Quantified Conservation:
Accounting for Opportunity

The Freshwater Trust®

Biosphere = Closed Loop System

Closed Loop System + Open-Ended Accounting

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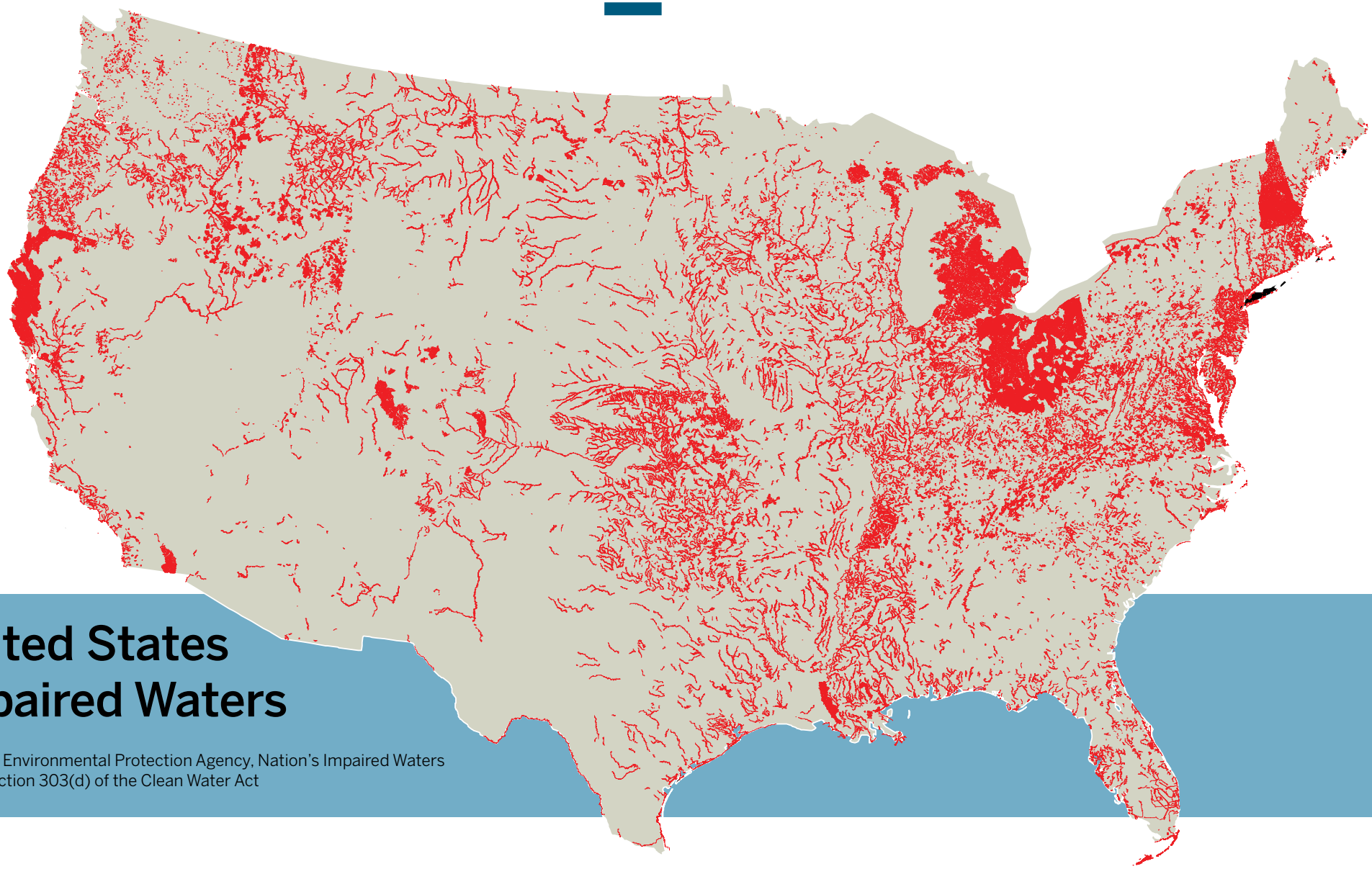
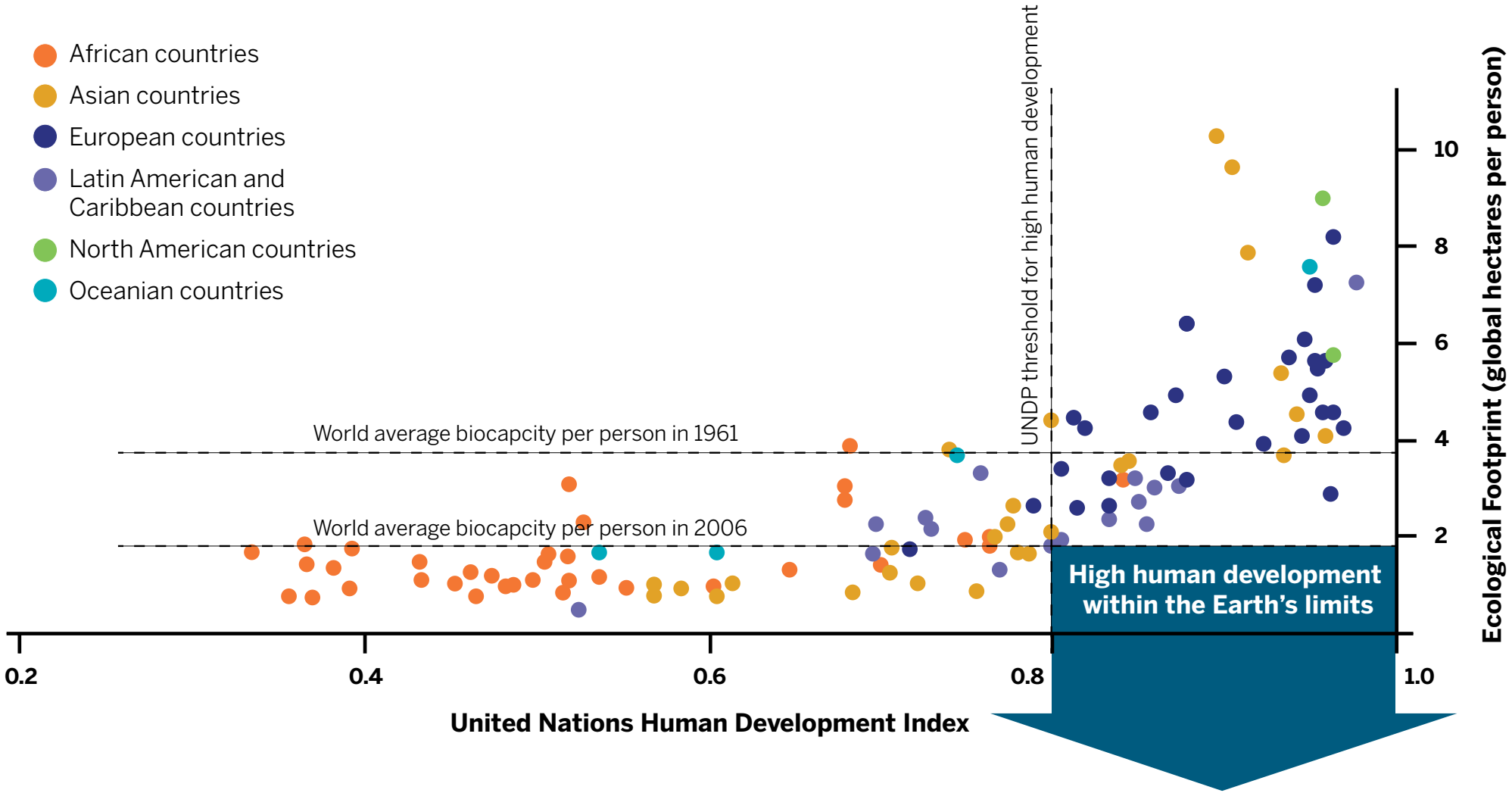


United States Impaired Waters

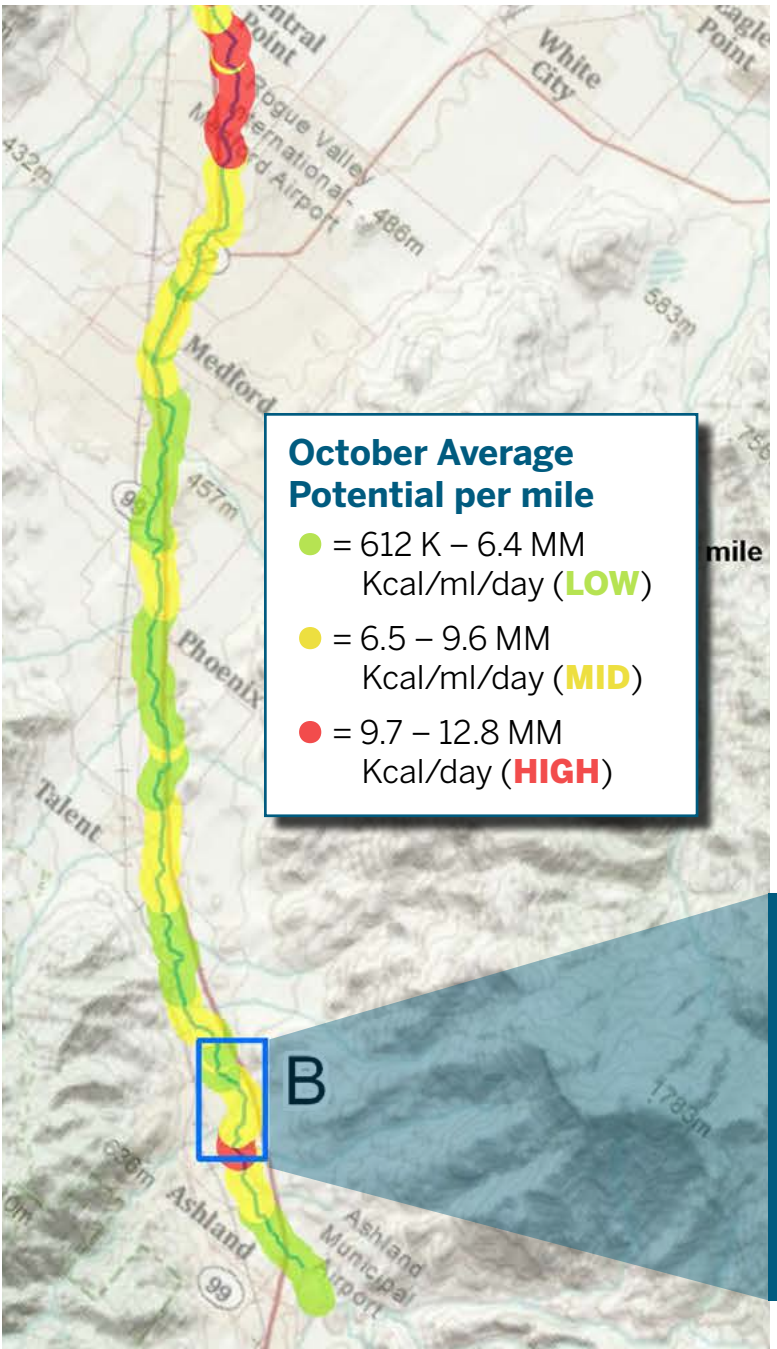
SOURCE: Environmental Protection Agency, Nation's Impaired Waters Under Section 303(d) of the Clean Water Act

Closed Loop Accounting = BIG Opportunity



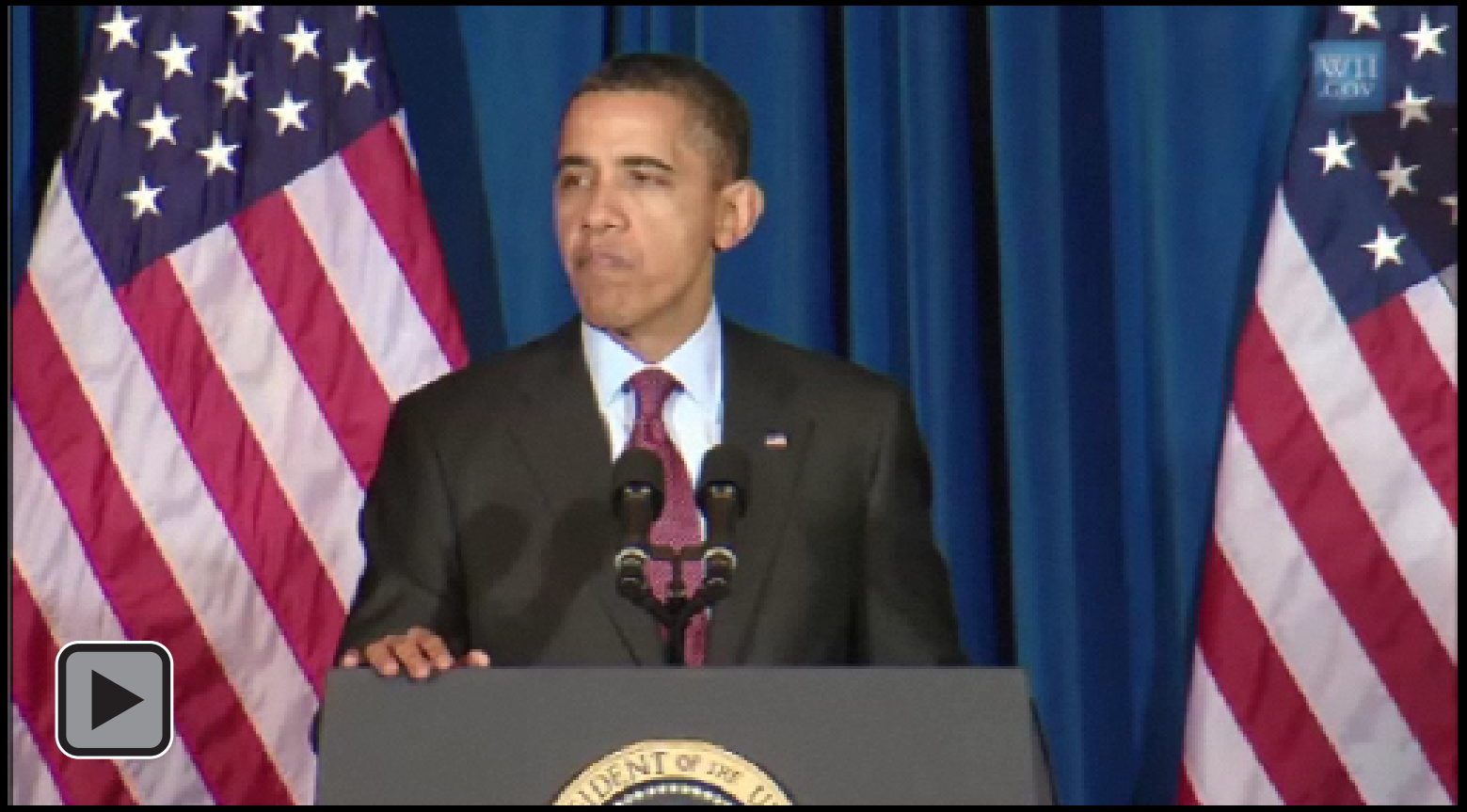
GETTING COUNTRIES HERE REQUIRES INNOVATION & MEANS OPPORTUNITY

Quantified Conservation = Precision Investment



President Obama at Conservation Conference

March 2, 2012



SOURCE: http://www.whitehouse.gov/photos-and-video/video/2012/03/02/president-obama-speaks-conference-conservation

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