



Science **Sunday**
Seymour Center at Long Marine Lab

ECONOMICS AND THE OCEANS

Why It Matters More Than It Should

Sunday, September 18, 2016

1 PM



Jason Scorse, Ph.D.

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“The things that we think of as priceless and sacred are the things that need price tags the most.” — Jason Scorse, TEDx Monterey

Millions of tourists visit California each year, spending billions of dollars on hotels, restaurants, shops, and attractions. Translating the intangible value of our iconic coastal waters into dollars can help ensure we manage our natural capital wisely. If we are not explicit about these values, they often get ignored. The default value for the ocean ecosystem for policy and business decisions is often zero.

Join the author of What Environmentalists Need to Know About Economics, Jason Scorse, for an eye-opening discussion about the role economics play in policy making, public perception, and ocean conservation.

Free with admission to the Seymour Center
(\$8 Adults / \$6 Students or Seniors)

FREE ADMISSION

for Seymour Center Members and UC Santa Cruz
Undergraduates with valid Student ID



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