

# Bay Bank

## The Basics

### What it is.

A conservation marketplace, linking landowners with resources to improve and protect the Chesapeake region's natural resources and working lands. Bay Bank combines the best available tools to enable easy access to local, regional and national ecosystem markets. It currently includes five market areas and conservation programs.

**Forest conservation**

**Traditional conservation programs**

**Habitat conservation**

**Carbon sequestration**

**Water quality protection**

Bay Bank is a collaborative effort to increase the pace and scope of conservation across the Chesapeake.

### How to get involved.

The collective actions of millions of landowners, agencies and businesses are key to the restoration of the Chesapeake's streams, farms, forests, wetlands and the Bay itself.

If you are interested  
in learning more  
about Bay Bank, visit

[www.thebaybank.org](http://www.thebaybank.org)

### How it works.

#### Landowner education and outreach

LandServer ([www.landserver.org](http://www.landserver.org)) is a free, online, conservation assessment tool providing landowners with a quick and easy assessment of their eligibility for ecosystem markets, as well as traditional conservation programs. LandServer also links landowners to Bay Bank's online marketplace, helping landowners take the next step of developing and selling ecosystem credits generated by their land.

#### Project planning

Interactive project planning tools allow landowners to plan the development of credits, identify costs and benefits of project development, contact certified project developers to help develop and realize conservation projects, and calculate credits and potential income. These tools are accessed through [www.thebaybank.org](http://www.thebaybank.org).

#### A multiple market registry

To ensure transparency and quality, credits will be tracked in the Bay Bank registry powered by Markit Environmental Registry ([www.markit.com](http://www.markit.com)), an international ecosystem market registry provider.

#### An online marketplace

Bay Bank's marketplace is a secure, online platform for connecting buyers and sellers. It provides market information to ensure transparency and posts credits at various stages of development to help buyers and sellers manage risk throughout the process. As the region's central marketplace, Bay Bank utilizes protocols that are compliant with existing markets and ensures only high quality credits are transacted.

### Who and what it benefits.

#### Communities and ecosystems

- ▶ Greater economic stability for farm and forest lands, protecting the rural character of the region.
- ▶ New business opportunities for project developers who can implement and maintain ecosystem projects.
- ▶ Verifiable environmental gains such as cleaner air and water and healthier ecosystems.

#### Landowners

- ▶ A central marketplace and quick and easy access to multiple ecosystem markets and conservation programs.
- ▶ Lower participation costs through improved efficiency and increased market participation.

#### Buyers

- ▶ Cities, industries, businesses and non-profits offsetting unavoidable environmental impacts and funding conservation programs.
- ▶ Lower transaction costs through improved efficiency and market participation.
- ▶ A transparent marketplace, credit monitoring, and independent verification.

#### PARTNERS

Bay Bank has been designed and developed through generous contributions of funding and services from numerous organizations. Bay Bank is managed by:



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