



**Convention on  
Biological Diversity**



2010 International Year of Biodiversity

## **STATEMENT**

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**THE EXECUTIVE SECRETARY OF THE  
CONVENTION ON BIOLOGICAL DIVERSITY**

**ON THE OCCASION OF**

**THE “INSPIRED BY NATURE” FORUM**

**14 OCTOBER 2010  
NAGOYA, JAPAN**



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Life in harmony, into the future  
いのちの共生を、未来へ  
COP 10 / MOP 5

Ladies and Gentlemen,

In August this year, the management consulting firm McKinsey released a report showing that 59 percent of executives see biodiversity as more of an opportunity than a risk for their companies. This is certainly true when it comes to biomimicry. Companies are increasingly that are drawing upon nature for inspiration in designing their products, which brings to mind Aristotle's dictum "If one way is better than another, you may be sure it is Nature's way."

For example, here in Japan the shape of the common Indian kingfisher's bill was used to design the first car of the Shinkansen bullet train and thereby provide it with low air resistance, while stain-resistant paint finish was developed by mimicking the surface structures of a lotus leaf. The airline giant Airbus is also embracing biomimicry in its engineering. Its planes mimic sharkskin to cut through the air more efficiently: its largest passenger aircraft, the A380, has set a new benchmark for fuel consumption at less than three litres per 100 seat kilometres, corresponding to less than 75g of CO<sub>2</sub> per passenger per km.

In fact, Airbus has recently partnered with the Convention to support our youth biodiversity education programme *The Green Wave*, and 20 other airlines companies are set to join us next year. I hope this is just the beginning of trend that will blossom in years to come across: the business community as a whole needs to get involved, both here in Japan and abroad. Nippon Keidanren has made a great start with its 2009 declaration on biodiversity, in which it resolved amongst other things to "Act voluntarily and steadily to reduce impacts on biodiversity, and to promote socially responsible activities that will substantially benefit biodiversity." Allow me to thank you many times over for this wonderful initiative, and urge you to use COP10 as a springboard to further action.

The proceedings of COP10 will be truly historic. Over the next two weeks our 193 Parties will finalize and adopt a comprehensive 2011-2020 strategy for stopping biodiversity loss with the participation of all stakeholders, including the business community. To engage the private sector, a high-level dialogue between Chief Executive Officers and Government Ministers will be held on October 28<sup>th</sup>, along with the Messe Nagoya technological fair on biodiversity.

We cannot afford wait. The third edition of Global Biodiversity Outlook has recently shown that species worldwide continue to disappear at up to 1,000 times the natural background rate. The report further warns that without concerted action massive further loss of biodiversity is projected to occur before the end of the century and that ecosystems are approaching tipping points beyond which they will be irreversibly degraded, with dire consequences for human wellbeing.

The great Japanese poet Matsuo Basho said "follow nature and return to nature". That is the wisdom that the private sector must increasingly seek embrace through research and development in biomimicry, coupled with biodiversity preservation efforts, both during this 2010 International Year of Biodiversity and well beyond it.

Thank you for your kind attention.