# TOKYO COLLEGE

共に考える未来 Shaping the Future Together



Speaker

#### Beatrice WEDER **DI MAURO**

Visiting Professor, Tokyo College, The University of Tokyo



## **Designing and** Scaling up **Nature-based** Markets

Lecture

Zoom

Webinar

Carbon and nature markets are struggling with low trust, high costs, and limited scale—falling far short of what's needed. In this lecture, Professor Weder di Mauro presents a new market design co-developed with Estelle Cantillon and Eric F. Lambin. Jurisdictions offer large-scale projects; investors buy shares that yield carbon and biodiversity "dividends" without conferring land ownership. Market prices reveal demand and support liquidity. Compared to credit-based systems, this approach cuts costs, boosts credibility, and supports long-term commitments. It tackles the core problems holding back today's markets—and offers a credible path to scale with real environmental impact.



#### Trent BROWN

Associate Professor Tokyo College, The University of Tokyo



### Takeo HOSHI

Director, Tokyo College, The University of Tokyo

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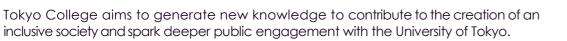
**English (Japanese interpretation)** 

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