



Direzione Ricerca,
Innovazione e
Internazionalizzazione

**UNIVERSITÀ
DI TORINO**

ID

VP_052_DISAFA

Visiting Professor Program Academic Year 2025/2026

TEACHING COMMITMENT: 40 hours

COURSE TITLE

Policies and Markets for Ecosystem Services

TEACHING PERIOD

I semester

SCIENTIFIC AREA

Rural or Forest Economics

LANGUAGE USED TO TEACH

English

COURSE SUMMARY

The course will explore the following topics:

Policies and markets for ecosystem services.

Definition and classification of ecosystem services.

Impacts of climate change on ecosystems and the role of ecosystem services in climate change mitigation.

Ecosystem services policies at the international, European, and national levels (legislative and regulatory instruments).

Market and Marketing of Ecosystem Services: Market tools for ecosystem conservation

Payments for ecosystem services (PES)

Carbon credits and carbon markets

- Case studies and PES projects

- Sustainable marketing and green marketing:

Basic concepts of marketing and sustainable marketing

- Analysis of differentiated approaches to sustainable marketing
- Environmental communication and awareness:
 - Communication strategies to promote environmental awareness
 - Use of social media for awareness campaigns
- Integration of Concepts:
 - Integrated strategies for ecosystem conservation
 - Analysis of policies and market and communication tools for conservation
 - Marketing of ecosystem services: practical projects (e.g., development of simplified marketing campaigns to promote ecosystem services).

LEARNING OBJECTIVES

Forests play an important role in regulating the global carbon cycle and the climate of the Earth.

- climate policies need transparent, reliable, and accurate inventories of carbon stocks at regional, national, and global scales;
- increasing forest cover, carbon stocks, and carbon sinks and avoiding deforestation and forest degradation are key components of climate change mitigation.

The module Policies and Markets for Ecosystem Services will provide an understanding of environmental policies and market tools for ecosystem conservation, with a particular focus on market strategies and sustainable marketing. Students will acquire skills in analyzing international, European, and national policies, evaluating ecosystem services, and analyzing marketing campaigns on awareness and environmental branding.

OTHER ACTIVITIES BESIDE THE COURSE

VISITING PROFESSOR PROFILE

The candidate is an economist with a background in forestry, rural, or agricultural economics, with an interest in ecosystem services, climate policies, and natural resource management. The teaching will equip students with tools to understand climate change, the carbon cycle, and the role of forests in mitigation, as well as explore ecosystem services, related markets, and basic marketing strategies.

CONTACT REFERENT

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