



INTRODUCTION TO ENVIRONMENTAL MARKETS

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Learn how to start making the most of environmental markets






For farmers, land managers and natural resource managers

Introduction to Environmental Markets is a practical, hands-on course designed for Australian farmers, land managers and natural resource managers to build their skills and knowledge so they can benefit from the rapidly growing environmental market opportunities.

The first learning program of its kind in Australia - Introduction to Environmental Markets provides clear, practical, easy-to-use information and guidance about what is involved, what is good to know beforehand and how to get started.

Who is this course for?

Land managers, farmers and natural resource managers who want to...

-  Understand the world of environmental markets and the opportunities for them.
-  Learn how to identify the natural capital assets, ecosystem services and the environmental services you (or others) generate and define ways to create income and other benefits from these assets and services.
-  Evolve their (or someone else's) business to maintain and enhance natural capital and ecosystem services while continuing to provide high-quality products and services.
-  Feel more confident to participate in, create and influence environmental markets.
-  Future-proof land and farm risk, productivity, resilience, sustainability and profitability.

What you will learn and achieve

In the course, you will learn how to:

- Describe environmental markets and why they are important.
- Discover the benefits and opportunities in environmental markets.
- Summarise the different types of environmental services that agriculture can provide.
- Examine your lands' environmental services potential.
- Analyse environmental market opportunities (current and future).
- Identify environmental market enablers and barriers.
- Determine potential environmental service buyers and other key market stakeholders.
- Develop an Environmental Market Plan (EMP) for your farm/land.



ENVIRONMENTAL MARKETS LEADERSHIP COURSE

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What you will learn and achieve cont.

Introduction to Environmental Markets is designed to build your confidence and capability to engage with, participate in, and drive the development of natural capital and environmental market opportunities - on your property, in your region and across the wider market. It does this by providing you with a strategic view of natural capital and environmental markets, information on a wide range of market mechanisms with key steps, along with questions and considerations to support you in making effective environmental market decisions.

As a foundation-level course, it provides the fundamentals of natural capital and environmental markets - including **what** are natural capital and environmental services, **how** natural capital and environmental markets work and **why** they are needed, and the **benefits** and **opportunities** for land managers, farmers, and natural resource managers. It includes a practical step-by-step process that you can use for your property and business.

What is included

- Access to the online course for 12 months:
 - Module 0 - Introduction
 - Module 1 - Introduction to Environmental Markets Part 1
 - Module 2 - Introduction to Environmental Markets Part 2
 - Module 3 - Evaluate Your Environmental Markets Potential
 - Module 4 - Explore Your Market Options and Decide
 - Module 5 - Deliver Your Environmental Service.
- An interactive learning program that includes case studies, videos, examples, articles, activities, group discussions, resources, templates and links.
- Membership of the Environmental Markets Leadership Network on LinkedIn.
- Certificate of Completion.

Note: the course does not include every piece of information you need to participate in natural capital and environmental markets, e.g. the 'mechanics' and 'technical detail' of natural capital and specific environmental markets are not covered. However, we have included multiple resources and links to help support your ongoing environmental markets journey.

How does it work?

Introduction to Environmental Markets is an interactive, online self-paced course that you can complete at your own pace - in your own time. But you won't be alone! You will also be part of the Environmental Markets Leadership Network on LinkedIn where you can discuss and share your learning, challenges and progress.

Cost

\$490 (excl. GST)

To register visit:
www.emlp.com.au/course