

speed and scope the world has also never seen before.

Over the years, Glenn Prickett explains, NGOs like Conservation International, The Nature Conservancy, and the World Wildlife Fund have developed tools and large-scale education campaigns that can help the rural poor live more sustainably and preserve the very natural systems on which they depend. "But we have not yet developed the tools and

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scale of operation to meet the globalization threat to biodiversity, which is becoming overwhelming," he explained.

To be sure, in recent years we've seen many collaborations between conservation groups and global companies like Wal-Mart, Starbucks, and McDonald's, which aim to show these companies how to reduce the impact their supply chains and manufacturing processes have on the natural world. But all their efforts are just fingers in the dike. Global growth is driving up commodity prices, prompting companies to put more land under agricultural cultivation for food, fiber, and biofuels, and stimulating demand for more tropical forests to be stripped of timber, more coral reefs to be lost to destructive fishing practices, and more mines to be dug for minerals.

Without governments that are highly attentive to where and how lands are developed, and able to restrain the pressures from the global marketplace, the growth pressures from a world getting flat and crowded at the same time could simply overwhelm the world's last remaining biodiversity-rich forests and reefs, which will only make the world hotter, because deforestation accounts for some 20 percent of all CO₂ emissions.

In the same twenty minutes that will see some unique species vanish