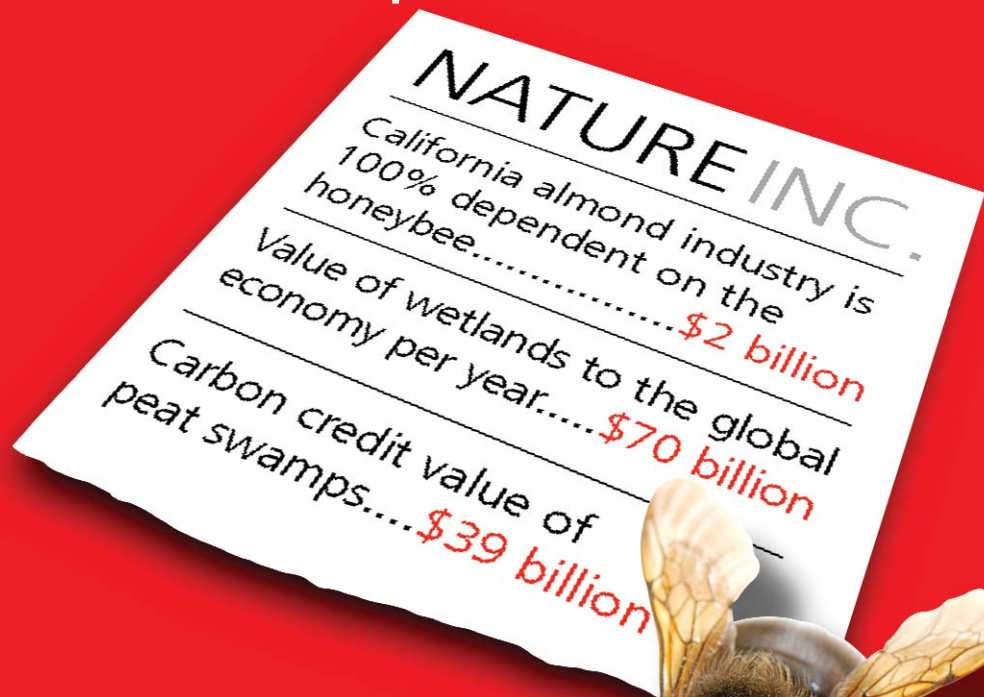


# Nature is priceless. Or is it?



Nature Inc. is a new series putting a price tag on the planet's billion year old life support system. It'll show how destroying nature is costing us cold, hard cash.

Nature Inc. takes its lead from economists who have worked out that ecosystem services are worth more than the grand total of all the world's national economies. In this view, our global economy is a subdivision of nature. Some sceptics say putting a dollar value on nature is an absurd exercise in political correctness. Others believe that it's dangerous to reduce conservation to a matter of a bang for your buck. But everyone agrees conventional economics leaves nature off the books. And, as Nature Inc. shows, it's costing us dearly.

Stories in the first series show how:

- bats and bees contribute billions of dollars to world agriculture
- invasive species from mussels to pythons may be doing as much economic damage as climate change
- a new breed of bankers is making sustainable profits from sustainable investment
- hillside forests are worth more than water purification plants costing millions

Every programme ends with a leading figure from the world of business and politics giving their vision for a future where nature's assets are properly valued.

A NEW SERIES AIRING FIRST ON  
BBC WORLD NEWS IN JUNE & JULY 2008

# NATURE INC.



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Six eye-opening episodes will reveal just how much nature is worth to our economy: bees worth up to \$20 billion to agriculture in North America; preserved watersheds that provide renewable power and clean water to vital industries; coral reefs that provide \$375 billion in goods and services; mangroves that save lives and invasive species that cost \$137 billion a year to the US alone.

Nature Inc. is seeking out a new breed of investor – the biosphere bankers. The hard-headed types who view investment in sustainable development as good business strategy. We find them in governments, in mainstream banks and corporations, in businesses across the globe. They believe they can make money out of saving the planet.

Nature Inc. is a multi-media project with a web-based back up service. The series is the idea of Robert Lamb, creator of the Shell-sponsored World Challenge and the award-winning Earth Report, the longest-running environmental series on television.

Nature Inc. is sponsored by the Swiss watch company, Audemars Piguet.

Nature Inc. is produced in English and French. The series is scheduled to run on BBC World News until at least 2010, the International Year of Biodiversity. The series was developed with the support of the Secretariat of the UN's Convention on Biological Diversity.

