

# Abstract

## SPECIAL EVENTS:

Roundtable: Investing in a Blue Economy for Conservation and Impact

## Building Ecologically-Informed Business Models to Support Marine Ecosystem Services and Alternative Livelihoods, Capturing Coral Reef and Related Ecosystem Services (CCRES) Project



### Dr. Mark Milstein

Clinical Professor of Management, and  
Director of the Center for Sustainable Global Enterprise  
Cornell University

Dr. Mark Milstein is Clinical Professor of Management and Director of the Center for Sustainable Global Enterprise at Cornell University. Dr. Milstein leads business and social enterprise development initiatives for the World Bank funded Capturing Coral Reef & Related Ecosystem Services (CCRES) project. CCRES aims to build ecologically-informed business models to support marine ecosystem services and alternative livelihoods, producing a toolkit for use by in-country business entrepreneurs over the life of the project and beyond. Dr. Milstein will discuss the project's initial efforts at developing models for introducing innovative ways to capture economic value from the flows of ecosystem services from healthy and resilient systems, helping to lower barriers to investment in the long term stewardship of these ecosystems.



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## Global Targets Local Benefits

Setting the Sustainable Development Agenda for  
the Seas of East Asia beyond 2015