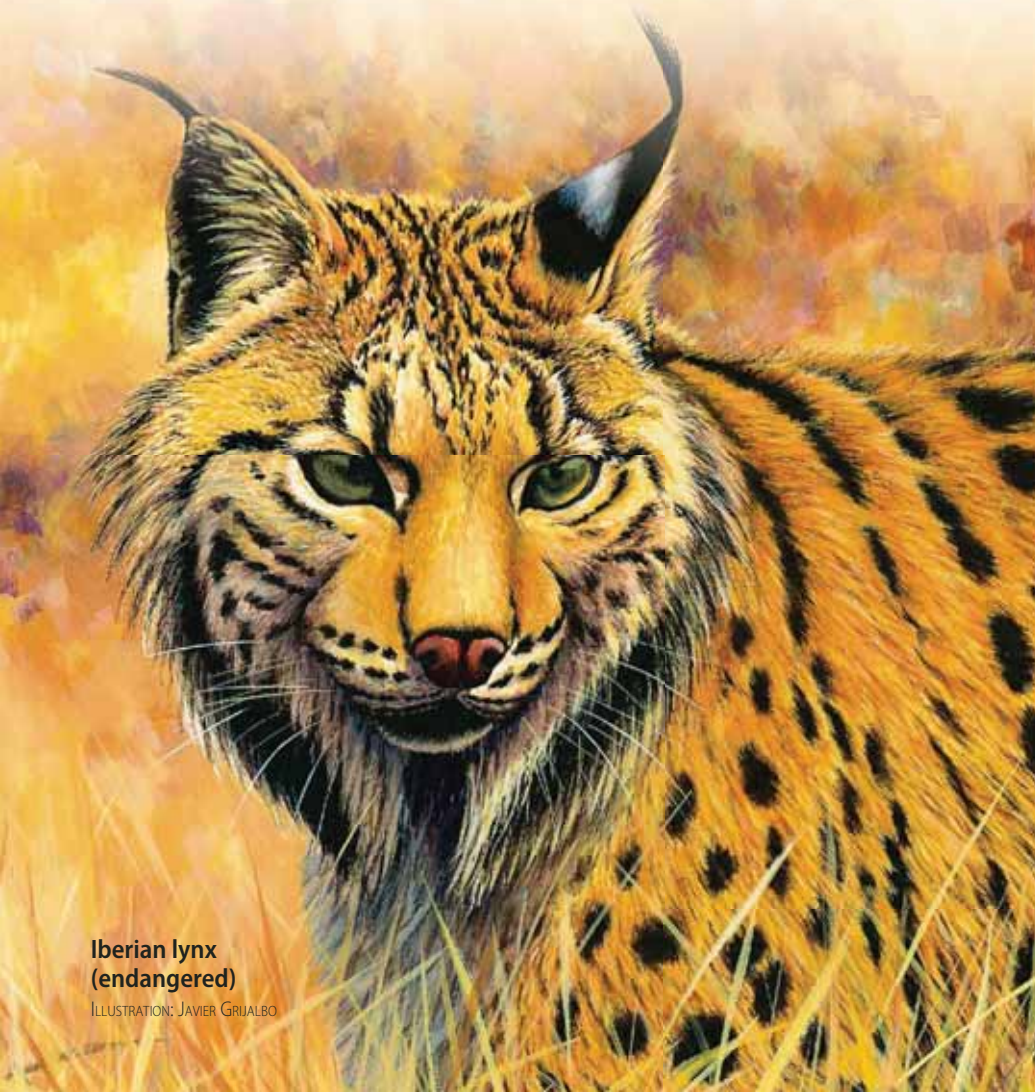




Conserving biodiversity is in your hands

There is not a single moment in our daily life in which we do not interact with the network of life which supports our own life. We must reduce the compulsive need to consume. We need to save electricity and reduce our mobility, preventing that way the emission of greenhouse gases. We also need to bet for consumption of local products. These are measures that help to conserve biodiversity on which we depend for life..



Iberian lynx
(endangered)

ILLUSTRATION: JAVIER GRIJALBO

How you can help conserve biodiversity?:

- ▶ Buy organic food.
- ▶ Avoid buying in large shopping centres and try to buy locally produced products.
- ▶ Participate in organic farming cooperatives in your area.
- ▶ Reduce as much as possible the consumption of meat.
- ▶ Go on foot, by bicycle or public transport. If you must use your car, share it.
- ▶ Minimize your heating and air conditioning use as much as possible.
- ▶ Request bicycle parking in the vicinity of the workplace or home.
- ▶ Install compact fluorescent bulbs in your home: you will save money, energy and carbon emissions.
- ▶ Replace in your garden high water-demanding species. Stop using herbicides and pesticides.
- ▶ If you are going to buy a house, take into account the location, proximity and mobility by bicycle or public transportation, as well as the design and materials used in their construction.
- ▶ Become a member or collaborate with organizations working to protect biodiversity.

And the most importantly, REDUCE

Buy only what you need, reduce your energy and water consumption, reduce waste production, reduce your mobility, as well as your emissions of greenhouse gases. In this way, you will minimize impact on the environment, spend less money, and help to preserve biodiversity.

Less to live better

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It is very difficult to overstate about the importance of **BIODIVERSITY** in our lives. We live on a limited planet, shared with other species on which we depend. We must preserve and and take care of them.

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We will only survive if we conserve biodiversity and learn to live with it.

Humankind lives unprecedented and increasingly accelerated changes. Over the past 50 years, humans have changed ecosystems more than at any other period of time. However, despite the illusion of technology, we all depend on nature in order to have a healthy and safe life.

What is biodiversity?

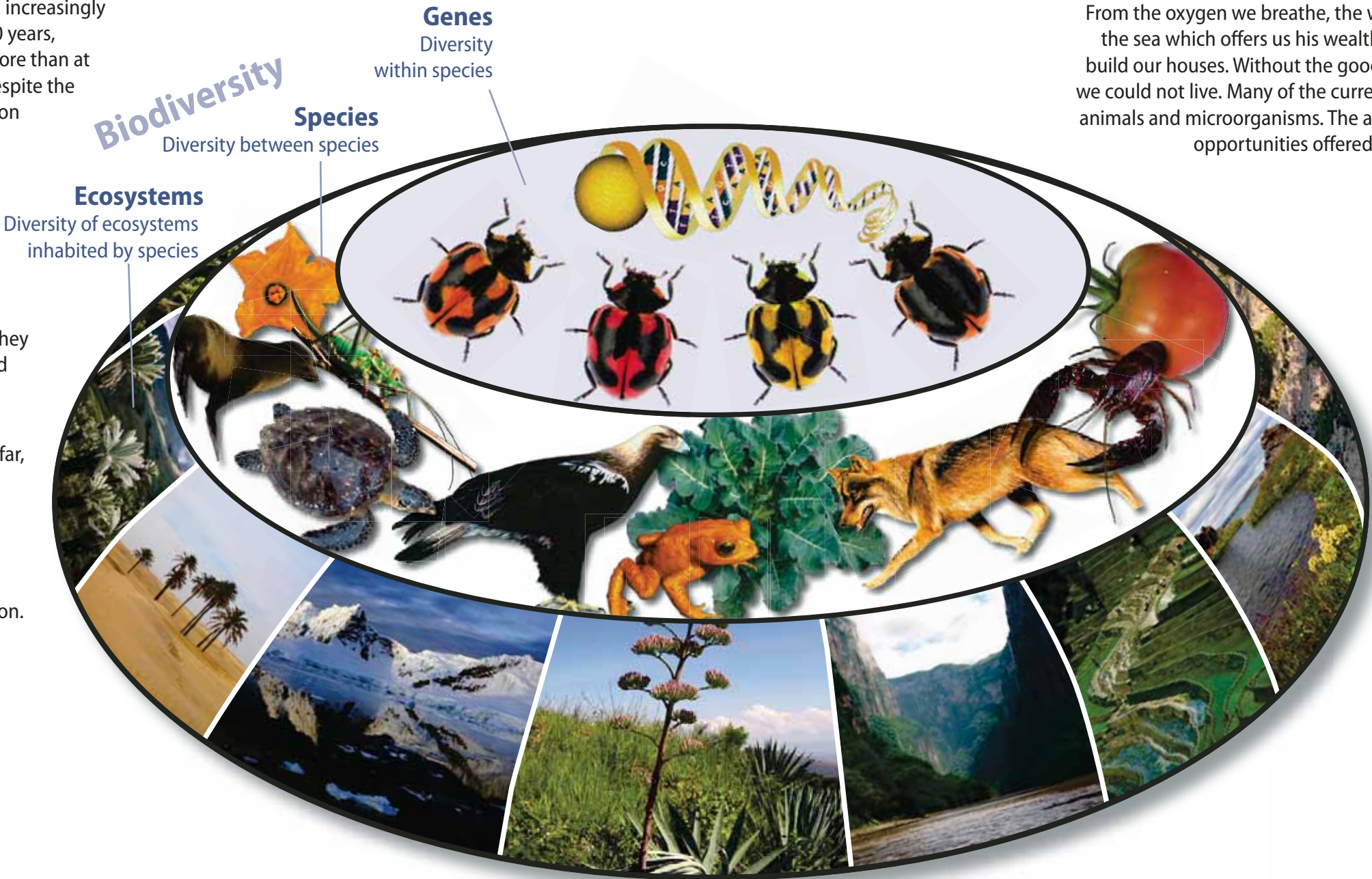
Biodiversity (an abbreviation for biological diversity) refers to the number, variety and variability of living organisms, and also to how they change from one to another place and over time.

It is estimated that on Earth there are between 5 and 30 million species. So far, however, there have been identified only about 2 million. It is hardly understandable that we spend more money to know other planets than identifying all the species of ours, the only one where we know we can live on.

We depend on biodiversity

The services provided by biodiversity are vital and essential to us.

From the oxygen we breathe, the water we drink and the food we eat; from the sea which offers us his wealth of products to the ground on which we build our houses. Without the goods and services produced by ecosystems, we could not live. Many of the current medicines have their origins in plants, animals and microorganisms. The aesthetical enjoyment and entertainment opportunities offered by the ecosystems is also a service to us.



Clean water



Food



Cloth



Beauty

Services of biodiversity

Moa (extinct)



Dodo (extinct)

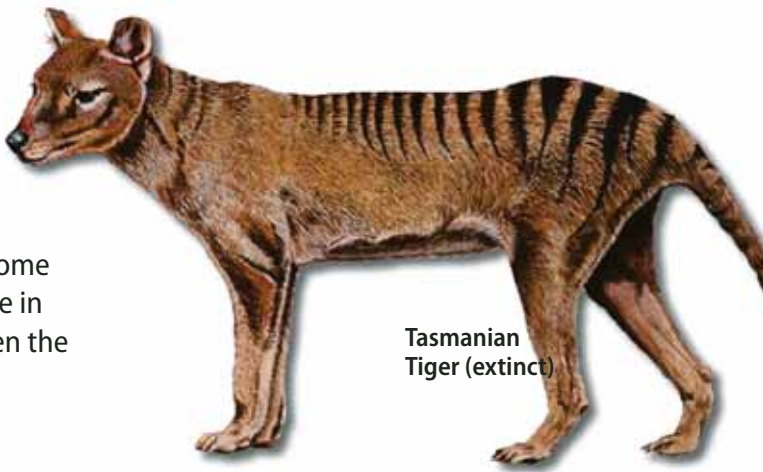


The 6th mass extinction of species

Over the past 600 million years there have been 20 episodes of massive extinction. Five of them were about to wipe out life on the Earth and yet no one knows for certain which were the causes. It has been estimated that during normal periods of extinction, that is without any cataclysm taking place, one species disappear every four years. However, there are now about 120.000 species becoming extinct in the same period of time. Or, what is the same, 3 species disappear every hour.

As our planet has many millions of different species, it may appear that the extinction of some of these species should not pose any problem. But the reality is that each has a specific role in the articulation of ecosystems. The loss of a few species, or a keystone species, does weaken the collective body and puts at risk the entire ecosystem.

Tasmanian Tiger (extinct)



Passenger pigeon (extinct)

