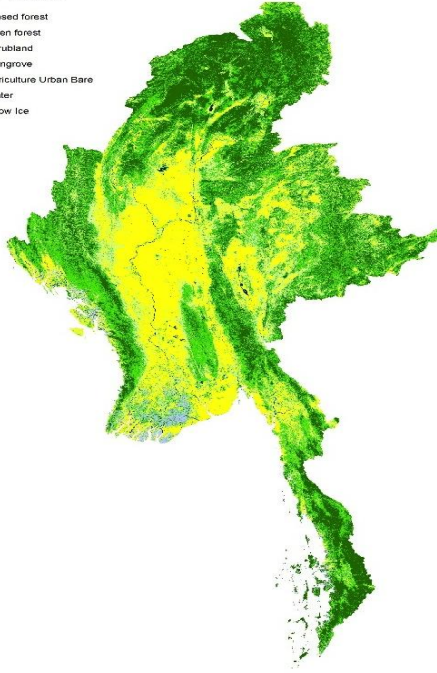


Emily McKenzie

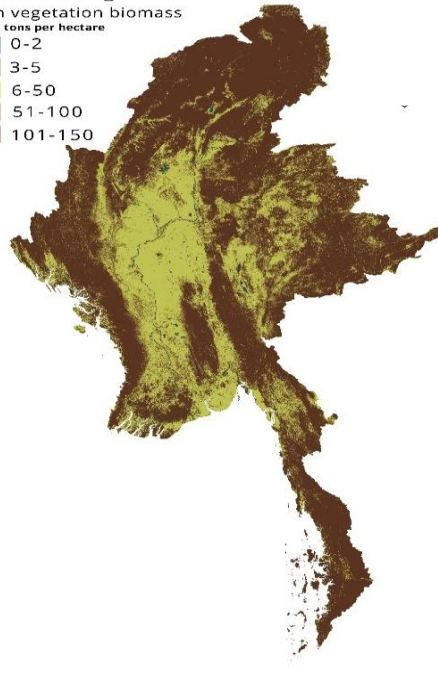
Lead - Natural Capital, World Wildlife Fund and the
Natural Capital Project

GIS Mapping & Modelling Tools

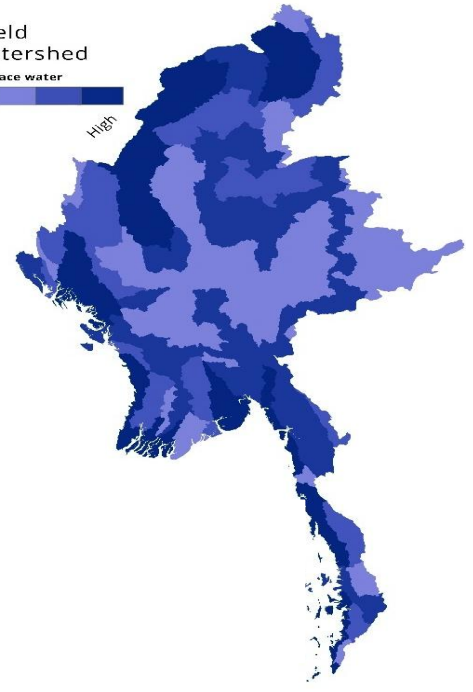
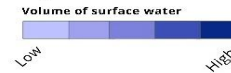
Land cover



Carbon Storage
in vegetation biomass



Annual
water yield
per watershed



WHERE matters

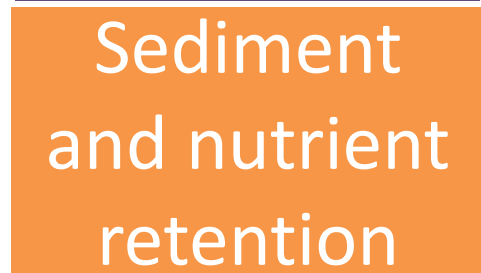
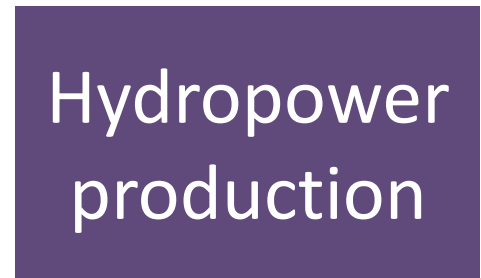
Map, quantify and value multiple
ecosystem services

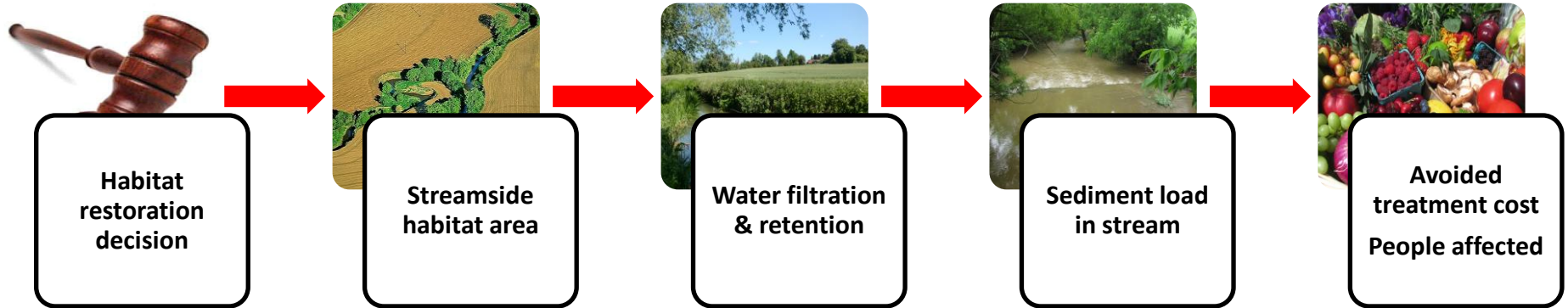
InVEST

integrated valuation of
environmental services
and tradeoffs

Free. Open source.

<http://www.naturalcapitalproject.org>





Used in many types of decisions

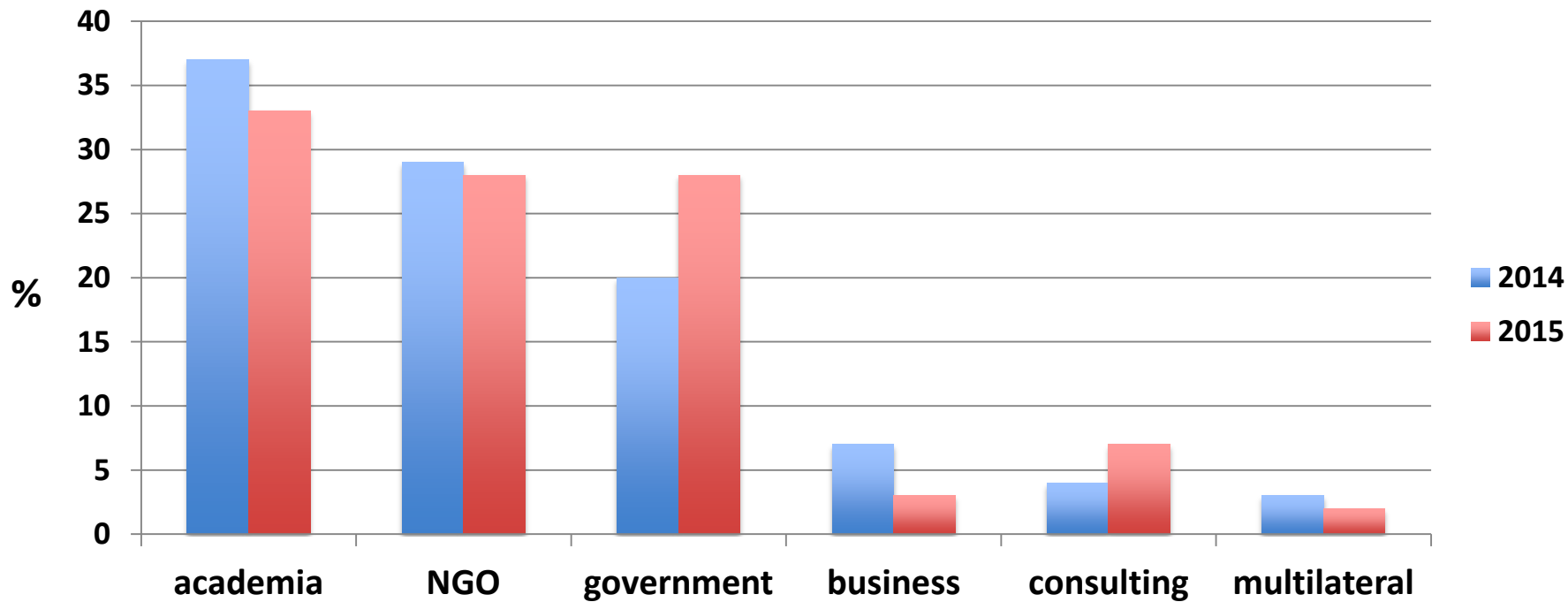
Spatial planning

Schemes to secure
freshwater

Infrastructure for hazards
resilience

Private sector
standards

Who is using (trained in) InVEST?



Differences among GIS & modeling approaches

Complex

One ecosystem service

Location specific

Data demanding

Scale dependent

Snap-shot

Biophysical only

Simple

Multiple services

Applicable anywhere

With minimal data

Flexible scale

Scenario based

Biophysical and economic



Many other models

Gateway drug 'geitweidrag/

noun

1. A drug which supposedly leads the user on to more addictive drugs.



Visualize, identify, screen and prioritise
risks & opportunities



**Applications,
Third-Party
Developers**

**Ecosystem Service
Model API**

Data Analytics
(ecosystem service
models, software)

**Cloud
Geo-processing
Pipeline**

**Cloud
Databases**

Database API

**Third-Party
Data Inputs**

