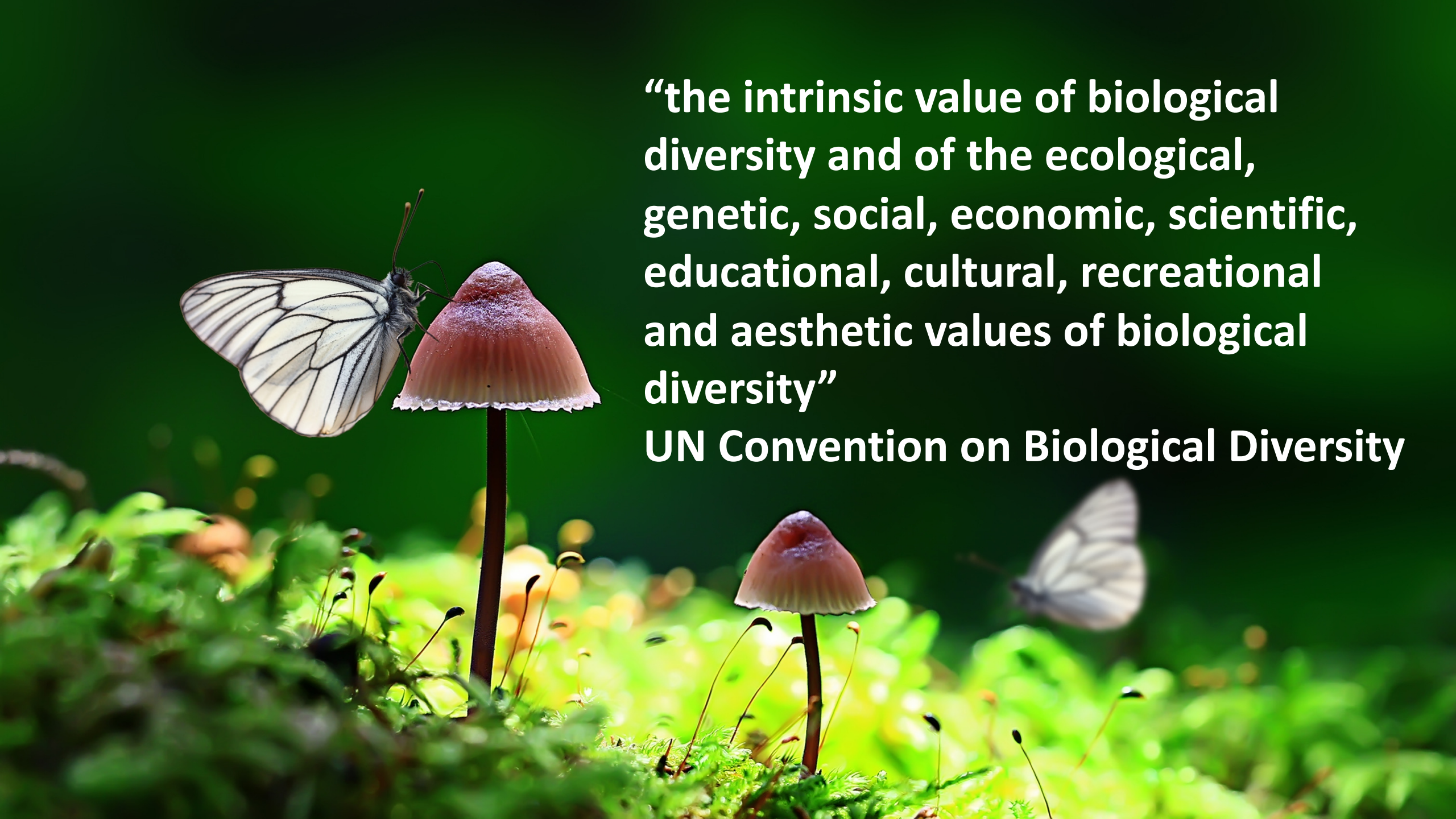


Does Nature have a Universal Value?



A photograph of a forest floor covered in vibrant green moss. Two mushrooms with reddish-brown caps and thin stems are prominent. A white butterfly with black markings is perched on the larger mushroom on the left, while another white butterfly is in flight on the right. The background is a soft-focus green forest.

“the intrinsic value of biological diversity and of the ecological, genetic, social, economic, scientific, educational, cultural, recreational and aesthetic values of biological diversity”

UN Convention on Biological Diversity



.... there is no need for a separate economic logic

.... affecting a whole generation's attitude towards animals

Born Free
JOY ADAMSON

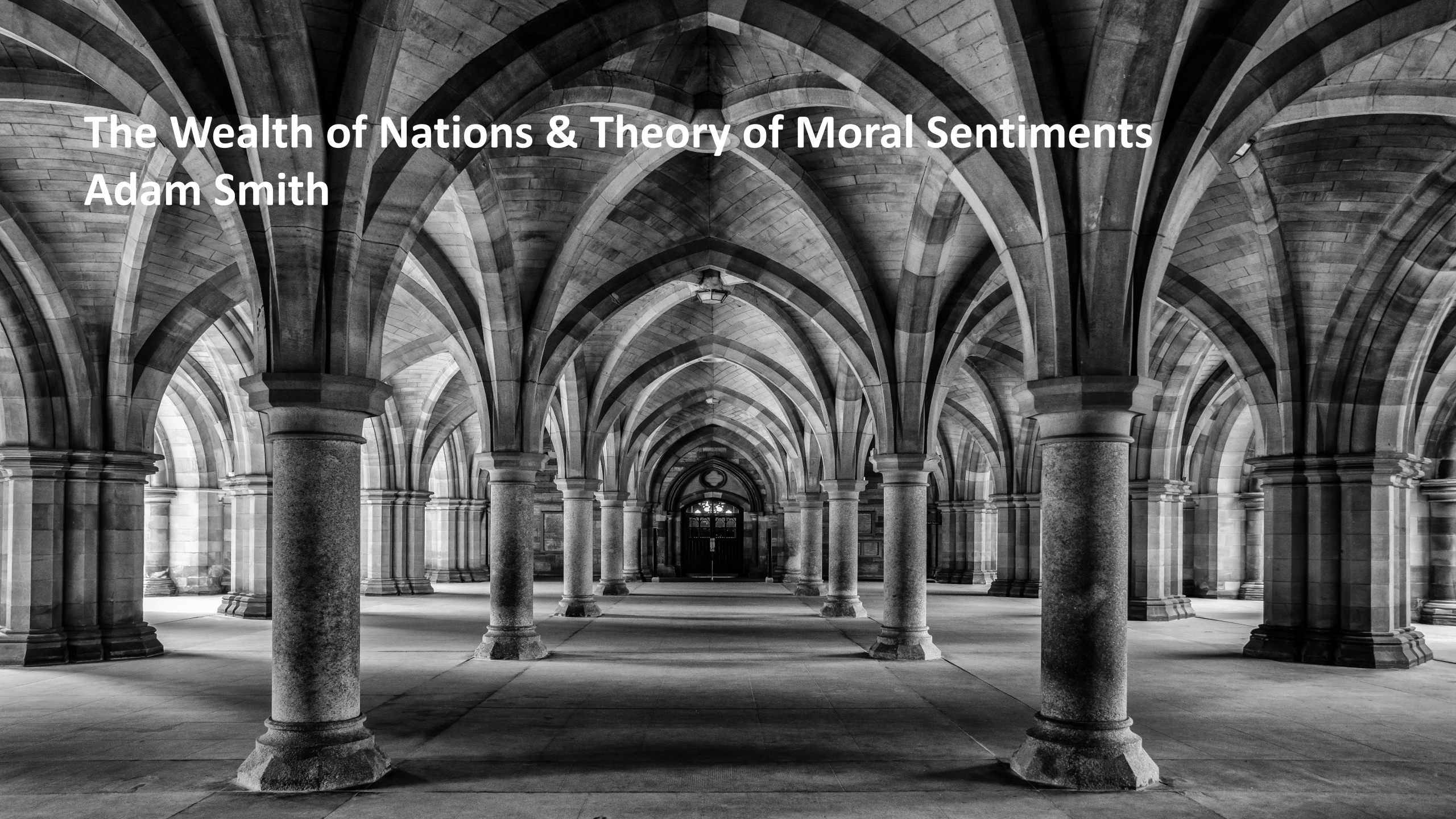


A wide-angle photograph of a dense Amazon rainforest. The scene is captured during the golden hour, with a bright orange and yellow sky transitioning into a soft, hazy light over the forest. The trees are a vibrant green, and a thick layer of mist or low clouds hangs over the canopy in the distance. In the upper right corner, a large, textured tree trunk frames the view. The overall atmosphere is serene and majestic.

Amazon ... an asset without a ledger

The Wealth of Nations & Theory of Moral Sentiments

Adam Smith



Market failures and human frailties



drift from moral to market sentiments corroding society's values

....



**a sense of honour and personal dignity, duty, beauty, love,
congruity...of wellbeing**






... a struggle between complacency and urgency

... valuing comes from purpose, from striving to achieve something





... a philosophical garden



“... we are dependent on the natural world for every breath of air we take .. for our sanity and sense of proportion”. David Attenborough