSYSTEM SERVICES

How do we:

- quantify the benefit(s)
- market an intangible product
- acquire 'up front' funding
- convey quality



Red Tractor Assurance



THE PEATLAND CODE



A voluntary certification
standard

to...

attract private funding for
peatland restoration projects
in exchange for climate
benefits

by...

providing assurance to buyers

CREATING THE MARKET



QUESTIONS

Has business fully embraced the concept of natural capital – how do we get them to go one step further than accounting and actively invest in natural capital restoration?

Natural Capital has a role to play in the financing of environmental conservation going forward - What is needed for the natural capital concept to be embraced as part of future public policy?