



**Reviews of Amazon Your Business,**  
Meindert's previous book:

#### UNITED KINGDOM

'The book Amazon Your Business is wonderfully produced, and teeming with important information and ideas.'

- Roger Riddell, director Oxford Policy Management, author of the bestseller *Does Foreign Aid Really Work?*

#### BRAZIL

'A solid source of information.'

- Andrea Viali, journalist of O Estado de São Paulo, Brazil's biggest national newspaper.

#### USA

'Signs of hope from the Amazon. The book Amazon Your Business is full of inspiring stories about entrepreneurs and activists setting the stage for an Amazon revival.'

- Jay Walljasper in Ode magazine

#### 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.

#### THE ECOSYSTEM PROMISE

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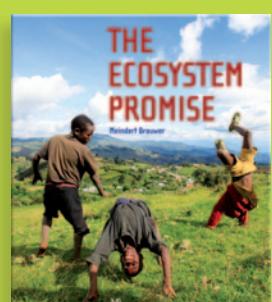
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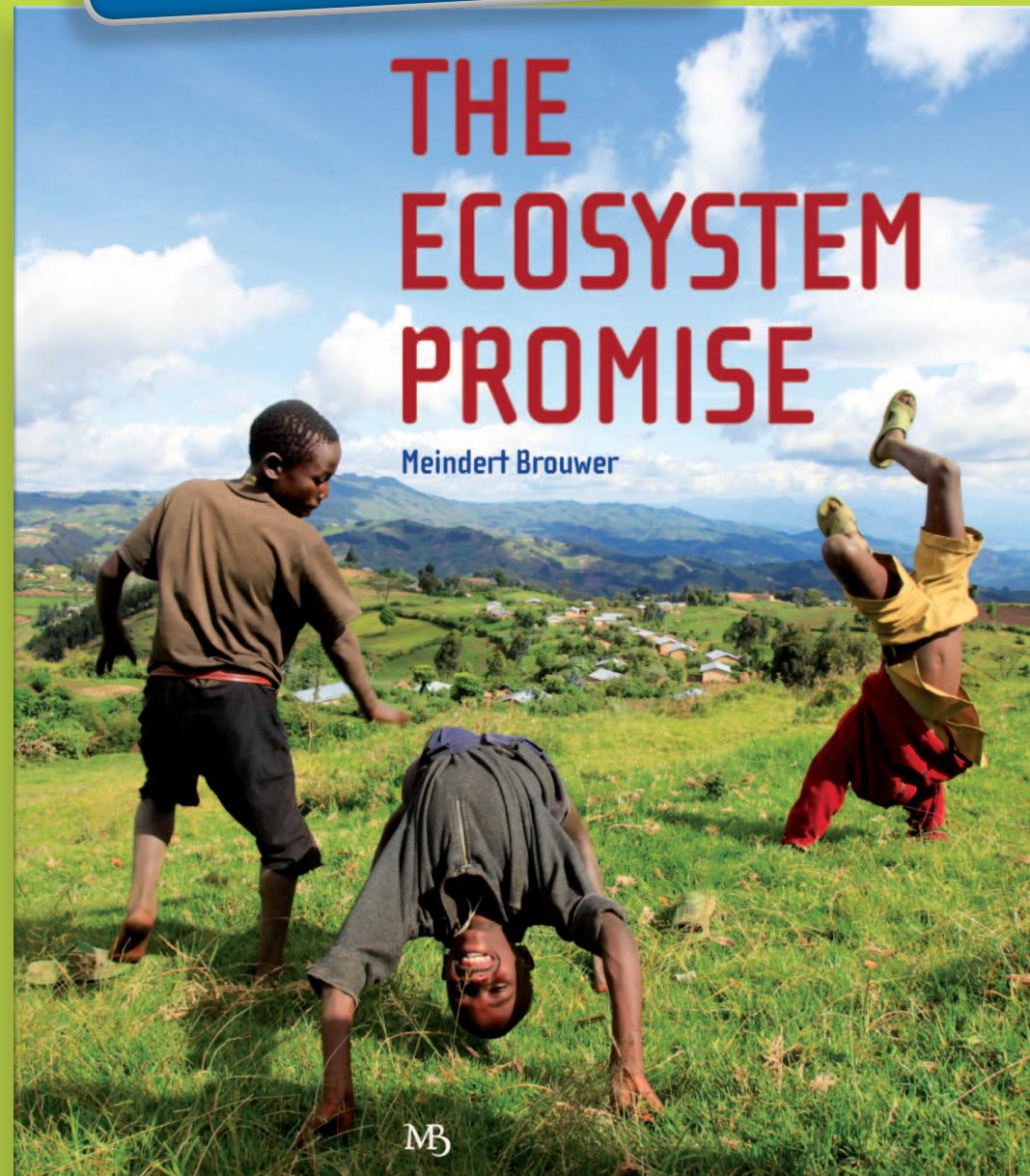
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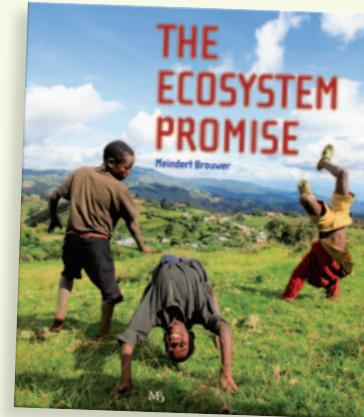


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A Meindert Brouwer publication

# THE ECOSYSTEM PROMISE



- 1.** Is the first international book for the general public about the financial value of nature.
- 2.** Explains the values of ecosystems and the benefits of ecosystem services.
- 3.** Presents a new, international trend of payments for ecosystem services (PES) that Nature has in store, such as food, water, medicinal plants, pollination of crops by insects, climate regulation, regulation of water flows, drought and flood protection, waste treatment, opportunities for tourism and more.
- 4.** Presents business cases and best practices of nature restoration on all continents.
- 5.** Presents the vision of top scientists, conservationists and entrepreneurs and testimonies from local people around the globe.
- 6.** Shows that making use of the services of nature in a responsible way is often much cheaper than building installations and maintaining these.
- 7.** Shows how nature conservation and restoration contribute to water supply, food security, poverty alleviation and new jobs.
- 8.** Shows the way to a green economy and shows that investments in nature conservation and restoration are business opportunities.
- 9.** Serves as a global guide with useful websites and contact details of stakeholders around the globe in the network section.
- 10.** Inspires, and contains beautiful pictures of projects from all over the world.

## CO-FUNDERS

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**Rangeland restoration in Karoo creates new jobs**

In the early 1990s, pastoralists and nomads of Central Karoo in South Africa, a semi-arid area of the country, suffered severe damage by overgrazing, erosion and infrastructural degradation.

The Karoo is one of the driest regions in South Africa. The area is characterized by its semi-arid climate, where rainfall is low and variable, and where temperatures can fluctuate significantly between day and night. This environment and the associated soil types pose significant challenges for agriculture and pastoralism. Overgrazing and overuse of land have led to significant degradation of rangelands, particularly in the central Karoo. This has resulted in reduced productivity and income for pastoralists, who are the main users of the land.

As a result, there is a need for sustainable management of rangelands to ensure that they remain productive and healthy. This requires a combination of traditional knowledge and modern scientific methods. One approach is to restore degraded rangelands through a process called 'restoration'. This involves removing excess vegetation, such as invasive species, and introducing new species that are better suited to the environment. This can help to improve soil health, reduce erosion, and increase biodiversity. It also provides opportunities for new jobs, such as those related to tourism and ecotourism.

**Forest growth**

Only years after the forest was cleared, new trees are now being planted in the hillsides of the Karoo, South Africa. The trees are being used to combat desertification and provide shade for local communities.

**Tiger Report - part II**

**Tourists can help protect the tiger**

Mr. C.R. Patel, Field Director of the Royal Bengal Tiger Reserve in India.

India's tiger population has declined from over 100,000 in the early 1900s to less than 2,000 today. This decline is due to habitat loss, poaching, and human-wildlife conflict. However, there is hope. In recent years, the Indian government has implemented several programs to protect tigers and their habitats. One such program is the Royal Bengal Tiger Reserve, located in the state of West Bengal. The reserve covers an area of approximately 1,000 square kilometers and is home to a population of about 400 tigers. The reserve is managed by the Forest Department of the state government, with the help of local communities and tourists.

The reserve is a popular tourist destination, with many visitors coming to see the tigers in their natural habitat. These tourists play a crucial role in protecting the tigers. They help to raise awareness about the importance of tigers and their habitats, and they contribute to the funding of conservation efforts. The reserve also provides employment opportunities for local communities, such as guides and porters, which helps to reduce poverty and increase economic development in the area.

Some 40% of Burkina Faso's total population of 12 million enjoy reliable water supply provided by rivers in largely arid northern Burkina. The rivers also serve as a source of income.

Apples in India. The movement to make apple orchards more sustainable has led to the introduction of new varieties of apples that are better suited to the local environment. This has helped to increase yields and reduce costs for farmers. The movement has also led to the introduction of new technologies, such as irrigation systems and pest control measures, which have helped to improve the quality and quantity of apples produced.

Mr. Ravi Agarwal, founder of the People's Commission on Environment and Development, has been instrumental in the movement to make apple orchards more sustainable. He believes that the movement is essential for the future of agriculture in India. He has worked closely with farmers and researchers to develop new varieties of apples that are better suited to the local environment. He has also helped to introduce new technologies, such as irrigation systems and pest control measures, which have helped to improve the quality and quantity of apples produced.

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**Fresh water in an arid region**

Wadi Merzouq National Park is a renewable desert area in the United Arab Emirates. In the dry season, the wadi bed is filled with water, creating a unique ecosystem. The park is home to a variety of plant and animal life, including rare species of birds and mammals. The park is managed by the UAE Ministry of Environment and Water, which has implemented several programs to protect the ecosystem and ensure its sustainability.

Ms. Naseem Al-Harthy, Director of the Wadi Merzouq National Park, has been instrumental in the development of the park. She has worked closely with local communities and researchers to develop new technologies, such as irrigation systems and pest control measures, which have helped to improve the quality and quantity of water available in the wadi bed. She has also helped to introduce new varieties of plants and animals, which have helped to increase biodiversity in the park.

**Dismantling dams in France**

The French government is taking steps to dismantle dams in the Rhône River, which will help to restore the river's natural habitat and improve water quality. The dams have been causing significant environmental problems, such as habitat loss and water pollution. The government is working with local communities and researchers to develop new technologies, such as irrigation systems and pest control measures, which will help to restore the river's natural habitat and improve water quality.

**Ecosystem Services and Property Rights**

By Gordon Wiltsie, Gary Hartman and Robert Johnson

This article discusses the relationship between ecosystem services and property rights. It argues that ecosystem services are not necessarily tied to human welfare, and that property rights are not always the best way to protect them. The article also discusses the importance of sustainable development and the need to balance economic, social, and environmental goals.

**Our suppliers are our partners'**

Mr. Michael L. Smith, President of the Ecosystem Services Partnership (ESP) in North America.

The book emphasizes that ecosystem services are not necessarily tied to human welfare, and that property rights are not always the best way to protect them. It argues that ecosystem services are important for the well-being of all living things, and that they must be protected if we are to have a sustainable future. The book also highlights the importance of sustainable development, and the need to balance economic, social, and environmental goals.