

URL: <https://stvp.stanford.edu/clips/the-entrepreneurs-role-in-conservation>

Harrison Ford, a member of Conservation International (CI) for three decades, discusses how entrepreneurs can play a crucial role in preserving nature by launching and leveraging new technologies, and creating jobs and business markets. He says our ability to quantify the "services" that nature provides, such as clean air and water, shows us that humans cannot afford to produce all those resources ourselves if we exhaust them.



## Transcript

- When I joined Conservation International 30 years ago, we had a three to five million dollar budget, and we were picking up todwin nuts, which are palm nuts and selling them to Patagonia to make buttons out of.. And we were giving people an economic alternative to unsustainable development and that continues to be the model that I think is most useful.. So, people are involved in entrepreneurial enterprises, I think are a big part of the solution to create new ways of addressing the issues.. To take advantage of the technology, to create jobs, and a marketplace that helps effect the condition of nature.. One of the things that's been most feasible is the notion of monetizing the services of nature.. Putting an actual value on and allowing that information to generate change.. We can't provide for ourselves.. We don't have the technology.. We don't have the capital to provide for ourselves what nature provides to us in its healthy state.. Clean water from an undisturbed water shed..

Clean air, which we've got a very pressing need for.. Sources of food, sources of pollination, all of these things are the services of nature that we cannot afford as human beings to replicate for ourselves...