

BIO-DIVERSITY – A DRIVER FOR BUSINESS

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Never before has a single species been responsible for the fate of our planet. We, humans, are now re-shaping not only the look of earth, but also its natural systems in our strives to further improve our lives.

Scientist all over the world have more or less agreed that the effects on our climate, biological and natural systems together with the extinction of species and land and water degradation, are the result of our way of life. We are experiencing an immediate crisis.

Very recently, we have also experienced a financial crisis. The crisis that was so big that it actually caused 2009 to become the first year since the nineteen eighties when “over-shoot day” did not happen earlier than the year before.

The free services that nature provides us and our companies with are rapidly declining, from clean water to pollinating insects. All around the world we can see the problems, difficulties and challenges caused by our un-economic use of natural resources.

Humanity is using 30% more resources than is available per year. If our planet was a company, not many would invest in it in the long term. If not today, then tomorrow at the latest, corporations need to realise that biodiversity and the protection of natural life are fundamental drivers for continuing growth and development. It is time for economists to address the word *economics* in its original term: the use of scarce resources.