



NFWF

INNOVATIVE NUTRIENT AND SEDIMENT REDUCTION Conservation Finance and Market Development Narrative Supplement

Instructions: Save this document on your computer and complete the narrative in the format provided. The final narrative supplement may not exceed five (5) pages, excluding tables and figures. Please retain the outline format below and adhere to section by section word limits, but you may delete the instructions associated with each element. Once complete, upload this document into the on-line application as instructed.

- 1) Describe the market opportunity including specific payors, proposed water quality improvement practices, and efforts to generate supply of marketable conservation outcomes.
- 2) Describe efforts to assess or model potential cash (from payors) and benefit flows (from on-the-ground projects/practices) to understand market viability.
- 3) Identify proposed protocols and “rules” to guide market functions including, where appropriate, alignment with existing legal, regulatory, and policy frameworks for watershed restoration.
- 4) Describe the proposed unit of measure/transaction, how outcomes will be modeled or monitored, and associated data management systems and approaches to track and account for market transactions.