

Ecological Footprinting

Products, services, organisations and systems

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Strategy Director

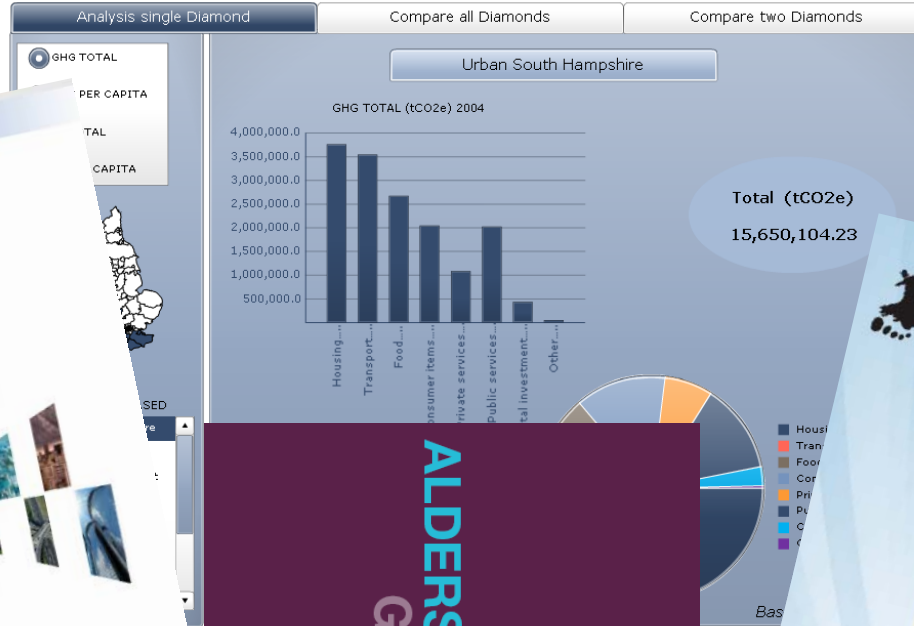
Best Foot Forward

Siena June 2010



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Increasing Policy Support



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Applications - across the board

Products

- Ecover

Services

- InterContinental Hotel Group
- Hertfordshire Constabulary

Organisations

- Tai Eryri
- Gentoo

Systems and communities

- Landshare
- Hertfordshire County Council

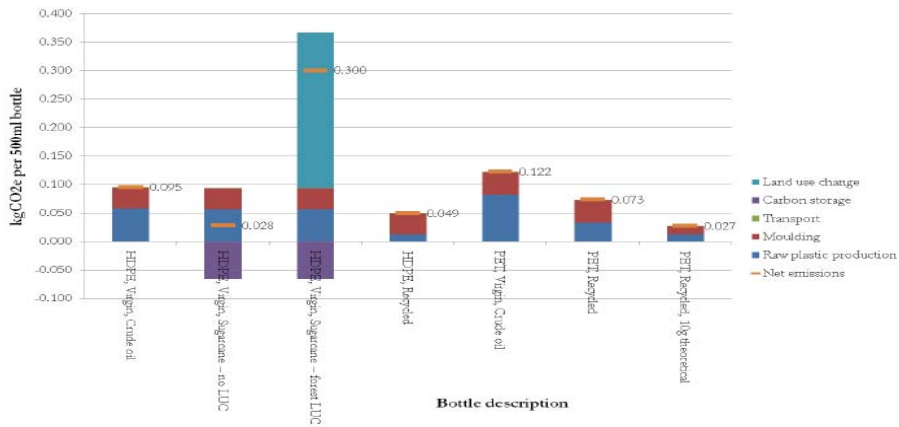


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Packaging choices and counter-intuitive results

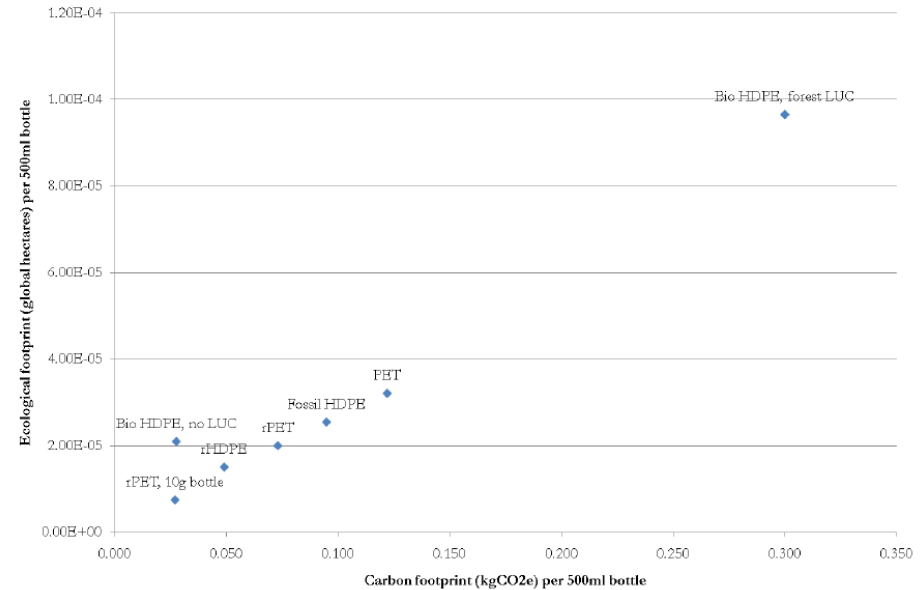


Figure 2: Greenhouse gas emissions comparison of different bottle scenarios



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Figure 4: Comparison of ecological footprint and carbon footprint of seven bottle scenarios

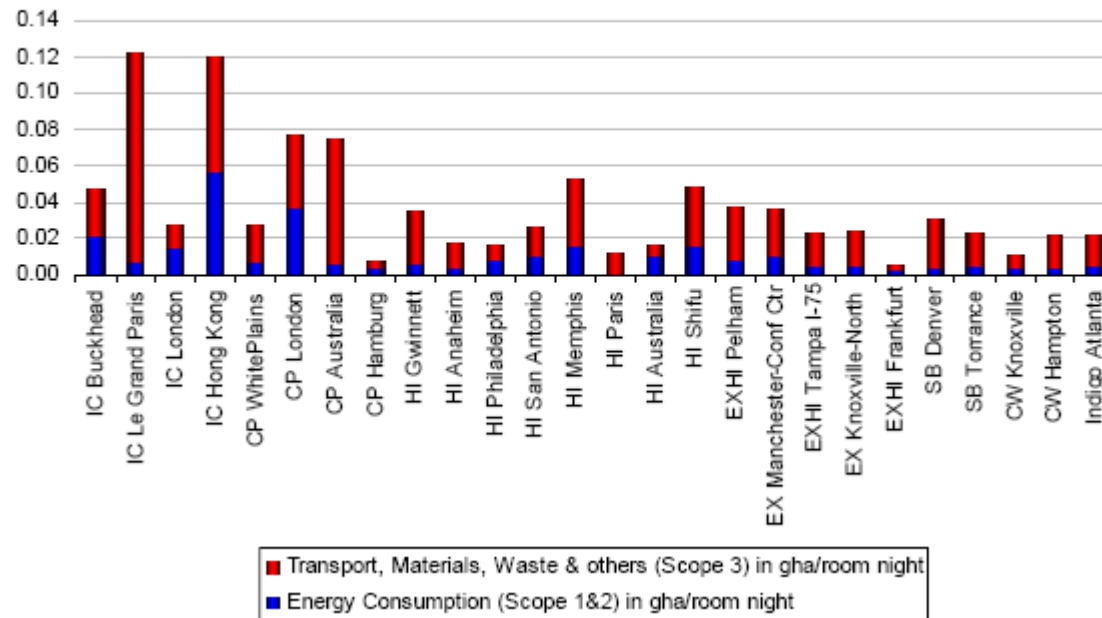


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Intercontinental Hotel Group

Identifying hotspots

Figure 2.3: Ecological footprint per room night sold (gha/room night sold)

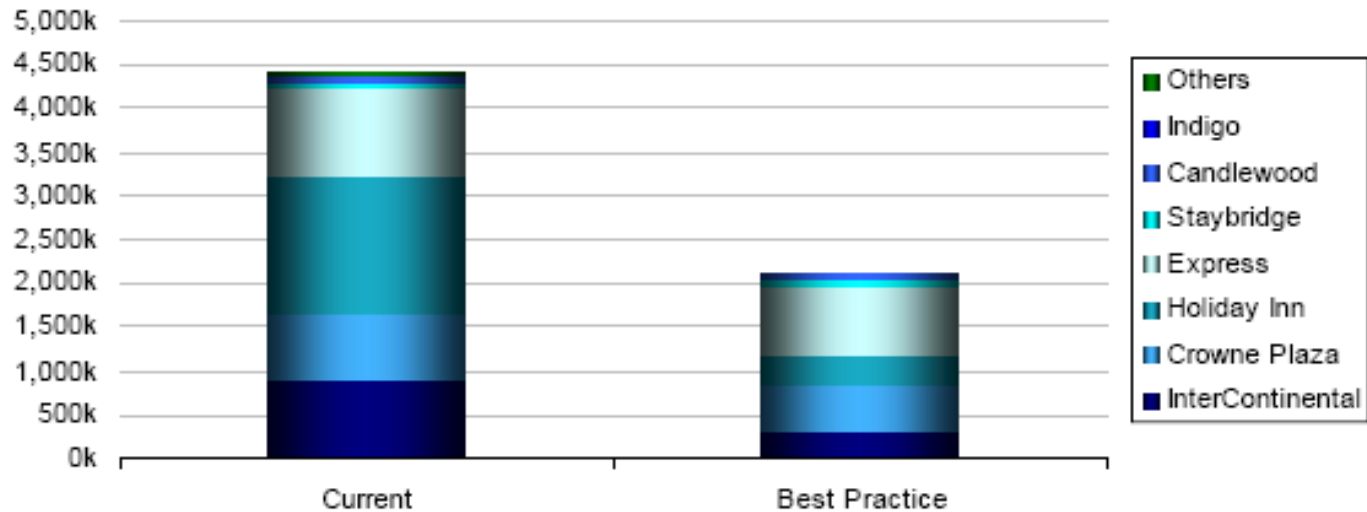


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InterContinental Hotel

Rolling out Best Practice

Figure 2.14: Total IHG ecological footprint comparison: Current average against best performance scenario



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IHG and the One Planet Roomnight

IHG average room night = 0.036 gha (36m²)

Daily per Capita Earthshare = 0.005 gha (5m²)

IHG best room night = 0.006 gha (6m²)

Per day	World	UK	US	Unit
Average ecological footprint	0.006	0.015	0.026	gha/capita
Earthshare	0.005	0.005	0.005	gha/capita

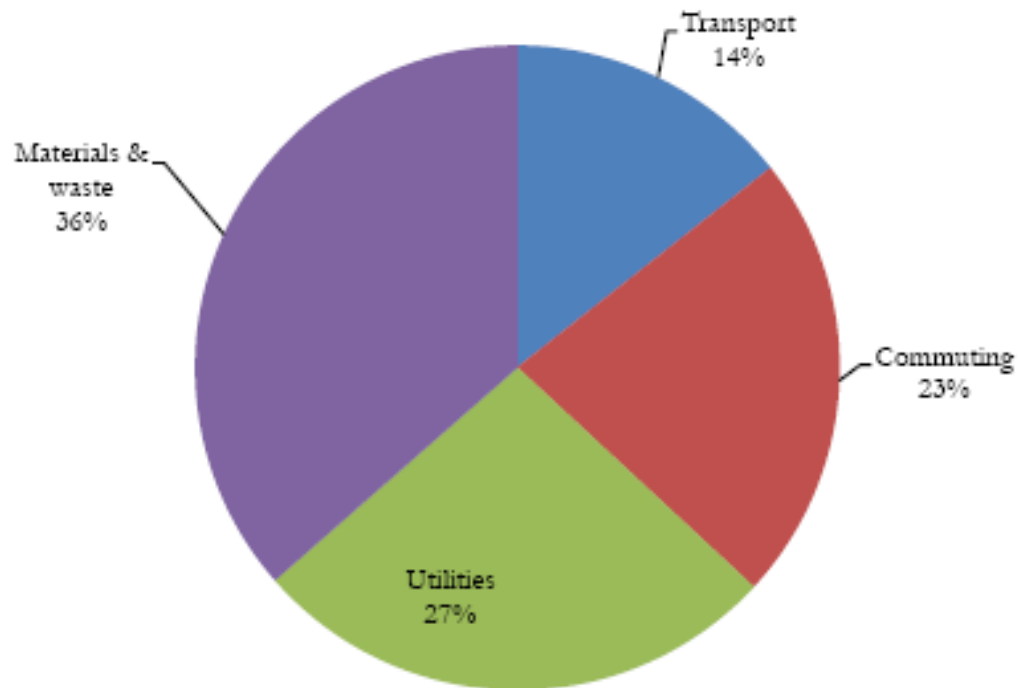


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Police Services

Bringing materials and waste into the picture

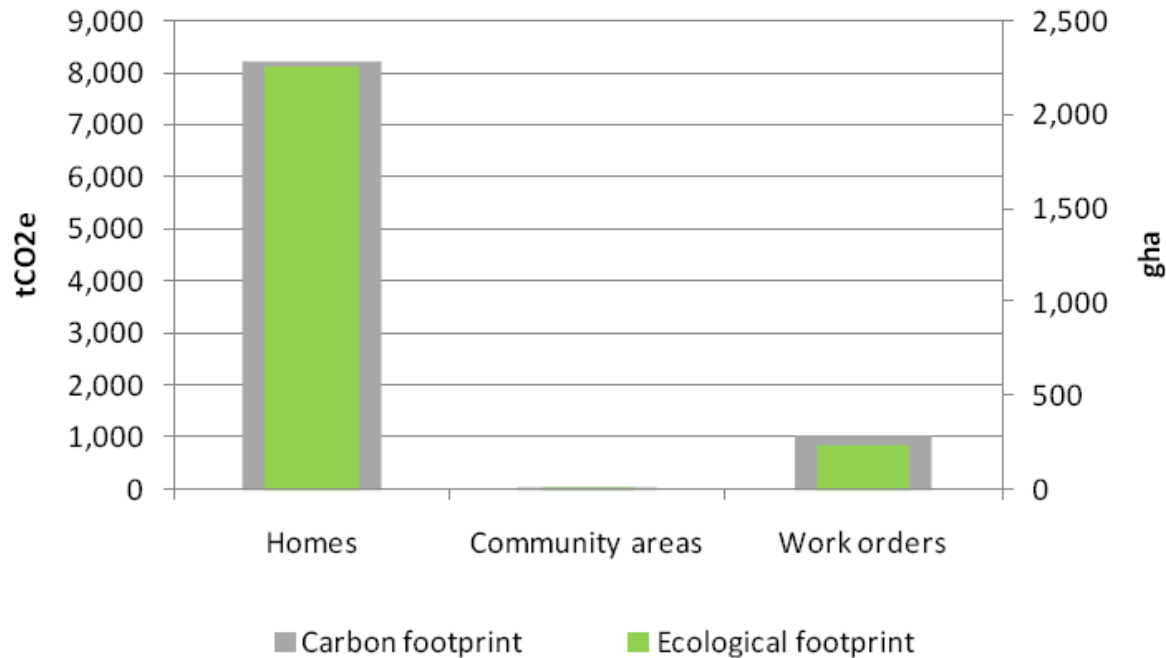
Figure 8-2: Ecological Footprint split by broad impact areas



Housing Services

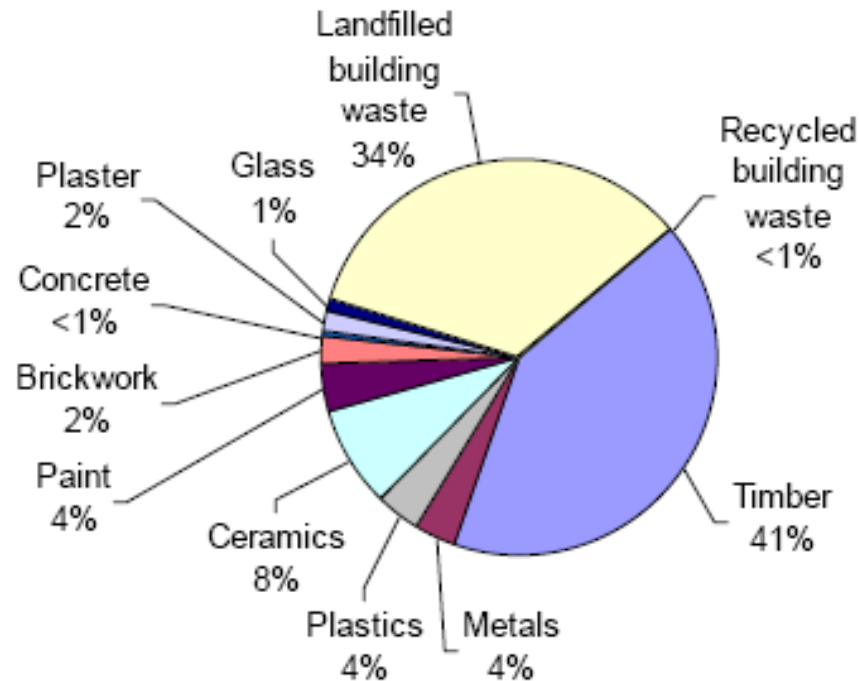
The control and influence conundrum

Figure: Breakdown of housing stock footprints



House maintenance services

Figure 3.2.8 – Breakdown of the ecological footprint for Building materials and waste at Gentoo (FY06/07)



County Council Services

Figure A: Split of HCC CO₂ emissions by broad activity area

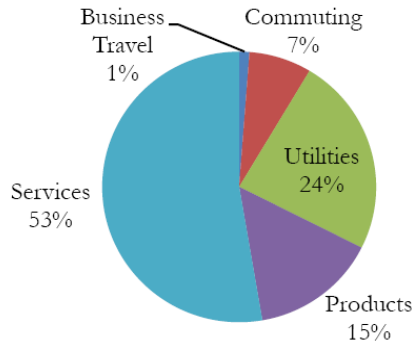


Figure B: Service sector emissions sources by broad industry type

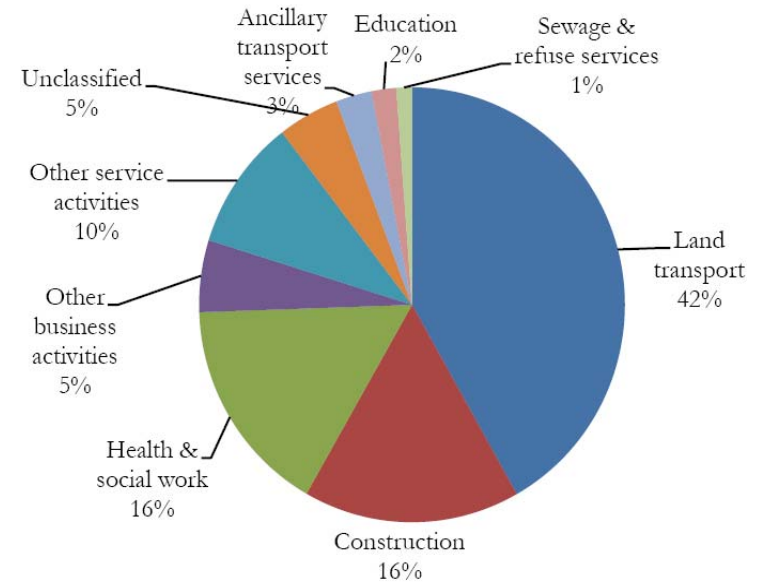
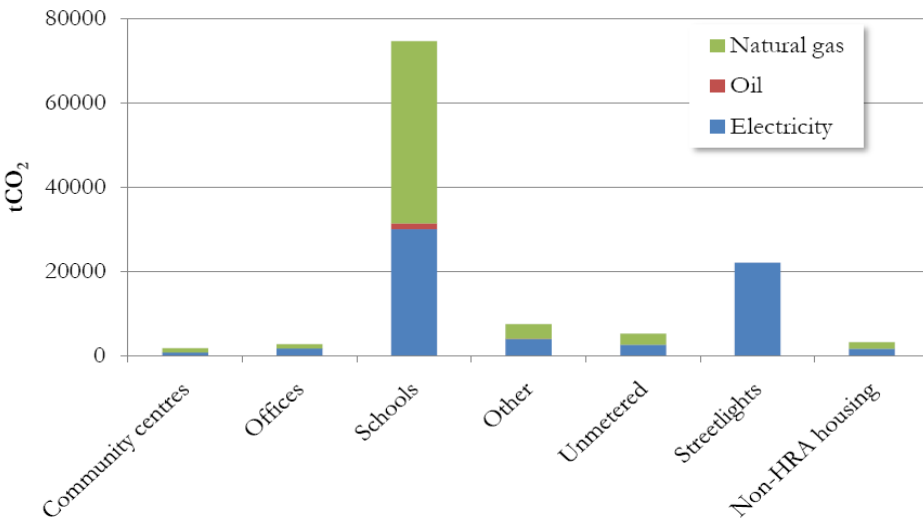


Figure C: Energy emissions (tonnes of CO₂) from council buildings



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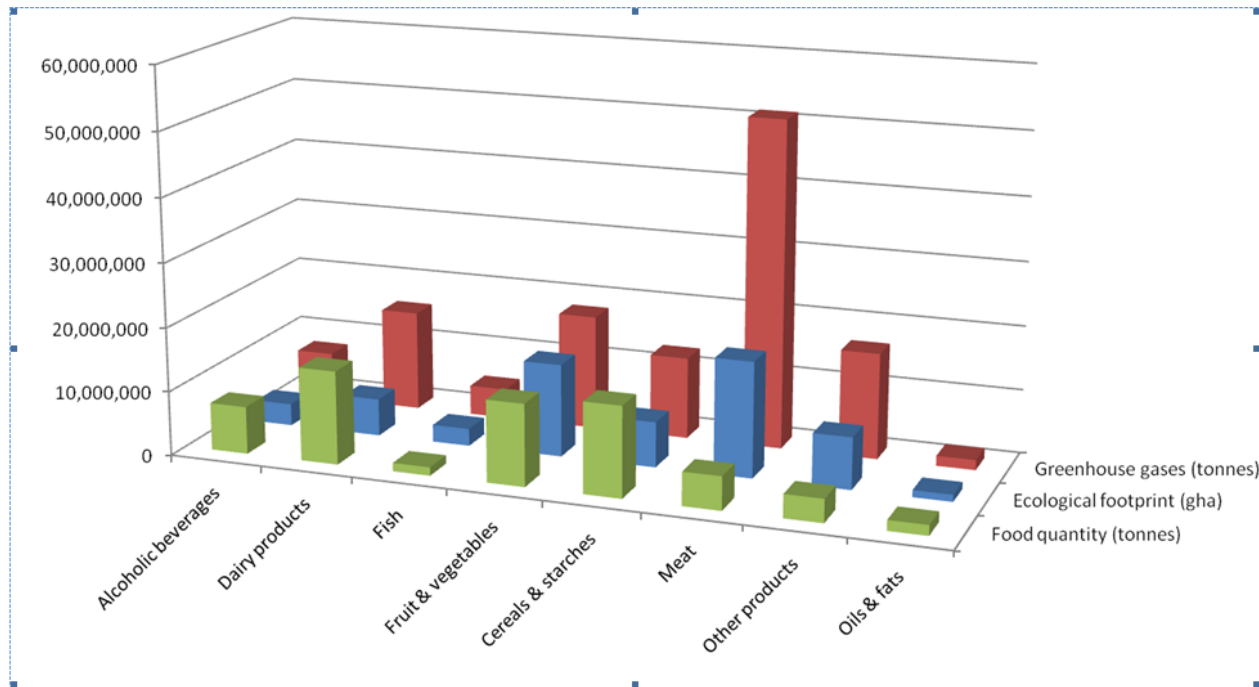
Food group	Food quantity (tonnes)		Ecological footprint (gha)		Carbon dioxide (tonnes)		Greenhouse gases (tonnes)		Land use (hectares)	
	BAU	Low impact	BAU	Low impact	BAU	Low impact	BAU	Low impact	BAU	Low impact
Alcoholic beverages	7,405,035	5,553,776	3,416,981	2,562,736	4,270,037	3,202,528	7,462,230	5,596,672	740,504	555,378
Dairy products	14,569,789	7,383,191	5,800,951	2,939,612	4,200,126	2,128,399	15,673,691	7,942,590	1,529,828	775,235
Fish	1,310,626	415,031	2,681,395	849,108	1,506,261	476,983	4,650,141	1,472,545	0	0
Fruit & vegetables	12,778,600	20,030,729	14,424,397	22,610,551	5,811,807	9,110,131	17,892,621	28,047,065	527,090	728,053
Cereals & starches	14,111,070	16,623,103	7,057,341	8,313,678	5,507,410	6,487,831	12,773,153	15,047,012	1,260,822	2,219,326
Meat	5,220,659	1,310,626	17,999,313	4,518,656	11,924,691	2,993,646	51,202,463	12,854,175	7,556,904	1,897,131
Other products	3,647,908	2,686,783	8,081,126	5,951,967	8,287,386	6,103,883	16,528,770	12,173,884	1,260,504	930,471
Oils & fats	1,616,438	1,681,970	1,081,895	1,125,756	565,718	588,653	1,567,073	1,630,603	2,681,831	2,366,262
Total	60,660,126	55,685,209	60,543,399	48,872,064	42,073,435	31,092,054	127,750,142	84,764,546	15,557,483	9,471,855
Total per capita	1.01	0.93	1.01	0.82	0.70	0.52	2.13	1.42	0.26	0.16



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How to Feed a City

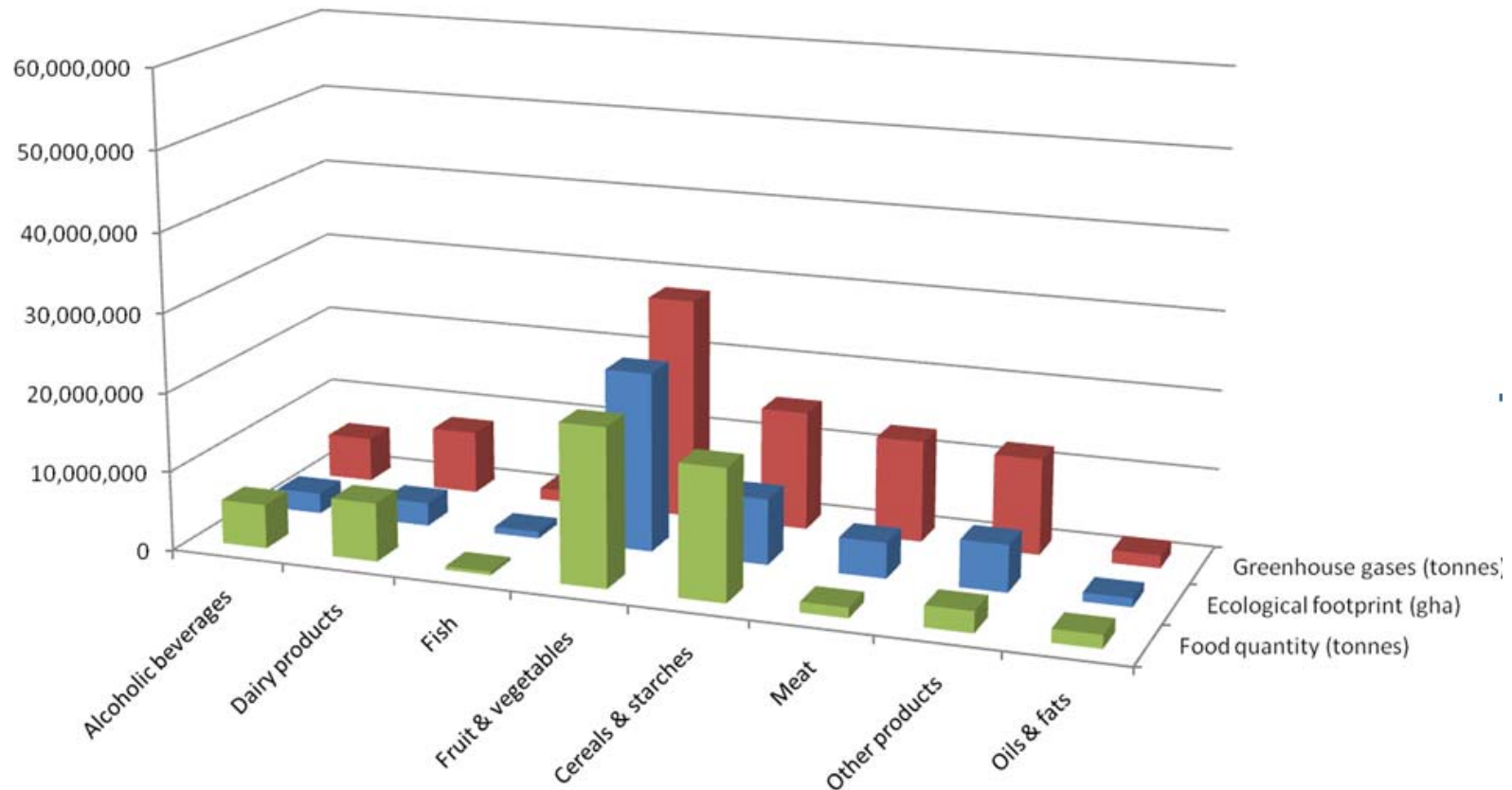
Food system resilience and capacity - today



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How to Feed a City

Food system resilience and capacity – a scenario



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Footprint Challenges

Methodology

Alignment (e.g. other greenhouse gases)

Energy land assumptions

Stability

Transparency

I/O vs physical data and fitness for purpose

Data

Much better but still not enough e.g. PIOTS

Dynamic nature of supply chains and systems

Scalability

Ambition vs feasibility - enormous task



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Footprint Opportunities

- Recognition of land use and biocapacity as an issue - at last!
- Progress being made with methodology
- Still only real measure of 'within limits'
- Still as relevant to developing world as developed world
- Still a compelling and resonant indicator
- Vital role to play in the interesting times ahead on economic indicators
- Can software developments bring scalability?



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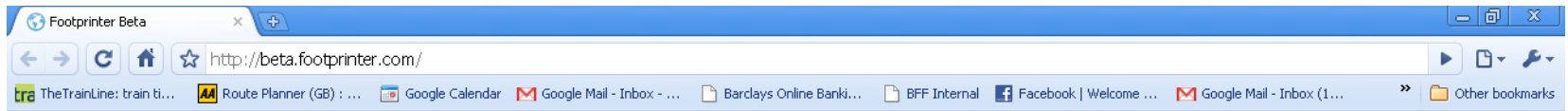
Our contribution....

Teaming up with Global Footprint Network to make data more accessible and analyses more scaleable with



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Our contribution....



PRIVATE BETA



Footprinter™

The first fully scalable environmental analysis platform.

Email:

Password:



Search

The largest database of factors and footprints in the world.

- Keyword searchable
- Expert opinions and user ratings
- Search your own data



Innovate

The most powerful and flexible footprint modeling tools available.

- Build high-level or incredibly detailed footprint models
- Work on one piece at a time
- Identify hot spots and compare



Share

The first shareable workspace and open XML footprint protocol.

- Wiki-inspired so all knowledge is captured and searchable
- Work together on teams inside and securely outside the organization



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