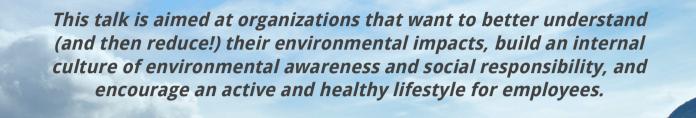


What's nature's price?

Insights from an endurance athlete & environmental economist



Content

A combination of inspiring films and entertaining stories from my career as an endurance athlete with a persuasive argument for why we need to put a price on nature to appreciate the benefits it provides.

- Mother nature inspires me! Films and stories from multisport racing around the world.
- My two careers. Why I became an environmental economist and my journey from conventional sports to endurance racing.
- **The "ah-ha" moment**. My insight on the meaningful connection between my careers.
- The value of nature. Why should we put a price on nature Isn't it priceless?
- Passive or pro-active valuation? Failing to price nature is a valuation in itself!
- **New social norms**. Why a price tag alone is not enough and how companies can foster new social norms by stimulating their employees' environmental engagement.
- **Health.** How a culture of environmental awareness can improve your health.
- **Community.** Why governments are investing in nature to attract talent and improve welfare.

Background

I grew up as an environmentalist in California, finished a PhD in environmental economics in Northern Sweden, and have provided environmental decision-support for companies and agencies. All the while I have pursued my passion for multisport endurance racing. This slide show tells the story of how I discovered a more holistic connection between my seemingly separate "intellectual and physical" pursuits. I share my insights in the hopes of providing better balance for mother earth.

Read more at: www.scottcole.se/speaking