

# Auckland's natural advantage

Why valuing nature is the key to achieving Auckland's most liveable city aspiration

16 October 2013



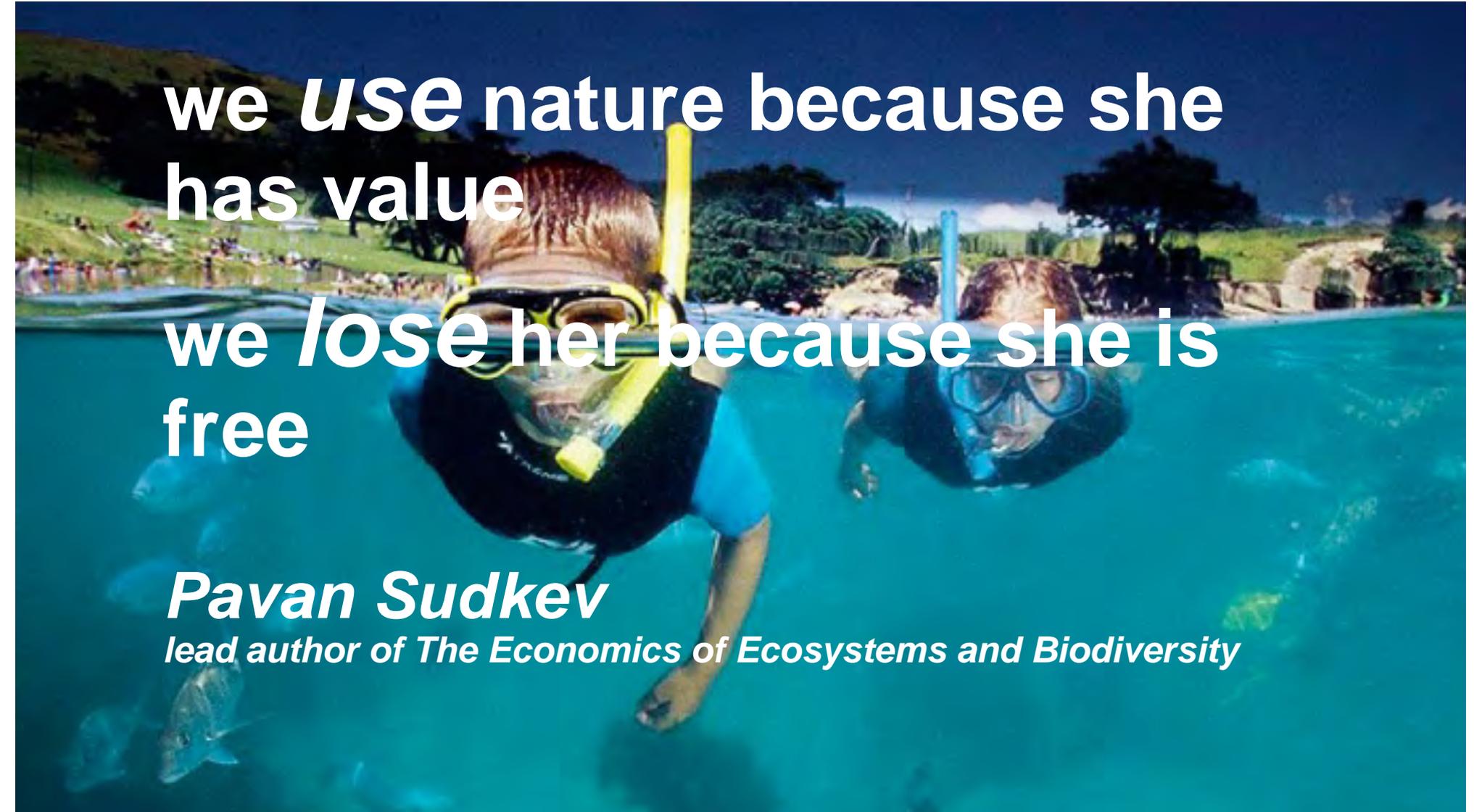
An aerial photograph of a coastal landscape. A river flows from the top left towards the bottom center, emptying into a wide, sandy beach. The beach curves along the coastline. To the right of the beach, the ocean is visible with white waves breaking against the shore. The land is covered in green vegetation, and there are some rocky outcrops. The sky is a clear, bright blue.

addressing the economic  
*invisibility*  
of nature

***value*** is what we receive

***price*** is what we pay





we *USE* nature because she  
has value

we *LOSE* her because she is  
free

***Pavan Sudkev***

*lead author of The Economics of Ecosystems and Biodiversity*



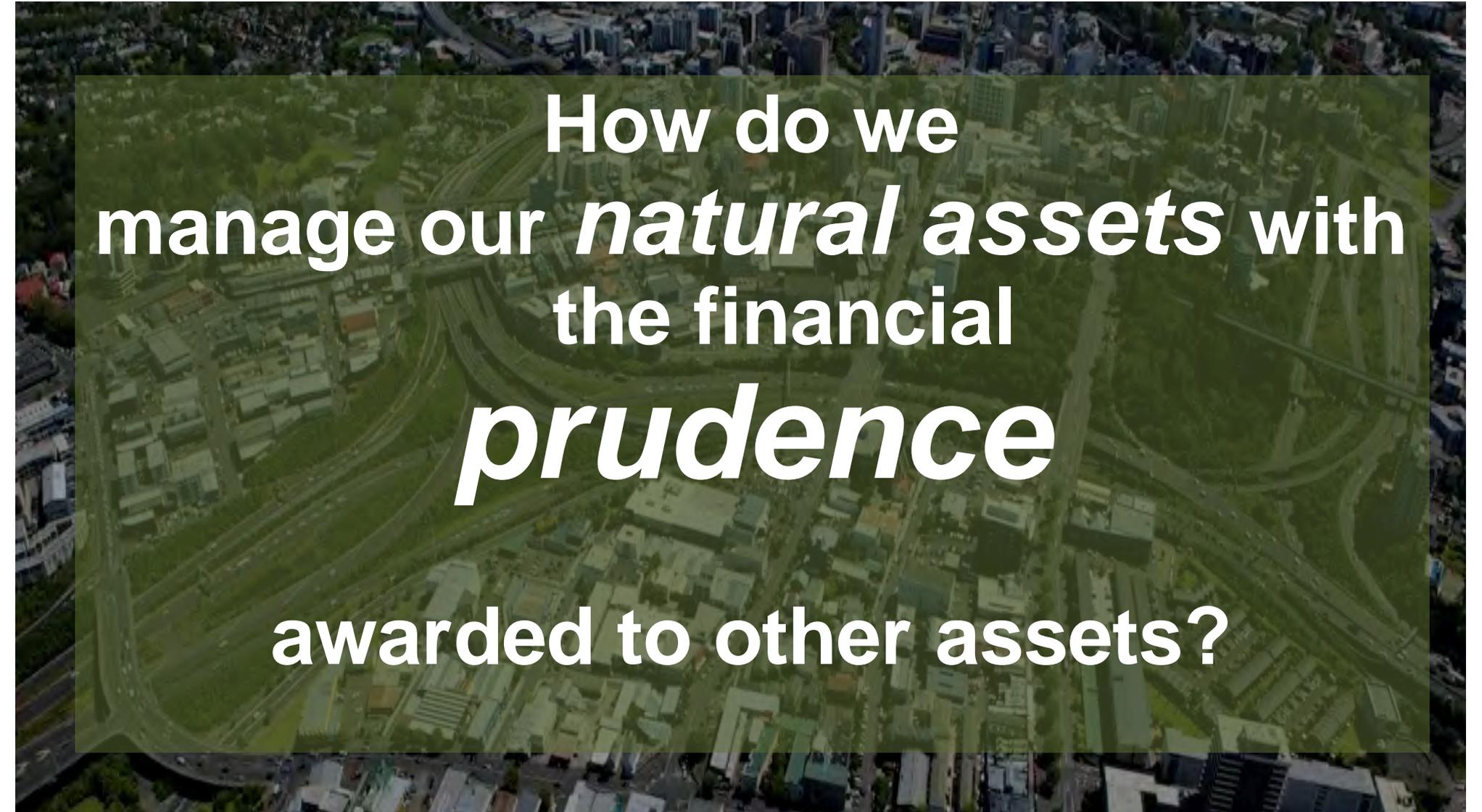
How do we become better  
*kaitiaki*?

How do we place an  
*appropriate* value on  
ecosystem services?



A close-up photograph of a dark, polished wooden carving. The central focus is a circular motif with a spiral design, possibly representing a stylized eye or a decorative element. To the right, a portion of a carved face is visible, featuring intricate details in the eyes and nose. The wood has a rich, dark brown patina with some wear and tear, particularly around the spiral and the face. The background is a light, neutral color, possibly a wall or a surface.

reflecting their actual  
***contribution*** to wellbeing  
and liveability?

An aerial photograph of a city, showing a mix of green spaces, roads, and buildings. A semi-transparent green rectangular overlay covers the center of the image, containing white text. The text is centered and reads: "How do we manage our *natural assets* with the financial *prudence* awarded to other assets?".

How do we  
manage our *natural assets* with  
the financial  
*prudence*  
awarded to other assets?

An aerial photograph of a rugged coastline. The sea is a deep blue, with white foam from waves crashing against dark, jagged rock formations. In the foreground, a large, flat rock surface is densely covered with small, light-colored mussels. The text is overlaid on a semi-transparent dark grey rectangular area in the center of the image.

**ensuring an appropriate level of  
*investment*  
contributing to nature's *renewal***

An aerial photograph showing a suburban residential area. The foreground and middle ground are dominated by green, rolling hills with scattered houses and trees. A winding road cuts through the landscape. In the background, a dense, sprawling residential development is visible, extending towards a hazy horizon. The overall scene suggests a transition from a more natural, green environment to a highly developed urban or suburban area.

**While sustaining and supporting  
population growth?**



**Ecosystem services are  
the *benefits* people  
derive from ecosystems**

