

# Biodiversity 101

Your complete beginner guide



LEARN MORE



# What you get

1. Definition
2. Types
3. Why Important
4. Current state
5. Cause of decline
6. Useful resources
7. What you can do

# Definition

Biodiversity refers to the variety of living things, both big & small, that exist on Earth.

[Link](#)



# 3 Types of Biodiversity

# 1. Species Diversity

This refers to the variety of different species that exist on Earth.

It includes all the different types of plants, animals, fungi, and microorganisms.

A misty forest landscape with a white rounded rectangle overlay containing text. The background shows a dense forest of evergreen trees under a hazy sky. The text is centered within the white box.

2.

## Genetic Diversity

This type of biodiversity focuses on the variety of genes within a particular species.

Genes determine the traits and characteristics of living organisms.



3.

## Ecosystem Diversity

Ecosystems are made up of living organisms & their physical surroundings, such as forests, coral reefs, grasslands & lakes.

Ecosystem diversity refers to the variety of different ecosystems in a given area or on the planet as a whole.





? Why is  
Biodiversity  
important?



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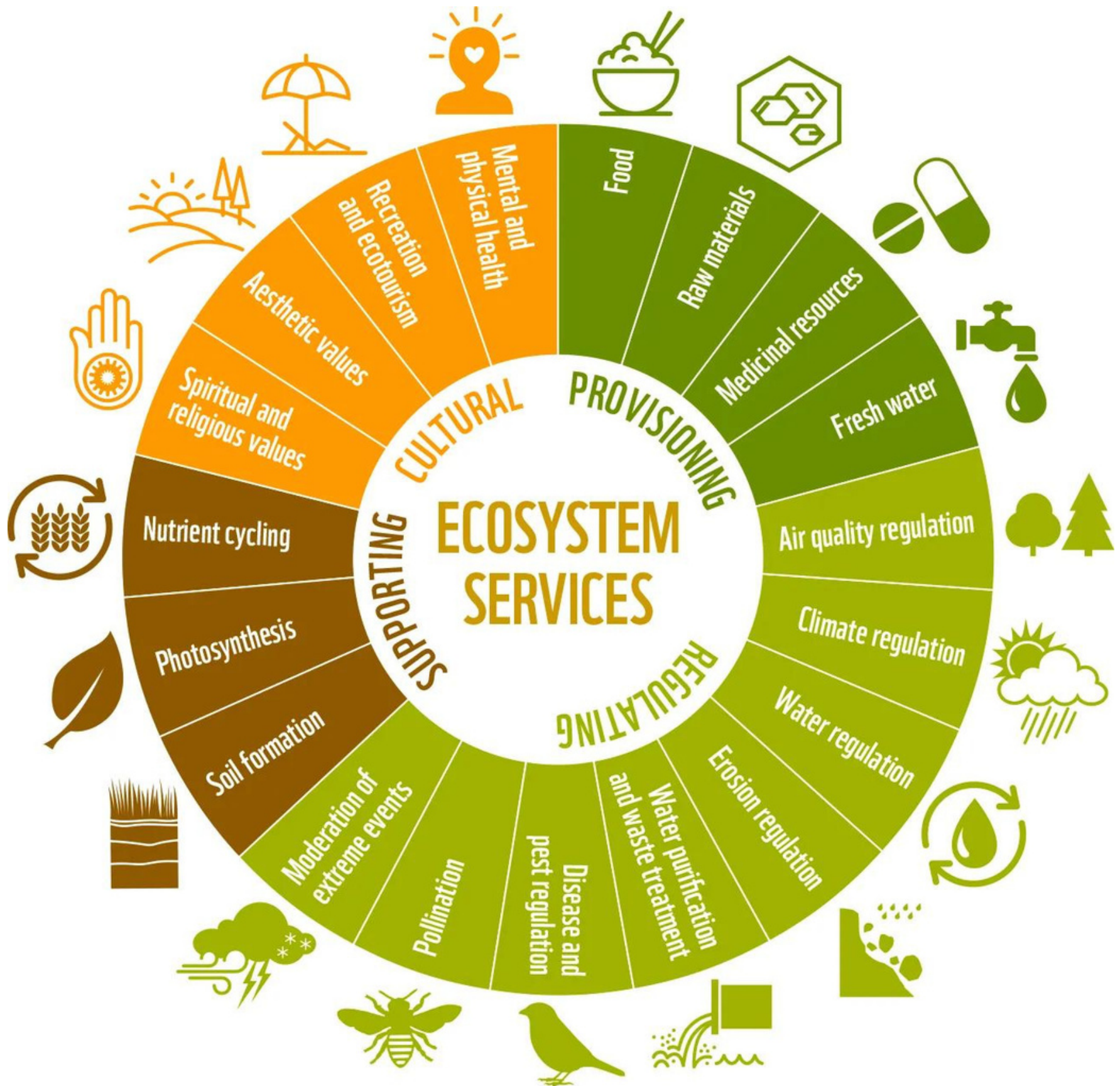
# GDP

Or over half the world's total GDP – is moderately or highly dependent on nature and its services.

Construction (\$4 trillion), agriculture (\$2.5 trillion) & food (\$1.4 trillion) are the 3 largest industries that depend most on nature.

*[Link](#)*

# But there is more:



[Link](#)

What's the  
current state of  
Biodiversity?

Sh#t

And that is a nice way of  
saying it.

# Species Extinction Rates

It is estimated that the current rate of species extinction is between 1,000 & 10,000 times higher than the natural extinction rate before human influence.

[\*Link\*](#)

# Decline in Populations

According to a report by the WWF, global populations of mammals, birds, fish, reptiles, & amphibians have declined by an average of 68% between 1970 & 2016.

[Link](#)

# Loss of habitat

Habitat destruction is a major driver of biodiversity loss.

It is estimated that around 80% of Earth's land surface has been significantly impacted by human activities.

[Link](#)



1 000 000

1 million species (or approximately 1 in 8 known species) are at risk of extinction if current trends continue.

[Link](#)



What is causing  
this?

# Changing use of land & sea

The biggest driver of biodiversity loss is the way in which people use the land & sea.

How we grow food, harvest materials such as wood or minerals from the ocean floor, & build our cities.

[Link](#)



# Direct Exploitation or organisms

Overfishing is happening at such a large scale, nearly a third of all monitored global fish stocks are now overfished.

[Link](#)



# Climate Change

Some species are dying out while others are having to move where they live due to changes in air temperature, weather patterns, & sea levels.

[Link](#)



# Pollution

Pollution has reached all types of ecosystems, even those in remote areas.

Pollution comes in many forms - from nitrogen & ammonia, caused by intense agriculture, to microplastics found in the deepest parts of the ocean.

[Link](#)



# Invasive non-native species

Are those that arrive in places where they historically didn't live, & out-compete local biodiversity for resources such as sunlight and water.

This causes the native species to die out.

[Link](#)



What you can do





*“Only if we understand,  
can we care.*

*Only if we care, we will  
help.*

*Only if we help, we shall  
be saved.”*

*-Jane Goodall*



# Awareness & Education



# 3 Concepts you need to know

# 1. Shifting Baseline Syndrome

When people think that degraded & damaged environments are normal because they haven't experienced or don't remember what a healthy & diverse environment should be like.

[Link](#)

## 2. Web of Life

The web of life is like a giant puzzle where every living thing, from plants to animals, is a piece that fits together.

Each piece depends on the others to survive and thrive. If one piece is missing or gets damaged, it affects the whole puzzle. (Spoiler we f#cked up this puzzle)

[Link](#)

### 3. Rewilding

Giving nature more freedom to be wild & taking a step back from controlling it too much. It involves bringing back plants & animals that used to live in an area & letting them take care of themselves.

By doing this, we can help nature become healthier & more balanced.

[Link](#)

An aerial photograph of a dense, lush green forest. The trees are packed closely together, creating a vibrant canopy of various shades of green. In the center of the image, there is a large, white, rounded rectangle that serves as a background for the text. The text is written in a warm, orange-brown serif font.

# 3 books to read

A Life on  
Our Planet

My Witness Statement  
and Vision for the Future

David  
Attenborough

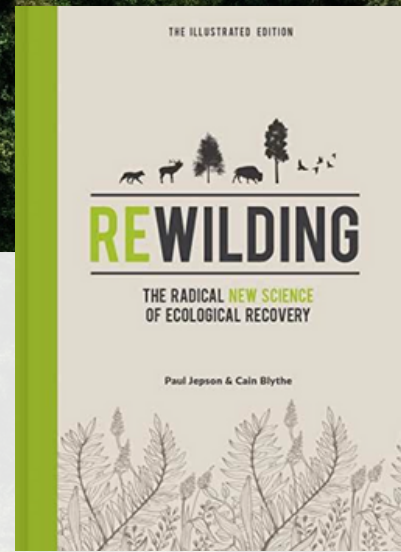


# 1. A Life on our planet by David Attenborough

Great sum up why protecting  
nature is not a nice to have,  
but desperately needed.

[Link](#)





## 2. Rewilding by Paul Jepson & Cain Blythe

Rewilding is one of the best approaches to solving multiple crises simultaneously.

[Link](#)



### 3. Tapestries of Life by Anne Sverdrup Thygeson

Nature is incredible and this book easily shows you how much we benefit from it.

[Link](#)

An aerial photograph of a rocky coastline with clear, shallow water. A semi-transparent white rectangular overlay with rounded corners is centered on the image. The text "3 Goats!" is written in a bold, orange, sans-serif font within this overlay. The background shows a dense line of green trees and bushes along the shore, with large, smooth, grey rocks extending into the water. The water is a light, clear blue-green color.

3 Goats!



# 1. David Attenborough

The voice behind every nature documentary you probably have watched.

Still going strong to protect wildlife around the world.

[Link](#)



## 2. Jane Goodall

Most famous for her work with chimpanzees and founder of the Roots & Shoots program that empowers young people around the world

[Link](#)



### 3. Sylvia Earle

Ocean legend that committed her entire life to protect life under the surface. Founder of Mission Blue.

[Link](#)

A photograph of a whale breaching the ocean surface, with a white rounded rectangle overlaid on the image containing text.

3 people to  
follow



# 1. Belinda Bramley

Environmentalist. Ocean solutions consultant. Your source for ocean-related news & actions.

[Link](#)





## 2. Cain Blythe

CEO / Founder at  
CreditNature & Ecosulis.  
Rewilding Expert.

[Link](#)



### 3. Ralph Chami

Co-Founder Blue Green Future, LLC and Rebalance Earth.

Specialist that shows the economical benefit of thriving nature.

[Link](#)

3 historical  
figures



# 1. Alexander von Humboldt

German naturalist & explorer,  
made significant contributions  
to our understanding of the  
natural world.

[Link](#)



## 2. Charles Darwin

English naturalist, is best known for his groundbreaking work on the theory of evolution through natural selection.

[Link](#)



### 3. Carl Linnaeus

Swedish botanist, physician, & zoologist, is widely regarded as the father of modern taxonomy. His work laid the foundation for the hierarchical classification system.

[Link](#)

A close-up photograph of a coral reef structure, showing intricate, branching, and porous formations in shades of white and light brown. A white rounded rectangle is overlaid on the left side of the image, containing the text '3 institutions'.

3 institutions

# 1.IPBES

Intergovernmental Science-Policy Platform on Biodiversity & Ecosystem Services. Established by the UN in 2012.

Mission is to provide policymakers with objective scientific assessments and expert advice on biodiversity.

[Link](#)



## 2. IUCN

International Union for Conservation of Nature. IUCN is a global organization dedicated to conserving nature and promoting sustainable development.

It is the world's largest and most diverse environmental network.

[Link](#)

### 3. CDB

Convention on biological diversity. Developed Kunming-Montreal Global Biodiversity Framework (GBF), which supports the achievement of the Sustainable Development Goals & sets out an ambitious pathway to reach the global vision of a world living in harmony with nature by 2050.

[Link](#)

A close-up photograph of a lion's face, focusing on its eyes and the texture of its fur. A large, white, rounded rectangular box is superimposed over the center of the image, containing the text "3 movies to watch" in a brown, serif font.

3 movies to watch

# 1. Our Planet

Great sum up of everything you need to know for the start of your biodiversity journey.



[Link](#)

## 2. Virunga

A great documentary to see what protection of the last wild areas of this planet truly mean.



[Link](#)

### 3. Blue Planet

Showing what is going on below the surface. A life away from our shores.



[Link](#)



3 podcasts to listen  
to

# 1. The Rewild Podcast

Great to dive into the topic of rewilding and travel the different projects within Europe. Hosted by James.

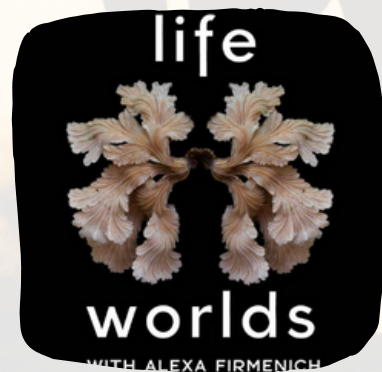


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## 2. Lifeworlds

Great to shift your perspective  
about nature.



[Link](#)

# 3. Internet of Nature

Exploring the intersection of technology and nature.



[Link](#)

# 3 Interesting Companies



# 1.Ecosulis

Recovering nature, by designing  
and delivering efficient &  
scalable nature-based solutions  
for people & planet.



ecosulis

[Link](#)

## 2. Internet of Elephants

Use real scientific data that is captured about individual animals in the wild, to tell wildlife stories through engaging digital experiences.



[Link](#)



# 3. Wilderlands

Protect Australia's biodiversity.  
Forever.  
One square metre at a time.



WILDERLANDS

[Link](#)



3 Apps



# 1. Merlin

Can't see the bird but hear it.  
Just record the sounds to learn  
more about your local friends.

**Merlin**<sup>®</sup>

[Link](#)





## 2. Wildya

Combining personal development & nature. 7min per day to grow your better & wilder self.

# Wildya

[Link](#)



## 3. Seek

Just point your camera towards the animal or plant and learn more about it.



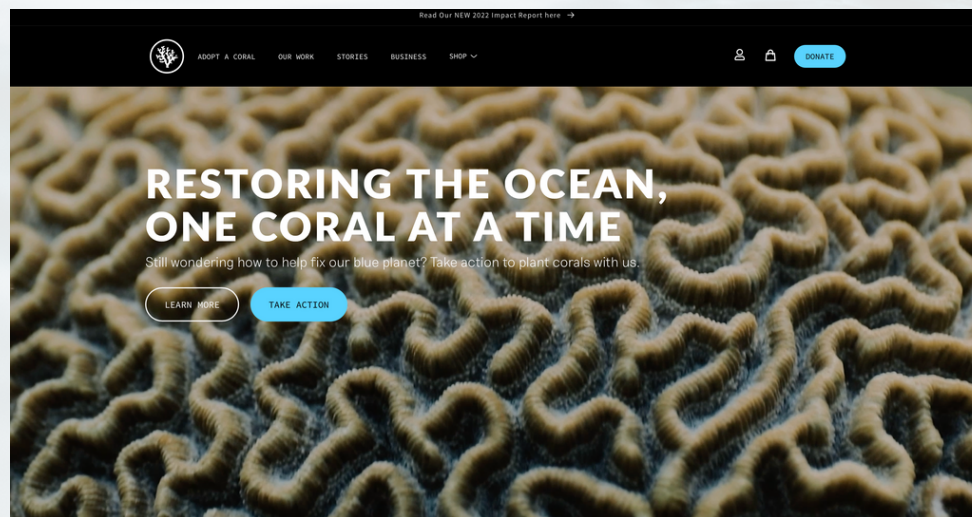
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3 NGO to support

# 1. Coral Gardeners

Helping corals in French Polynesia to recover.

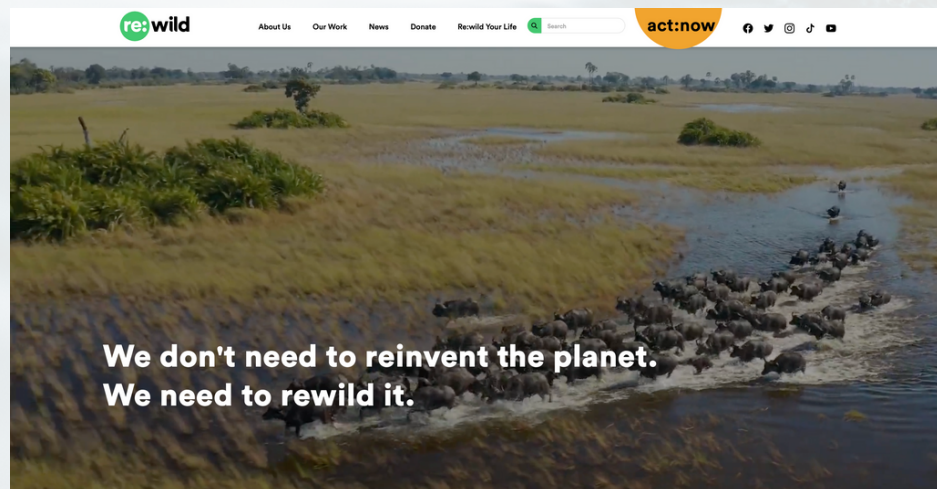


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## 2. Re:wild

Global Rewilding NGO pushing the concept far and wide.



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# 3. African Parks Network

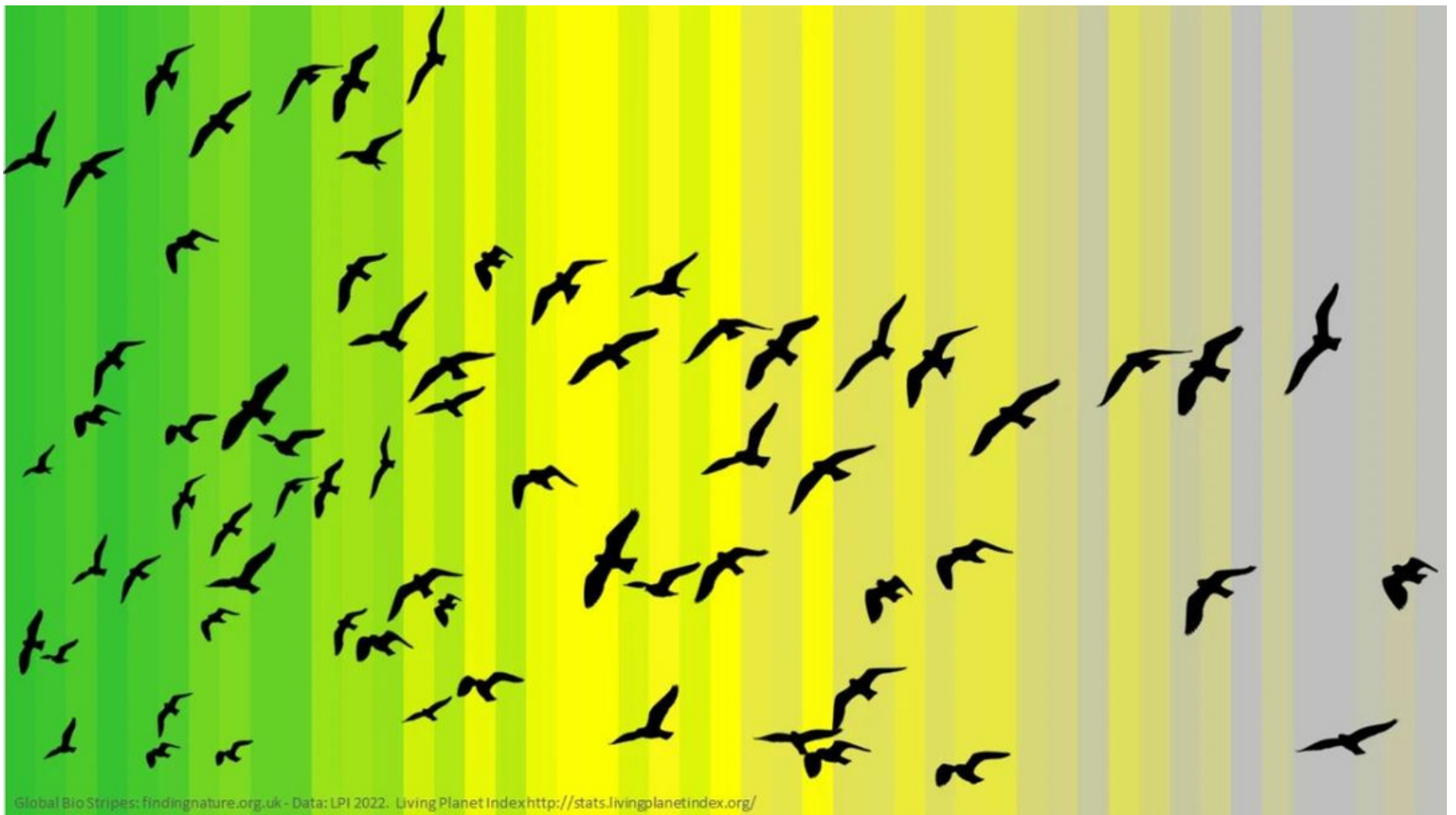
Supporting countries in Africa to protect their natural heritage, while creating opportunities for local people



[Link](#)

3 visuals to  
remember

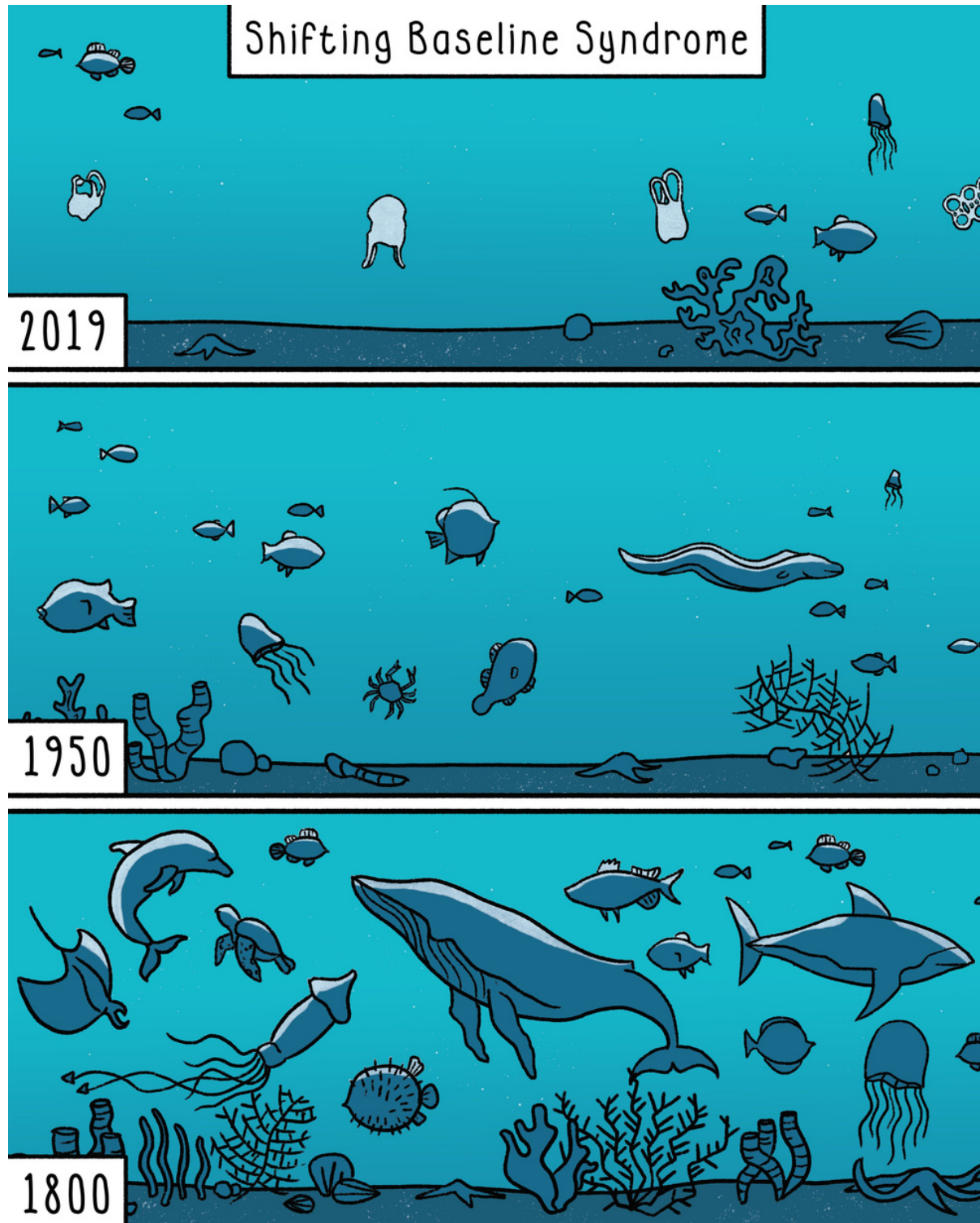
# Biodiversity Stripes



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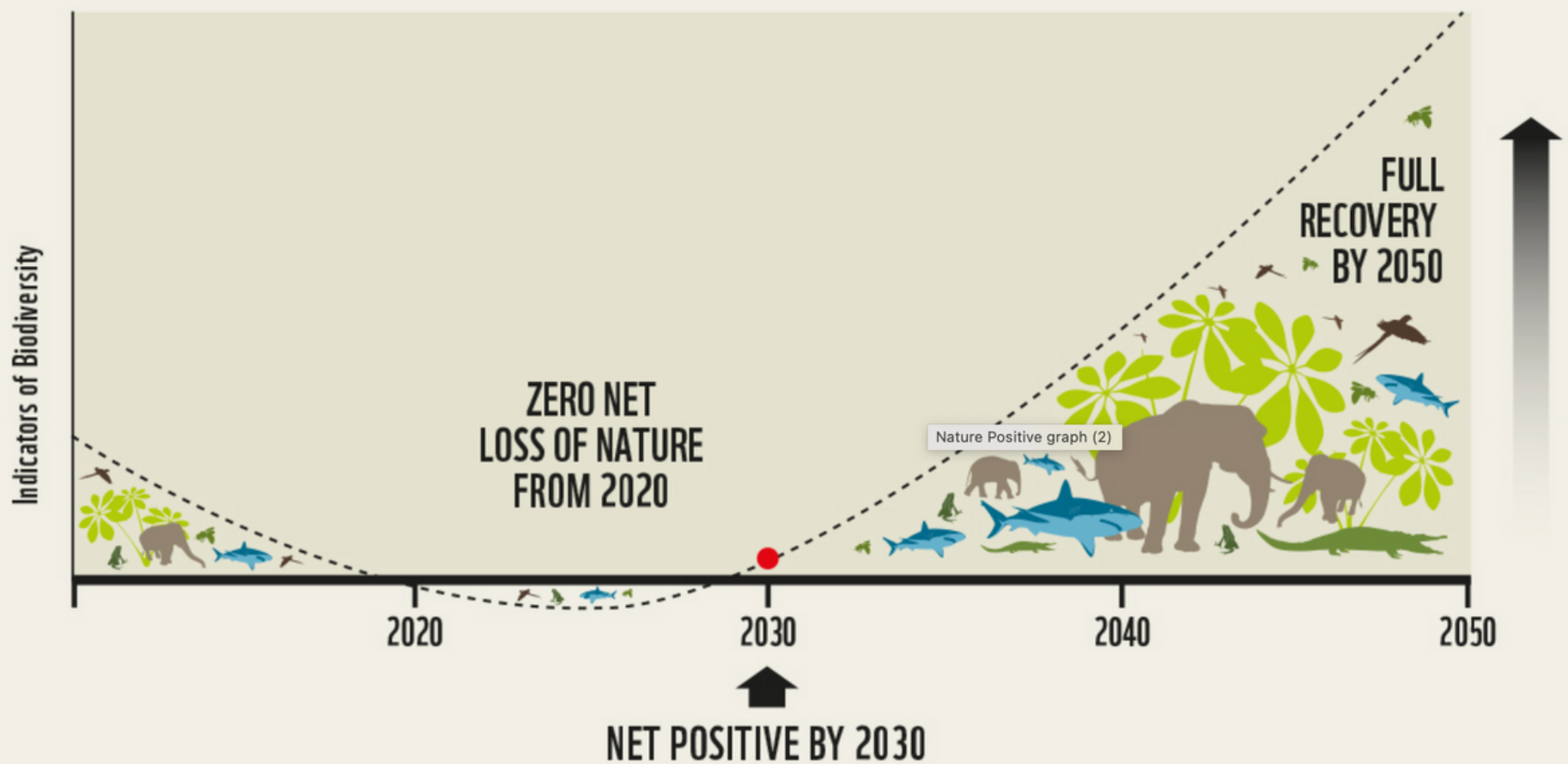
# Shifting Baseline Syndrome



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# Nature Positive


## Global Goal for Nature: Nature Positive by 2030



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ACTION



*“What you do makes a  
difference, and you  
have to decide what  
kind of difference you  
want to make.”*

*-Jane Goodall*

# 1. Change what you eat

Switch to vegetarian/vegan diet  
& buy organic produce.

Food production has caused  
70% of biodiversity loss on land  
and 50% in fresh water.

[Link](#)

## 2. Demand change

Pressure on politics to by  
voting, petitions, strikes,  
keeping them accountable & co.

[Link](#)

# 3. Legal Rights

Support legal rights for nature

[Link](#)

## 4. Donate

Donate money or time to nature causes (Environmental nonprofits receive less than 2% of charitable dollars)

[Link](#)



## 5. Career

Dedicate your career to this battle. We need the brightest and most passionate people to tackle this crisis.

Sam's job portal is a great starting point if you look for a job.

The Biodiversity Hero OS is a great place if you want to start your own thing.

## 6. Raise awareness

Spread awareness & help to inform others about the importance.

Download this PDF for example & send it to your colleagues.

# 7. Reduce

Reduce your consumption.

The less we need the less we use natural resources.

[Link](#)

## 8. Time outdoors

Spend more time outdoors to learn about your local ecosystem.

By using the apps as discussed before.

## 9. Rewild

Rewild your balcony, streets,  
garden, land etc.

Chris has some great resources  
on where to start.


*[Link](#)*

# 10. Support 30X30

To safeguard biodiversity and reduce the negative impact we created the global goal to protect 30% of land & sea until 2030.

E.O. Wilson & I would like to take it even to 50%

*[Link](#)*

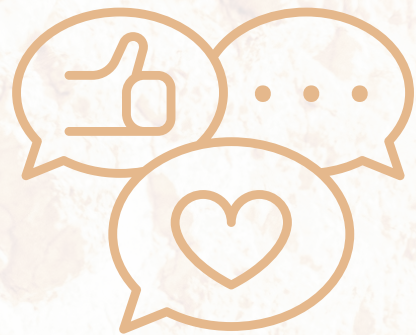


Now, don't be  
overwhelmed.

Yes, there is a lot of sh#t going  
on, but good news is that we  
can still turn this around.

So share these insights with  
your friends, family members,  
colleagues & co.

Let's be brave and take bold  
actions for a wilder planet.



Your turn.





Still here?

My name is Oliver, Founder of Wildya & Wild Business Mates.

I attempt to transform eco-anxiety into action.

If you enjoyed this you can follow me here