

# THE ECOSYSTEM PROMISE

The Ecosystem Promise explains a new trend of assigning financial value to nature and payment for the services that nature offers. This is an opportunity for companies to invest in nature conservation and nature restoration. It shows that making use of the services of nature in a responsible way is often much cheaper than building installations and maintaining these.

The Ecosystem Promise takes the reader on a journey to projects all over the world, while scientists, conservationists, entrepreneurs, local villagers and young people of all continents share their views about the values and benefits of nature. It is an inspiring array of fundamental ideas and concepts about starting points in business and a green economy.

The Ecosystem Promise explains how nature conservation and restoration contribute to water supply, food security, poverty alleviation and new jobs. It shows that investing in nature restoration pays off and that consumers and companies can become allies on the pathway to sustainability. It shows that restoring nature is possible in many places and that involving local people in nature restoration is of key importance to themselves and to the rest of the world. It is a book of hope for human welfare, health and well-being.



## ABOUT THE EDITOR

Meindert Brouwer (1951) is an independent conservationist and writer from the Netherlands. He specializes in developing and implementing innovative communication and marketing concepts for nature conservation, sustainable development and development cooperation. His previous book *Amazon Your Business - Opportunities and solutions in the rainforest* has received excellent reviews and has been distributed to 88 countries.



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