
University of Pennsylvania



Institute for Environmental Studies

presents

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Putting a Price on Nature

The natural environment performs a variety of ecological services that are essential for the effective functioning of our economic system and which are vital for human existence. Until recently, however, nature has only been recognized for the "products" it provides. There is a growing body of thought, however, that suggests it is critical that the value of nature's ecological services be determined and factored into marketplace decision making. These services include everything from flood control and air and water purification to crop pollination and pest control, soil generation and fertility, climate stabilization and nutrient cycling. Consider, for example, the different values that a forested land may represent. Should that forest land be timbered and used for the production of lumber or pulp and paper, or is the value of that forest land greater for the flood control, nutrient cycling and the air and water purification functions it performs? Until the value of these ecological services can be determined and compared to the value of other potential uses, will we be unable to protect the ecological infrastructure upon which the economy depends. Our lack of knowledge and understanding of how complex and interdependent natural systems function makes this a daunting task.

Date: Thursday, February 6, 2003

Time: **NOON - 1:30 pm**

Place: **Auditorium at Wistar Institute**

On Penn's campus: Spruce Street & Penn's 36th Street Walkway

No Food or Drink Permitted in the Auditorium

NO REGISTRATION REQUIRED

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