

minimized throughout supply chains. Corporate Social Reporting has made it into boardrooms and Corporate Environmental Reporting is beating on boardroom doors but managing biodiversity risk is still waiting to be noticed.

Are they legislators? Certainly—but voted in by an electorate that may also be in the dark. Although the evidence for the terrifying rate and scale of biodiversity loss is seeping into public consciousness with each new report on declining species, changing climate, declining forest cover and issues of food security, neither political nor public response is proportionate.

If you are reading *Oryx* you are one of the converted, so how can you influence those with less vision or short-term self interest? The Duke of Wellington's 'publish and be damned' is now publish or be damned. Publish your findings and package them into stories that connect people to the issues. Promote your stories through the popular press and feed them into social networking vehicles and policy briefs. Proselytise the fundamental nature of the crisis affecting us and provide the evidence from which lifelines can be fashioned. If we do not take this chance, by the time of the next IUCN gathering in 2013 we may be looking back in regret at the lost opportunities and options.

So yes, we must tackle those one hundred questions, and more. We must generate the evidence base. But my one hundred and first question, excluded from the one hundred as resistant to scientific enquiry, asks: How can we turn conservation scientists into better communicators? Can we summon the clarity, candour, credibility and conviction to make a cogent case for biological diversity before its absence speaks louder than any words?

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Note from the Editor—New submission system

Increasing awareness of the urgency of biodiversity conservation is certainly matched by the continued increase in manuscripts submitted to *Oryx*. To allow us, therefore, to continue to provide an efficient service to both authors and peer reviewers the journal now has a new online submission system, at mc.manuscriptcentral.com/oryx. All article types for submission to the journal, including Conservation News items, now need to be submitted through this site. For those requiring further advice and help on the submission process, further details are, as always, available on the journal's website at www.oryxthejournal.org or from the Editorial Office (oryx@fauna-flora.org).