



green feet
ecosystem services inc.

Breaking ground in ecosystem service markets
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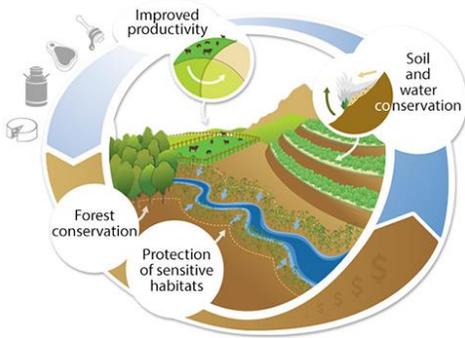


green feet Environmental Communications Platform
for Ecosystem Service Markets



What are Ecosystem Services?

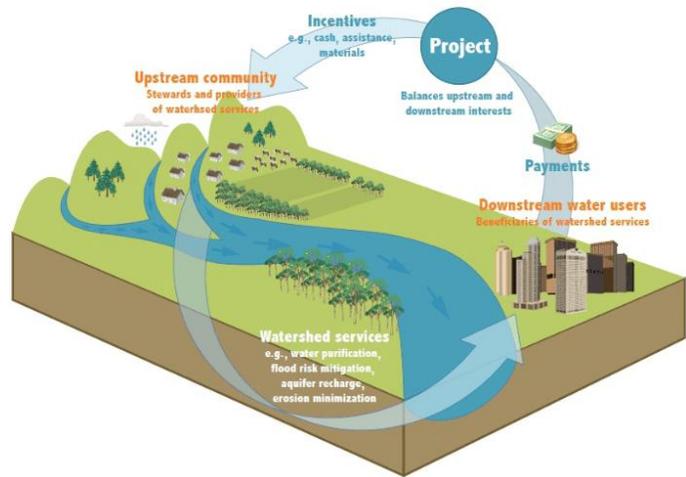
Think of carbon sequestration by trees. Pollination by bees. Water filtration from by roots. These are all examples of the benefits that, for us humans, nature provides for free. They are known as Ecosystem Services (ES). and they represent the relationship we have with nature as it contributes to our wellbeing.



What are ecosystem service markets?

The unchecked exploitation of natural resources has resulted in the gradual disappearance of these services. Accounting for ES has become a crucial task in helping to protect or restore these services.

Green Feet supports the growth of markets around ecosystem services through the Payment for Ecosystem Services model. This model is based on investing in stewardship activities by providing funds or incentives that will encourage the restoration or protection of these 'upstream' ecosystem services. These services then result in cost savings or benefits to an offsite stakeholder, usually 'downstream'. The challenge in this model is in identifying, accounting for, and evaluating peoples relationship with ES from the bottom up.



How can Drones help solve this problem?



Drones provide valuable visual, and scientifically

accurate insights towards identification and evaluation of Ecosystem Services. The drones themselves, the sensors they use, and the associated analysis and processing software and techniques offer remarkable opportunities to connect the unique work of land stewards to existing and fast growing future markets in the Payment for Ecosystem Service programs.

We created the green feet environmental communications platform to put UAV tools and services available from environmental businesses together into one place





The green feet *environmental communications platform*

We created the *Environmental Communications Platform* to help strengthen the communication abilities of land stewards. We combined consultation services with drone technology into a unique process to provide data processing tools and knowledge sharing techniques for creating communication materials by, with, and for land stewards using drones. By better understand and share with others the details of their relationship with ecosystem services, Land Stewards can:

- Make better management decisions about land
- Provide clarity to proponents and funders
- Build capacity for environmental protection

How does it work?

Using a three-phase process, we very carefully weave together the expertise of land stewards with geo-technicians, researchers, and technologists to create custom communication materials - like maps, 3D models, videos, or data reports - that can be used to account for on the ground relationships for protecting or restoring ES.

Our technology stewards work with land stewards every step of the way through this process to create unique, user-defined communication materials to achieve ES protection and restoration goals on the ground.

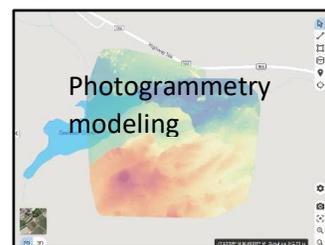
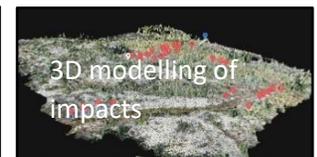
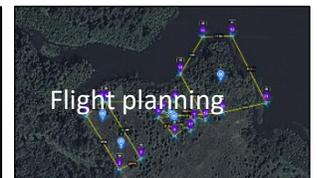
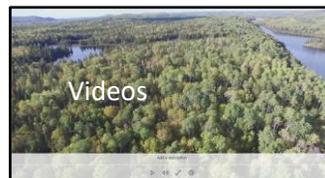
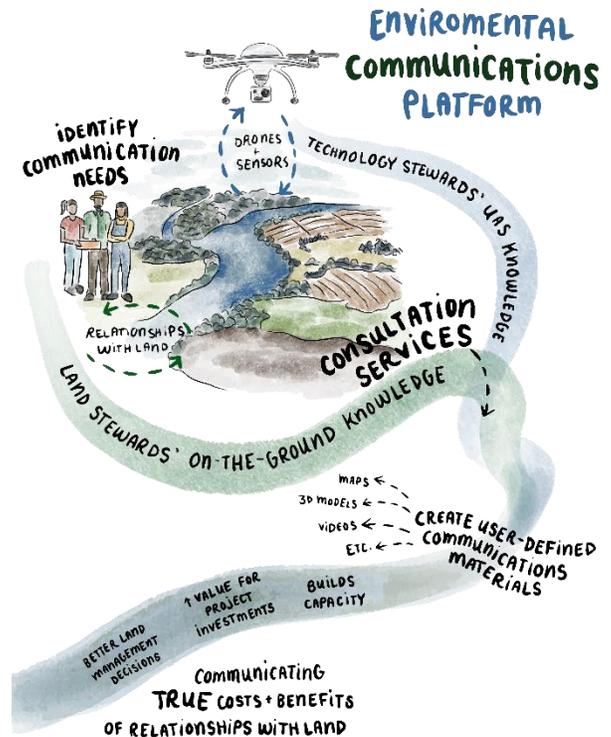
Who are our Clients?

Land Stewards! Specifically, land stewards and guardians working in Agriculture, and in Indigenous communities.

Cost?

We work on a project-by-project basis to support stewardship activities through existing funding available to farmers and Indigenous communities.

Our services are charged at a base rate of 8% of total project costs for the first year, and 6% total project cost for following years.



Through using this platform, you too can help in **breaking ground for ecosystem services markets**