Timeline to Extinction

If we don’t act, Snake River salmon will disappear forever.

Prior to the mid-1960s, more than 100,000 wild salmon returned to the Snake River each year.

After the construction of four dams on the lower Snake River, fish populations plummeted to fewer than 10,000 wild salmon.

Without prompt action, wild Snake River spring chinook salmon, once the largest run of its kind in the world, will be extinct by 2017.

Comprehensive scientific research* shows that removing the dams is the surest way to save the salmon.

Don’t let time run out for the salmon. Vice President Al Gore will help decide their fate. Tell him you care about salmon and want the lower Snake River dams removed.
Moderator: “I want you to imagine a person that cares about nature. Describe that person.”

Urban Youth: “The person is a girl, she wears a lot of green, she preaches about recycling, she is white, and she has money.”

Moderator: “Is this person nice, would you hang out with her?”

Urban Youth: “She is nice, but I would not invite her to a party. She is uptight”
A staggering decline
World fertility rate*, five-year average

Source: United Nations
*Live births per woman †Forecast
Over half world’s population in countries with fertility rates less than 2.1
"peak stuff"
Chris Goodall – for UK
October 2011
nature for global corporations
“keystone species” in global ecology

Rio Tinto

Cargill
Wal-Mart sales higher than GDP of all but 25 countries

its 2,100,000 employees outnumber the populations of 100 nations

World’s largest investment manager, BlackRock manages $3.5 trillion in assets — greater than the national reserves of any country

Gates Foundation distributed more money in 2010 than the World Health Organization had in its annual budget
Hypothesis:
We can influence business practices in a way that advances conservation goals by working with market leaders.

Pro-environment practices need not interfere with business profits.

Assumption:
Corporations are not trying to damage the environment they are trying to create profits.
A Breakthrough Collaboration: The Economics of Ecosystems

Johnathan DiMuro and Judy Gunderson
Sustainability and EH&S
The Dow Chemical Company
Air Quality: Forests as a Solution
Air Quality: Analysis results

Estimated cost for removal of ton of Nox, based on hypothetical reforestation project
80% of Fortune 500 companies have sustainability officers and issue sustainability reports.
NOT philanthropy

protect supply chain
risk management
consumer preference
employee happiness
social capital
MSC is a success story:

- > 12% of global catch
- $2 billion annually
- over 200 fisheries

In 2005 only 7 fisheries

Audits show that fish with MSC label actually do originate from MSC-certified fisheries
HBS study:

matched sample (180 corporations)

high versus low sustainability

$1 in 1993, yields what in 2010?
Value of $1 invested in for hi versus lo sustainability firms
there is a big “but”:

- almost always regulation is involved
- “social pressure” and activism has been a motivating factor
- need to balance with a “populist” and social justice effort as well
<table>
<thead>
<tr>
<th>Country</th>
<th>Year</th>
<th>Resources</th>
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<tbody>
<tr>
<td>Afghanistan</td>
<td>1992 – 2001</td>
<td>gems, opium</td>
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<td>Angola</td>
<td>1975-2002</td>
<td>oil, diamonds</td>
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<td>Burma</td>
<td>1983-1995</td>
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<td>Cambodia</td>
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<td>Congo Republic</td>
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<td>oil</td>
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<td>1996</td>
<td>copper, gold, cobalt</td>
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<td>Congo, Dem Rep</td>
<td>1997-1999</td>
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<td>Indonesia</td>
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<td>Liberia</td>
<td>1989-1996</td>
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<td>Peru</td>
<td>1982-1996</td>
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<td>Sierra Leone</td>
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<tr>
<td>Sudan</td>
<td>1983</td>
<td>oil</td>
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</table>
Resource Revolution: Meeting the world’s energy, materials, food, and water needs
restore
Economic analysis of oyster reef restoration

Source: NOAA Fisheries
2007 before reefs restored

2012: can see coast rebuilding
PROOF of CONCEPT

meters → miles

Why not 1000 miles?
Create almost 3000 permanent jobs

And greater than 24,000 construction jobs

Pay for itself in 10-15 years
Coastal: Green vs. Grey
Nature’s protection for people from sea level rise rise and storms

- No habitat protection - High SLR
- Habitat protection - High SLR

Chesapeake Bay
Reconnect
• 100,000 generations ago – tools
• 50,000 generations ago – fire under control
• 1500 generations ago – extinguished Neanderthals
• 500 generations ago agriculture
• 5 years ago -- urban species

at least 99,000 generations of hunter gather, predator-prey ecology in our genes
college freshman averaged < 1 hour a week in outdoor “play” growing up

one-tenth what my generation enjoyed
leaf
Leaders in Environmental Action for the Future
college science majors

National: 6%
Our kids: >30%
2012 November elections in US

TNC ballot measures: won 11 of 13, $629M

Overall > $1 billion raised for conservation at ballot box

Alabama:

- in October 2011, 75% population against any State money for conservation

- in November 2012, 75% voted for conservation wild lands ballot measure

Note conservation got more votes than Romney in Alabama: 75% to 60%!
SHE RELIES ON YOU
YOU RELY ON CLEAN WATER

VOTE YES ON ALABAMA’S FOREVER WILD TRUST
IF WE TRASH OUR OUTDOORS, WE HURT OUR KIDS

VOTE YES ON ALABAMA’S FOREVER WILD TRUST
IT'S A GOOD DAY TO GO TO THE BEACH IN ALABAMA

VOTE YES ON ALABAMA'S FOREVER WILD TRUST
reconsider
6 BILLION

more people have access to mobile phones than electricity or clean water

89 96 82 80
Kenya Indonesia Mexico China

% regularly using SMS