BIODIVERSITY, FOREST

AND DESERTIFICATION.

MARKETING

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**1)Why is the UN's goal of taking responsible actions for biodiversity important in your opinion?**

The UN's goal of taking responsible actions for biodiversity is important because, in my opinion, humans are greedy, humans have been blessed with mother nature but yet humans treat it with no gratitude and respect. If we lose the forest, there would definitely be a negative impact to the earth. There would be disappearance of livelihood in rural communities, diminished biodiversity and the degradation of land. Also an increase in carbon emissions and decrease in oxygen which is definitely harmful to both humans and animals.

So with the goal of taking responsible actions for biodiversity, it will help heal the earth, protect the earth and give the earth a future.

**2) Explain biodiversity. Why is it beneficial?**

Biodiversity describes the richness and variety and life on earth. It is the most complex important feature of our planet.

Biodiversity includes the number of different organisms and their relative frequencies in an ecosystem. It also reflects the organization of organisms at different levels. Biodiversity holds ecological and economical significance. It provides us with nourishment, housing, fuel, clothing and several other resources.

Biodiversity and its maintenance are very important for sustaining Life on earth.

The importance of biodiversity are;

i) Ecological stability: Eco-system supports the services without which humans cannot survive. It is the ability of an ecosystem to resist changes in the presence of perturbations leads to consideration of the effective choice of the pathways of energy flow.

They capture and store energy and also produce and decomposed organic matters.

ii) Economic importance: biodiversity is a reservoir of resources for the manufacture of food, cosmetic products and pharmaceuticals. This basically means that biodiversity provides humans with raw materials for consumption and production.

iii) Ethical importance : biodiversity preserves different cultures and spiritual heritage. Ethical values related to biodiversity conservation are based on the importance of protecting all form of Life against illegal activities like cloning of animals, smuggling of valuable diversity instances, biopiracy , illicit late trade.

**3 ) Explain desertification. What is its impact on the world?**

Desertification is the process by which natural or human causes the reduce in biological productivity of dry land. Desertification can also be defined as the land degradation in arid and semi-arid and sub-humid areas, accruing from multiple factors, including variations in climate and human activities ( UNCCD, 1994).

Desertification occurs as a result of a long-term failure to balance human demands for ecosystem services and the amount of ecosystem can supply.

10% to 20% of dry-lands are already degraded and if no countermeasures are taken, desertification with threaten future improvements in human well-being and possibly even reverse gains in some regions.

The impacts of desertification includes environmental impact, economic impacts and poverty and mass migration.

1. **what changes need to happen to achieve responsible actions for life on land.**

What we can do to help make changes is to help include recycling, eating of locally-based diet that is sustainably sourced. We must respect and cherish the wildlife and only take part in ecotourism opportunities that are responsible and ethically run in order to vent wildlife disturbance.

1. **Do you think that it is possible to achieve responsible actions for life on land why or why not?**

I personally do think it is possible like a 70% possibility. Humans are curious creatures and greedy as well. Humans always want to try new things, like the advance in technology, the use of biodiversity to create those things or to eat, have different taste of food. But with the right mindset and willingness of the humans, that is not a hard task.

REFERENCES:

Kumar, . A. (2022, February 18). *Preserving life on earth*. Science Direct. <https://www.sciencedirect.com/science/article/pii/B9780128150252000095>