

Nature Credits Markets – Finnish Concept Already In Use

11 May, Online Webinar 11:00–12:30 (Brussels time)

Find the Teams link here: [link](#)

Objectives

- Showcase a fully operational Finnish nature credit market concept
- Demonstrate how biodiversity is measured, verified, and marketed in practice
- Explain the service and intermediary model enabling forest owner participation
- Provide EU-level policymakers and developers with scalable, replicable insights

11:00–11:05 Opening

Jyrki Wallin, Secretary General, MTK (Central Union of Agricultural Producers and Forest Owners, Finland)

11:05–11:20 Nature Credits Marketplace (Luontoarvot.fi) in Practice

Heli Siitari, Environmental Specialist and Field Manager, MTK

11:20–11:40 Response-based Calculation of Nature Values – The Finnish Model

Heini Kujala, Professor, University of Helsinki

11:40–11:50 Buyer Perspective: Why and How Companies Purchase Nature Credits

Nina Elomaa, Chief Sustainability Officer, S Group

11:50–12:05 Service Models: Forest Management Associations as Market Intermediaries –

Marko Mäki-Hakola, Forest Director, MTK

12:05–12:10 Policy Comment: Public Policy View on Nature Credit Markets –

Emma Terämä, Director, Biodiversity and Nature Value Finance, Ministry of the Environment, Finland

12:10–12:30 Q&A and Discussion

Webinar is Moderated by Hanna Leiponen-Syyrakki, MTK