


What's nature's price?

Insights from an endurance athlete & environmental economist



This talk is aimed at organizations that want to better understand (and then reduce!) their environmental impacts, build an internal culture of environmental awareness and social responsibility, and encourage an active and healthy lifestyle for employees.

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