



Secretariat of the

- 1.6 billion people, most of them poor, depends on forests product for their livelihood;
- Fuel wood, fishing provided by mangrove protected areas represent up to 58% of household income of the people of Cambodia;
- Natural resources represent 92% of the total export earning of African countries ;
- 3 billion people rely on marine and costal biodiversity for their livelihood;
- Since its establishment in 1995, the Apo Islands marine protected areas in the Philippines facilitated a tenfold increase in fish catch in surrounding areas;
- Forests and mountain ecosystems provide renewable water supplies to at least 4 billion people
- A third of the world's largest cities rely directly for their drinking water on surrounding protected areas;
- 90% of Quito's drinking water comes from the Condor Biosphere reserve;
- 2,7 million people in Peru use water that originates from 16 protected areas;
- New York City avoided spending 6-8 billion US-\$ on purification plants by investing 1-1.5 billion US-\$ for protection and restoration of the upstate watershed where most of New York City's water came from;
- Thirty-five per cent of world crops depend on pollinators such as bees

Germany with the support of the European Commission commissioned “The Economics of Ecosystems and Biodiversity”(TEEB) -- a study overseen by Pavan Sukhdev. The TEEB study seeks to undertake a comprehensive economic valuation of global ecosystem services – using the benefit transfer logic – based on a spatially explicit assessment of the provision of ecosystem services in biophysical terms under different scenarios. Presenting a preliminary report to the 100 ministers who attended the High level segment of the 9th United Nations Conference on Biodiversity held last month in Bonn, Mr. Pavan Sukhdev emphasized that, “We have a tilted economic compass. We need to replace it”. Thus the importance of today panel discussion at this meeting of the new and revitalized ECOSOC. .

Economic valuation tools and incentives for conservation of ecosystems such as Payment for Ecosystem Services (PES) are keys to displaying the true value of the natural world. Indeed TEEB has already estimated the value of ecosystem services provided by Protected Areas to be between 4.5 and 5.2 trillion dollars. More than either the car, steel, or IT industries. It is for this reason that 10 years ago the Parties to the Convention initiated action aimed at promoting and disseminating best practices on issues related to ecosystem values and valuation tools. Two years ago in Curitiba, the Parties took a decision on the application of valuation tools including the provision of concise policy guidance on their utilization. Last month in Bonn, the 5000 participants at the United Nations Conference on Biodiversity, decided to put more emphasis on further studies on payments for ecosystem services at local, regional and international levels, on: their advantages, potential limitations and risks; their cost-effectiveness; their potential implications for biodiversity and indigenous and local communities; and their consistency with other international obligations. If the current degradation of ecosystems is to be changed, governments need to promote policy- and decision- making based upon the consideration of ecosystem services – not formal economic values.

As Ecological Economist Herman Daly has stated, “Current economic growth has uncoupled itself from the world and has become irrelevant. Worse, it has become a blind guide.” I will dare to paraphrase Mr. Daly by stating that “Current modern society has uncoupled itself from the real natural world. Worse, it has become blind to mother nature”. Green business is the business of tomorrow and tomorrow starts today. Protecting biodiversity is good business and biodiversity is a business case for the companies of the world. It is for the reason that the 191 Parties launched, two years ago, a major programme on “Business and Biodiversity”. Since then the Paris Message on Biodiversity and the European Development Cooperation agencies was adopted in November 2006. One year later, it was followed by the Lisbon Declaration on European Business and Biodiversity and in April this year by a Forum on German Business and Biodiversity. A similar forum was held in June in Montreal on Canadian Business and Biodiversity. It will be followed very soon by a similar forum organized by Japan, the host of the 2010 Nagoya Biodiversity Summit on Japanese Business and Biodiversity.

Biodiversity is also good business for the 6.7 billion citizens of the world and in particular, the poor. As Dr. Gr

tourists last year visited the natural parks of Mexico generating US\$ 660 million. Such activity has generated US\$ 364 million incomes for Namibia and 20% goes directly to the poor.

It is for this reason that in partnership with France and Germany, a major initiative was launched last at the Bonn Biodiversity meeting on “biodiversity for development and poverty alleviation” as a major contribution for achieving Goal 7 of the Millennium Development Goals which includes the 2010 Johannesburg biodiversity target.

As we cannot value what we don't know and with a view of raising public awareness on ecosystem services values and the implications of biodiversity loss, a major initiative was launched in Bonn by the secretariat for the preparation and broadcasting by BBC International of a TV miniseries called 'Nature Inc.', which will showcase important global ecosystem services and their economic value. The series, which is sponsored by Swiss watch maker Audemars Piguet, will be broadcast in the second half of 2008, directly after the BBC World News. It will be also broadcast by all interested Television Stations of the world free of charge thanks to the decision of BBC to waive its copy right policy for this major initiative for the celebration of the 2010 International Year on Biodiversity.

Indeed you cannot protect if you don't have an interest to protect. However, this interest cannot be valued only in monetary terms. There is indeed a close link between biological diversity and cultural diversity. The cultural and spiritual value of biodiversity are part of the national identity of the people of the world and are a core value of indigenous and local communities of the world. It is for this reason that the protection of the knowledge and know how of 300 millions indigenous peoples is a strategic objective of the Convention on Biological Diversity. A number of events on spiritual and cultural dimension of biodiversity are being planned for the celebration of the 2010 international Year on Biodiversity.

The celebration of the 2010 international years on biodiversity calls on all the organs of the United Nations system to make their contribution for achieving the 2010 biodiversity strategic Target and beyond. To this end the Bonn biodiversity meeting has recommended the convening of one day high level segment of the 65th session of the United Nations General Assembly to be held in September 2010. I sincerely hope that in doing so the supreme body of the United Nations Organization will have before it the contribution of the Annual Ministerial Review of the new and Revitalized ECOSOC including its innovative Development Cooperation Forum to be held in July 2010 under the theme “biodiversity for development and poverty alleviation”, the same theme selected for the celebration on 22 may 2010 of the International day on Biodiversity.

In celebrating the 2010 biodiversity events as a universal family of people and nations with I hope the United States of America as a Party to the Convention on Life on Earth , let's us all be inspired by the wisdom and vision of Theodore Roosevelt who said “ To waste, to destroy, our natural resources, to skin and exhaust the land instead of using it so as to increase it's usefulness, will result in undermining in the days of our children the very prosperity which we ought, by right, to hand down to them amplified and developed”. The “Green wave initiative one child, one school, one tree: a double gift for nature and children” launched in May in Bonn by the secretariat in partnership with Germany is inspired and guided by this moral and ethical generational responsibility.

I thank you for your kind attention. .