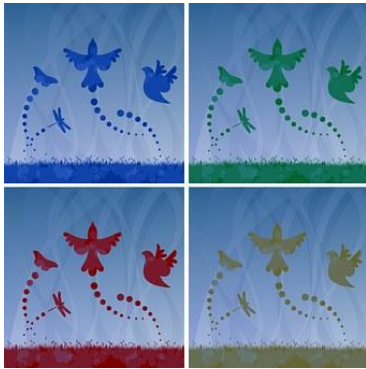


## IMPRINT



### Insects, birds & bats

It is estimated that there are 950,000 species of insect, nearly 10,000 species of bird, and approx. 1,200 species of bat in the world.

## IMPRINT



### Pest control

In 2006, natural pest control services were estimated to save \$13.6 billion per year in agricultural crops in the USA.

## IMPRINT



### Sand dunes

Braunton Burrows, Devon is the largest and most ecologically important dune system in the UK, is a Unesco biosphere site, and is ranked alongside Mount Vesuvius and the Danube Delta for its international significance.

## IMPRINT



### Coastal defence

It is estimated that almost 7,000 homes and buildings will be sacrificed to the rising seas around England and Wales over the next century.

## IMPRINT



### Sun, wind and water

The sun is 4.5 billion years old. The oceans hold about 96.5% of all Earth's water. Commonwealth Bay in east Antarctica is the windiest place on Earth.

## IMPRINT



### Energy

80-85% of the UK's energy comes from burning fossil fuels, which give off harmful greenhouse gases like CO<sub>2</sub>, hugely contributing to climate change.

## IMPRINT



### Wilderness

Wilderness is a natural environment on Earth that has not been significantly modified by civilised human activity. A UNEP report in 2003 found that only 10.9% of the world's land mass is currently protected wilderness.

## IMPRINT



### Genetic and biological diversity

Conservation of genetic biodiversity is essential to ensure that plants and animals can evolve, survive and adapt to changing environments.

## IMPRINT



### Soils

Soil is a living system... there are more microorganisms in a handful of soil than there are people on earth. It takes 500 years to produce just under an inch of topsoil!

## IMPRINT



### Food production

It is estimated that agricultural production needs to increase by 70% globally by 2050 in order to keep pace with population growth and shifting diets.

## IMPRINT



### Decomposers

Decomposers such as fungi, worms and soil microorganisms break down dead material and are referred to as nature's recyclers because they help keep nutrients moving in food webs.

## IMPRINT



### Nutrient cycling & regulation

Humans currently influence natural nutrient cycles in an unsustainable, one-way direction.

## IMPRINT



### The New Forest

The New Forest is not new! It was created as a royal hunting ground by William the Conqueror in 1079. It is home to some rare and important plants and animals, including the New Forest Pony.

## IMPRINT



### Cultural Heritage

Heritage tourism generates £26.4bn towards the UK economy. A study showed people who had visited a cultural place in the previous 12mths were 60% more likely to report good health compared to those who had not.

## IMPRINT



### Rainforest

Rainforests cover only 6% of the Earth's surface but yet they contain more than 1/2 of the world's plant and animal species!

## IMPRINT



### Medicines

Nature has been providing medicines to treat our diseases and relieve our suffering for many thousands of years. Today, biodiversity is the source of half of written prescriptions and three-quarters of anti-cancer drugs.

## IMPRINT



### Aquifers

Chalk underlies much of E and SE England, and individual boreholes in the Chalk can yield >10 million L/day, sufficient to provide for the needs of about 70,000 people at 150L pp/day.

## IMPRINT



### Water Storage

About 30 percent of our liquid freshwater is groundwater, according to the National Oceanic and Atmospheric Administration (NOAA).

## IMPRINT†



### Forest

13% of the land in Britain is wooded, and an acre of trees can produce enough oxygen for 18 people to breathe for a year!

## IMPRINT†



### Pollination

A study by Cornell University in 2010 found that crops pollinated by wild pollinators contributed \$29 billion to US farm income.

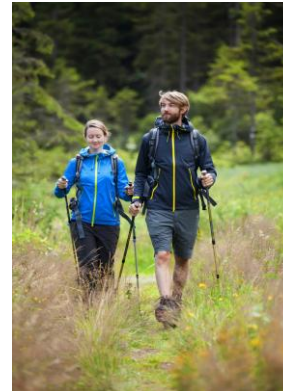
## IMPRINT†



### National Parks

The United Kingdom has 15 National Parks with 10 in England, 3 in Wales and 2 in Scotland.

## IMPRINT†



### Recreation & Tourism

Britain is forecast to have a tourism industry worth over £257 billion by 2025.

## IMPRINT†



### Mountains

Mountains cover 24% of the planet's land surface and half of humankind depends in one way or another on a mountain resource, such as timber, fuel, metals and food.

## IMPRINT†



### Raw Materials

Ecosystems provide a great diversity of materials for construction and fuel including wood, biofuels, metals and plant oils.

## IMPRINT†



### Bees

There are ~250 species of bee in the UK. (24 sp. of bumblebees, around 225 species of solitary bee and just a single honeybee sp.).

## IMPRINT†



### Oxygen production and air filtration

The World Health Organization estimates that 4.6 million people die each year from causes directly attributable to air pollution

## IMPRINT†



### Ocean

Oceans cover 71% of the Earth's surface and contain 97% of the Earth's water. The oceans contain 99% of the living space on the planet.

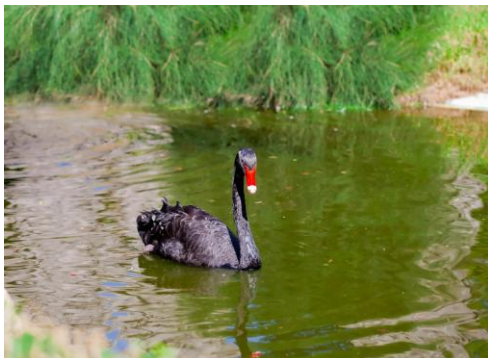
## IMPRINT†



### Climate regulation

Our climate determines what we can grow, where we can live comfortably and also impacts the spread of disease.

## IMPRINT†



### Wetlands

Wetlands filter, clean and store water - in other words, act like kidneys for other ecosystems!

## IMPRINT†



### Flood defence & cleans water

The cost of the 2015 winter floods across the UK was said to be over 5 billion pounds.