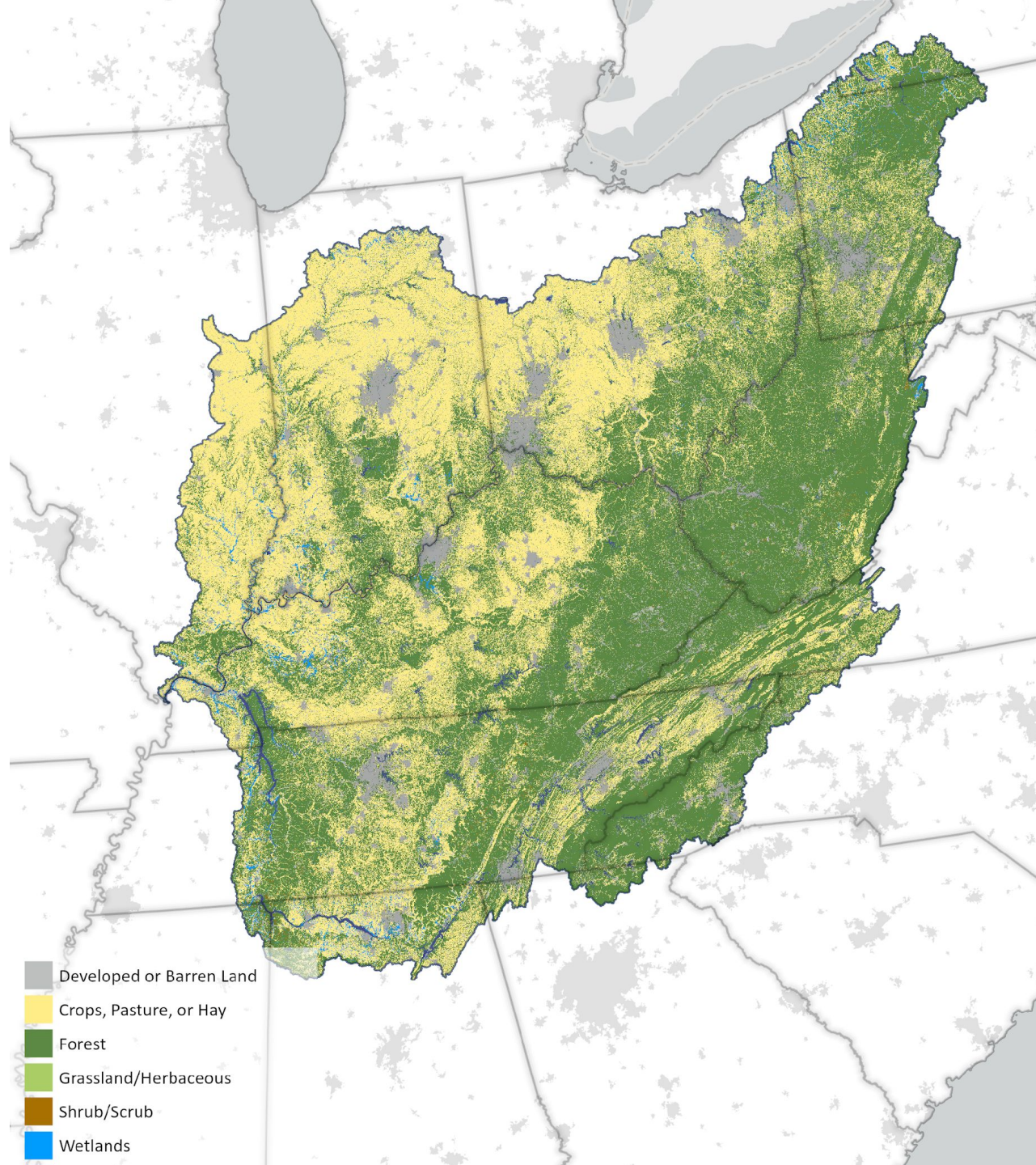




**130.5 MILLION
ACRES**

in the Ohio River Basin
across

14 STATES



**69 MILLION
ACRES**
of natural
ecosystems



**\$50 BILLION
PER YEAR**



\$1.17
TRILLION
asset value
over 30 years



NATURAL
CAPITAL

Forest and
watershed



ECOSYSTEM
FUNCTION

Water
filtration



ECOSYSTEM
GOODS
AND SERVICES

Potable
water

An aerial photograph showing a landscape with a river on the right, a large forested area in the center, and agricultural fields in the foreground. Three dark green callout boxes with white text are overlaid on the image, each pointing to a specific area: 'Wetlands' points to a forested area, 'Rivers & Lakes' points to the river, and 'Cultivated' points to the agricultural fields.

Wetlands

Water storage
Wildlife and bird
habitat
Water filtration
Flood control
Wildfire mitigation

Rivers & Lakes

Drinking water supply
Migration corridor
Fish habitat
Recreation
Water navigation
Scenic views

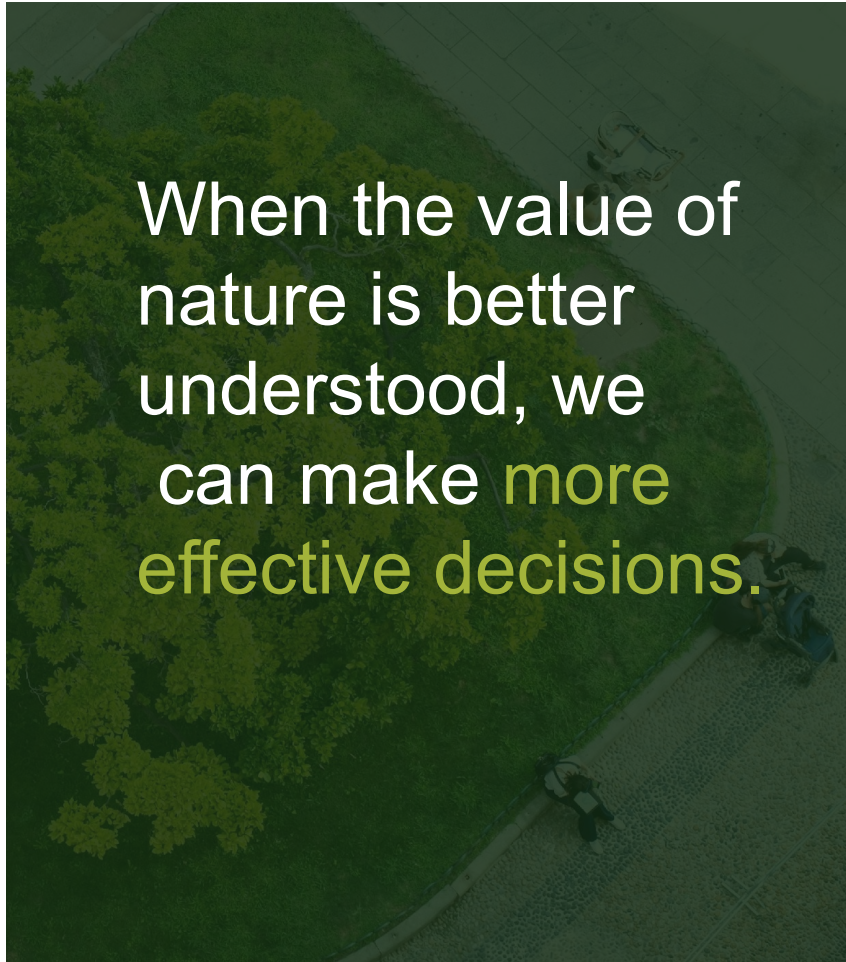
Cultivated

Access to local foods
Tourism
Migratory bird habitat

Why do we value nature?



Nature's values are often **invisible** in economic decisions.



When the value of nature is better understood, we can make **more** effective decisions.



It **strengthens the case** for restoration and protection.

How do we value nature?



Primary Methods

Gathering information
directly from the source

- Surveys / Interviews
- Observing behavior
- Running experiments / tests



Secondary Methods

Using information others have
already collected

- Reviewing academic studies
- Analyzing government statistics

Service	Methodology in ESVT
Aesthetic value	Hedonic price
Air quality	Avoided cost
Climate stability	Social cost
Disaster risk reduction	Avoided cost
Forage production	Market price
Habitat provision	Stated preference
Non-use value	Stated preference
Recreation	Travel cost
Stormwater regulation	Avoided cost
Water quality	Avoided cost
Water supply	Avoided cost

Ecosystem Services Valuation Tool

- Model based on meta-analysis
- 1,467 values across 181 studies
- High-level estimates of the value of ecosystem service benefits suitable for awareness-raising





**130.5
MILLION
ACRES**
in the Ohio River Basin
across
14 STATES



**69 MILLION
ACRES**
of natural ecosystems



**\$50 BILLION
PER YEAR**
in ecosystem services
benefits, and
**\$1.17
TRILLION**
over 30 years in benefits