- 4 The Voice of the Young
- 12 Introduction by the editor
- 14 Glossary

Part 1 - The Ecosystem Promise

18 The Ecosystem Promise

Introduction and overview by Robert Costanza, Professor of Sustainability, Director of the Institute for Sustainable Solutions (ISS) at Portland State University, Oregon, USA.

26 Monetary values: how can ecosystems and ecosystem services be priced?

By Patrick ten Brink, Senior Fellow at the Institute for European Environmental Policy (IEEP), London and Brussels.

The value of agro-ecology

By Joshua Farley, Associate Professor and Fellow at the Gund Institute for Ecological Economics at the University of Vermont, USA and Abdon Schmitt, Professor at the University of Santa Catarina-UFSC, Brazil.

Part 2 - The Proof

38 Integrating ecology and economics

By Rudolf de Groot, Associate Professor in Integrated Ecosystem Assessment & Management at Wageningen University, the Netherlands, Jennifer Allen, Fellow of the Institute for Sustainable Solutions at Portland State University, Oregon, USA, et al.

Africa

44 South Africa

Rangeland restoration in Karoo creates new jobs Interview with Professor Sue Milton-Dean.

50 Cameroor

Environmental issues and human rights issues are connected Interview with Fongoh Eric, Director of ICENECDEV.

52 Nige

The value of ecosystems in the Sahel

By Joost Brouwer of Brouwer Envir. & Agric. Consultancy.

58 Ma

Issues in the Inner Niger Delta

Interview with Bakary Kone, Director of Wetlands International Mali Office.

So Beni

The role of spiritual values

By Diana Quiroz, PhD Researcher at Naturalis Centre for Biodiversity, the Netherlands.

62 International Project : China, Ethiopia and Rwanda
The pathway to sustainability.

By John Liu, Founder and Director of the Environmental Education Media Project, Beijing, China and Senior Research Fellow of the International Union for the Conservation of Nature (IUCN).

Asia / Australia

72 Turkey

Economic valuation in Küre Mountains National Park

By Başak Avcıoğlu Çokçalışkan, Conservation Supervisor at WWF Turkey and Yıldıray Lise, Deputy Project Manager at UNDP-Turkey. 78 Chin

Many millions of people will benefit from the restoration of the Ruoergai Plateau wetlands

Interview with Chen Kelin, Director of Wetlands International-China.

Golden roots in Altai-Sayan

Interview with Mikhail Paltsyn, Project Coordinator at the WWF-Office in Altai-Sayan.

84 Republic of Korea

Forest growth

Interview with Professor Eun-Shik Kim of Kookmin University, Seoul and Secretary General of the International Association for Ecology (INTECOL).

90 Japan

Biodiversity services at Kyushu University
Interview with Professor Tetsukazu Yahara, Co-Chair of the
bioGENESIS core project of DIVERSITAS and Co-Chair of the Asia
Pacific-Biodiversity Observation Network.

92 Indi

The story of Lake Chilika

Interview with Ritesh Kumar, Conservation Program Manager of Wetlands International in South Asia.

94 India - Tiger Report, by Meindert Brouwer, independent conservationist and writer, based in the Netherlands.

• Part 1 In search of the tiger

• Part 2 Tourists can help to save the tiger

• Part 3 People and tigers will benefit from new tiger landscape

106 Malaysia

Gene pool in Sarawak

Interview with Dr. Paul Chai, Project Coordinator of Conservation and Community Development in Lanjak Entimau Wildlife Sanctuary.

112 International Project: Australia, Indonesia, Malaysia, Papua New Guinea, Philippines, Solomon Islands and Timor-L'Este

Coral reef conservation provides coastal protection, food security, business opportunities and jobs.

By Carel Drijver of WWF the Netherlands, manager of a global portfolio of ocean conservation initiatives.

Europe

116 Bulgaria and Romania

Assessing nature's values in the Danube-Carpathian region

By Maya Todorova, Yulia Grigorova, Irene Lucius and Monia Martini, program managers of WWF Danube-Carpathian Program.

20 France

Dismantling dams

Interview with Didier Moreau, Head of the Diadromous Fish Programme at WWF France and Marc-Adrien Marcellier of the North Atlantic Salmon Fund (NASF).

124 Netherlands

The Dutch want to keep floods out by growing with the sea Interview with Marjolein Demmers, Director Sustainability at Dutch engineering consultancy firm DHV.

28 Netherlands

Better water quality and new jobs in the Bargerveen area.

Interview with forest manager Piet Ursem and forest keeper Jans de Vries.

132 Germany

The value of oak forest in the city of Freiburg

By freelance journalist Anke Sparmann and Bernd Hansjürgens, Professor of Environmental Economics at Martin Luther University, Halle-Wittenberg, Germany.

Middle-East

136 United Arab Emirates, Abu Dhabi

Fresh water in an arid region

Interview with Her Excellency Razan Khalifa Al Mubarak, Managing Director of EWS-WWF.

140 International Project: Peru, Guatemala, Tanzania and China
Equitable Payment for Watershed Services (EPWS) works

Interview with Julio Tresierra, Co-founder and Global Coordinator of the EPWS-program of WWF and CARE.

South America

144 Ecuador

The creation of a Socio Bosque

By Heleana Zambonino, Investment Plan Monitor for Indigenous Communities at the Ministry of Environment in Ecuador and Torsten Krause, PhD researcher at Lund University, Centre for Sustainability Studies, Lund, Sweden

150 Ecuador, Peru

Taking REDD+ to the people

Interview with Doris Ortiz, of Dutch NGO Hivos in Ecuador.

Caribbean

52 Martinique

The value of sea grass at Martinique.

Interview with Pierre Failler, senior research fellow at the Centre for the Economics and Management of Aquatic Resources CEMARE at the University of Portsmouth, UK and Jean-Philippe Maréchal, Director of the Martinique Marine Observatory on the island of Martinique.

154 Birds

By John Fanshawe, Senior Strategy Adviser, BirdLife International

Part 3 - Visions

160 Gross National Happiness

By Jigmy Y. Thinley, Prime Minister of the Royal Government of Bhutan.

161 The concept of Payment for Ecosystem Services raises moral questions

By Nina Chetverikova from Kazakhstan.

162 Ecosystem Services and Property Rights

By Joshua Farley and Gary Flomenhoft of the Gund Institute for Ecological Economics at the University of Vermont, USA and Robert Costanza, Director of the Institute for Sustainable Solutions at Portland State University, Or egon, USA.

66 Not for sale

By Obadias Batista Garcia, Tuxaua (chief) of the indigenous Sateré Mawé community 'Nova União' in Brazil.

167 Awareness is the key word

By Marina Silva, former Minister of the Environment in Brazil.

Human development with nature at its centre By Julia Marton-Lefèvre, Director General IUCN. Nature's services, the foundation of life

By Marco Lambertini, CEO BirdLife International.

175 The value of nature, the nature of value

By Manuela Monteiro, Executive Director Hivos.

176 Why SECO is supporting BioTrade

By Hans-Peter Egler Head of Trade Promotion, Economic Cooperation and Development, State Secretariat for Economic Affairs SECO, Switzerland.

179 The success of REDDES

By Emmanuel ZeMeka, Executive Director, International Tropical Timber Organization (ITTO).

181 Urgent need for ecosystem approach

By Jane Madgwick, CEO Wetlands International

183 Natural systems supply services upon which all life depends
By lim Leape, Director General of WWF International.

Part 4 - Responsible Business

186 Why companies should invest in nature conservation
By Tineke Lambooy, associate professor Environmental Corporate
Governance at Nyenrode Business University, Center for Sustainability,
the Netherlands and researcher Michiel Brandt, working at the same

190 Our suppliers are our partners

Interview with Alessandro Carlucci, CEO Natura, Brazil.

Sneakers with respect

Interview with Sébastien Kopp and François-Ghislain Morillon, co-founders of VEJA company in France.

198 Making business a matter of human service

Interview with Dilhan Fernando, member of the Board of Directors of Dilmah company, Sri Lanka.

The pulling power of consumers

Interview with Herman Mulder, member of the Advisory Board of TEEB, in his capacity as Board member of True Price Foundation, the Netherlands

204 Natural Assets on the balance sheet

By David Batker, Executive Director Earth Economics, USA.

og The BioTrade Initiative of UNCTAD

By Lucas Assuncao, Head of Trade, Environment, Climate Change and Sustainable Development Branch UNCTAD.

212 Sourcing with respect

By Rik Kutsch Lojenga, Executive Director Union for Ethical BioTrade.

14 French Guayapi company wins Innovation Trophy Interview with Claudie Ravel, Managing Director of Guayapi.

216 Sustainable energy consumption in developing countries
Hivos Climate Fund.

Part 5

8 Network section

224 References

228 Acknowledgements

10 | THE ECOSYSTEM PROMISE