



FOOTPRINT FORUM 2010

MEET THE WINNERS OF THE 21ST CENTURY

Conference Program (Subject to Change)

Monday, June 7, 2010

8:30 **Registration Opens**

Policy Workshop

9:00 – 13:00 **Introduction to the Underlying Science Behind Biocapacity and Footprint**
The pre-Forum policy seminar provides a 'crash-course' in the scientific basis and policy application of the Ecological Footprint. The Workshop will provide a solid grounding in key concepts for those participating in the Forum Roundtables. Participants learn to interpret Footprint data and trends in a policy context.
Instructors: Mathis Wackernagel and Steve Goldfinger

13:00 – 14:00 **Lunch**

Footprint Roundtables

Note: Participants in the Roundtables will be asked to review our [preparatory reading](#) materials. These include our Mediterranean overview paper, *Ecological Wealth of Nations* and briefings on key issues.

14:00 – 16:00 **Opening Plenary**

Conference Opening – Kristin Cobble and Susan Burns

Keynote Address – Haroldo Mattos de Lemos, President, Instituto Brasil PNUMA (Brazilian Committee for the United Nations Environment Programme)

A Framework for the Future – Decision-makers require new tools and frameworks to navigate emerging resource constraints. **Mathis Wackernagel** discusses four critical factors all decision-makers need to be aware of: global long-term resource trends, your national trends, the implications of climate scenarios for your country, and determining your nation's optimal resource consumption profile.

Launch of Mediterranean Initiative – Alessandro Galli

Nations Leading the Way – In light of emerging resource constraints, some countries are making significant shifts in their investment patterns. What is the story behind how they did it and what lessons can we learn from them?

Razan Al Mubarak, Director, Emirates Wildlife Society and **Dania Quirola Suárez**, Advisor, National Secretary of Planning and Development, Ecuador

16:00 – 16:30

Break

16:30 – 18:00

Afternoon Sessions: The Challenges

In this series of fast-paced briefings, we'll be equipped with the knowledge we need to participate in tomorrow's roundtables. Topics include:

Water

Water is the source of all life – and in many ways, shapes the way a community lives. From food, to health to housing – everything we use and depend on could not exist without water. We can no longer afford to take this necessity for granted, as population growth and economic development continue to increase demand on this precious commodity. In recent years, water management has become a key issue in the Mediterranean region, particularly in the areas of health, agriculture and food self-sufficiency. What do all regions need to know about the water crisis to enable us to plan well for the future?

Claus Conzelmann, Vice President, Head of Safety, Health & Environmental Sustainability, Nestlé

Footprint and Biodiversity

Evidence of the worldwide species decline is global, pervasive and troubling. If an ecosystem is like a factory, then biodiversity is like the assembly line that allows the factory to produce natural capital. What does it mean that the factory parts have never been fully booked and valued? What are the implications of global factory that is being continuously degraded?

The Ecological Footprint is a measure of the aggregate demand of humans on nature, of the pressure that our demands for natural capital place on ecosystems and species. When the Ecological Footprint helps decision makers understand what drives biodiversity loss, and how such losses can be mitigated, then declining ecosystem productivity may be slowed, halted or even reversed.

Duncan Pollard, Director, Conservation Practice & Policy, WWF International

Peak Oil

What exactly is "peak oil" and how might it mitigate or accentuate the biocapacity crunch? Will higher oil prices reduce consumption, thus supporting a lower-carbon economy? Or will we reach out in desperation to dirtier energy sources such as tar sands and coal? What are key policy instruments to ensure that peak oil becomes a friend and not a foe?

Robert Rapier, Chief Technology Officer, Merica International

Population

The United Nations predicts that the global population will peak by 2050. Will we have the biocapacity available by then to support this population? How can we boost investment in successful approaches such as women's empowerment? How can we get population back on the agenda as one of many factors that affect global sustainability? Join us as we explore strategies to ensure that humanity's needs are met on an increasingly limited planet.

Martha Campbell, President/CEO, Venture Strategies for Health and Development

Also during this time period: Self-organizing conversations: The Lounge

18:00 – 19:30

Break

19:30 – 22:00

Dinner

Tuesday, June 8, 2010

8:30

Registration Opens

9:00 – 10:00

Opening Plenary

Welcome: Kristin Cobble

Introduction: Mathis Wackernagel

Natural Capital and Our Economy – What is the relationship between the ecological crisis and the financial crisis? Many believe the financial crisis is just part of a normal economic cycle or the result of weak regulation, but is there something deeper going on that's being driven by natural resource limits? What shifts in our economy will be necessary to ensure that economic growth does not undermine natural capital?

Ivo Knoepfel, Founder and Managing Director, onValues Investment Strategies & Research, in conversation with **Peter Victor**, Professor in Environmental Studies, York University, **Tim Jenkins**, Senior Policy Analyst, United Kingdom Sustainable Development Commission and **Hannes Kunz**, Institute for Integrated Economic Research

10:00 – 10:30

Break

10:30 – 12:00

Morning Sessions: Vision – The Way They See it: Banks, Governments and Business Speak Out

World Business Council on Sustainable Development (WBCSD): Vision 2050 An interactive Workshop

Imagine the impact of 29 global corporations coming together to tackle these questions: What will a sustainable future look like in 2050? What are the pathways to getting there? This is WBCSD's Vision 2050 – come hear about and be a part of this powerful global vision.

Juan Gonzalez-Valero, Head of Public Policy, Syngenta International AG and **David Moore**, Project Manager, Global Footprint Network

Sarasin Bank: Ranking the Competitiveness of Countries

Sarasin Bank recognizes that a nation's ability to meet its future bond obligations depends upon many factors, but increasingly, a nation's credit standing is closely connected its ability to protect its ecological resources for the long term. What can Sarasin's rating system tell us about the way that the financial industry is beginning to view the strength of nations.

Balázs Magyar, Sustainable Investment Portfolio Management, Sarasin Bank & Co. Ltd

The Volans Survey: Limits Literacy around the World

Much evidence indicates that humanity is running rapidly into severe ecological constraints. Yet most public policy continues to depend upon economic expansion. If not resolved, this contradiction may lead to painful disappointments. In light of emerging resource constraints, some countries are starting to shift their investment patterns – but they are still in a tiny minority, and the trends are not bending.

Can this contradiction be resolved? How do policymakers currently incorporate ecological limits into their decisions? If they don't, what are the barriers to doing so? If policies do indeed incorporate ecological limits, could it be that their positive effects just have not become visible yet? The Volans Survey explores these issues and maps the current beliefs about investment strategies in national public policy.

Alejandro Litovsky, Director, Pathways to Scale Program, Volans

Self-organizing conversations: The Lounge

12:00 – 12:30

Break

12:30 – 13:30

Afternoon Sessions: Barriers

The afternoon tracks examine the stubborn barriers we face in making progress and generate new strategies, experiments, quick wins and innovations to bring about systemic change.

Six tracks have been designed as options. Based on participant interest, we will narrow these down to three choices. Participants will choose one track to participate in.

Track 1: Feeding 9 Billion: The Food, Water and Energy Connection

How will we feed 9 billion people in 2050? Can we expand or even maintain biocapacity without threatening biodiversity? How can we overcome associated challenges such as water scarcity and shifts toward biofuels? What are the trade-offs among water, land, energy and biodiversity? Join us as we discuss challenges and devise strategies for these questions and more.

Key contributors include: **Juan Gonzalez-Valero**, Head Public Policy, Syngenta, International AG, **Claus Conzelmann**, Vice President, Head of Safety, Health & Environmental Sustainability, Nestlé, **Randall Purcell**, Senior Advisor for Climate Change, World Food Program and **Duncan Pollard**, Director, Conservation Practice & Policy, WWF International

Track 2: Re-thinking Growth

The world is in ecological overshoot and many countries, in the North and South, are running ecological deficits. Yet economic stability and social peace seemingly depend on economic expansion. The dilemma is that economic expansion leads into ecological impossibilities, the lack of such expansion to social and economic chaos. Is stability and social cohesion possible in time of contraction? What kind of challenges do we need to prepare ourselves for to be ready for times of non-growth? How can we move from a throughput-maximizing economy to an equitable, wealth maximizing society that invests in, rather than liquidates, natural capital? What are the operation principles of such an economy?

Key contributors include: **Peter Victor**, Professor in Environmental Studies, York University, **Ivo Knoepfel**, Founder and Managing Director, onValues Investment Strategies & Research, **Tim Jenkins**, Senior Policy Analyst, United Kingdom Sustainable Development Commission and **Hannes Kunz**, Institute for Integrated Economic Research

Track 3: Can We Reboot the System? Cities, Infrastructure, and Energy Systems – How Long Will it Take?

Resource availability could be increasingly constrained in the next decades. Yet cities and their infrastructure take decades to readjust to new physical realities. If cities and economies do not retool rapidly, they will lose their competitive edge. Adapting to these new ecological realities is obviously in the self-interest of all nations and cities, yet few governments act accordingly.

How can government administrations be helped in grasping their city's, region's or nation's true self-interest? What will "One Planet Infrastructure" and "One Planet Cities" look like? What specific actions would be highest on the priority list for cities and countries if they truly

considered their self-interest of surviving and thriving in this new era? How are you capitalizing on this self-interest?

Key contributors include: **William Rees**, Professor, UBC School of Community and Regional Planning, **Robert Rapier**, Chief Technology Officer, Merica International and **Pier Giorgio Oliveti**, Director, Cittaslow International

Self-Organizing Conversations: The Lounge

13:30 – 14:30

Lunch

14:30 – 16:30

Afternoon Sessions 2: Solutions

All three tracks continue in an interactive session to generate solutions for surmounting barriers.

Track 1: Feeding 9 Billion: The Food, Water and Energy Connection

Track 2: Re-thinking Growth

Track 3: Can We Reboot the System? Cities, Infrastructure, and Energy Systems – How Long Will it Take?

Self-Organizing Conversations: The Lounge

16:30 – 17:00

Break

17:00 – 18:00

Closing Session

Recap of Barriers and Solutions

A conversation with session leads on tracks 1, 2, and 3

18:00 – 20:00

Break

20:00 – 22:00

Dinner

Wednesday, June 9, 2010 (Morning)

8:30

Registration Opens

9:00 – 9:45

Optional informal meetings of Roundtable participants

9:45 – 10:00

Break

10:00 – 11:30

From Ideas to Implementation

Morning Roundtable Session: Looking Forward and Taking Action on Strategies – In this session we will focus on supporting you in moving your agenda and priorities forward in your own organization. What did you learn and what ideas will you take back to your work? What support will be helpful in forwarding your agenda?

Self-Organizing Conversations: The Lounge

11:30 – 12:00

Break

12:00 – 13:00 **Plenary Session**
Conclusion of Roundtable Sessions
Keynote Address – William Rees, Professor, School of Community and Regional Planning, University of British Columbia

13:00 – 14:00 **Lunch**

Academic Footprint Conference (Wednesday)

8:30 **Registration Opens**

9:00 – 10:00 **Academic Sessions: Cross-Fertilizations**

Integrating Ecological, Carbon and Water Footprint into a “Footprint Family” of Indicators
Galli, Wiedmann, Ercin, Ewing, Giljum

A Joint Implementation of Ecological Footprint Analysis and Cost-Accounting Techniques for Measuring Environmental Pressures at the Company Level
Bagliani, Martini

Support Area as an Indicator of Environmental Load: Comparison Between Ecological Footprint, Embodied Energy and Energy accounting
Agostinho, Pereira, Ortega

Ecological Footprint vs Biocapacity of World Regions: a Geopolitical Interpretation
Capineri, Niccolucci, Tiezzi

Methodological advances in Ecological Footprinting
Herva, Hernando, Carrasco, Roca

10:00 – 11:30 **Academic Conference Sessions: Cross-Fertilizations**

“Ecological Bootprinting” as a Method for Illustrating the Inadequacy of Eco-Efficiency for Moving Toward Sustainable Development: the Norwegian Case
Aall, Heiberg, Husabø, Hille

Interregional Cap and Trade Using Ecological Footprint for Improvement of the Environmental Balance
Ujihara, Taniguchi

Ecological Unequal Exchange: A Comparative Analysis
Hermele

Managing Trade with Ecological Footprint Analysis – The Case of Israel’s Grain Supply
Kissingner

The Real Wealth of Nations: Mapping and Monetizing the Human Ecological Footprint
Sutton, Tuttle, Anderson

Self-Organizing Conversations: The Lounge

11:30 – 12:00 **Break**

12:00 – 13:00	Plenary Session Keynote Address: William Rees
13:00 – 14:00	Lunch
14:00 – 15:30	Academic Conference Sessions Losing Weight or Treading Lightly: Understanding the Carbon Footprint Cranston, Hammond Implications of the Stock-Flow Distinction: National Footprint Accounting – A Conceptual Overview Niccolucci, Galli, Reed, Marchettini, Wackernagel, Bastianoni Ecological Footprint, Ecosystem Services and Biodiversity: An Analysis of Global Indicators Vackar The Risk of Forced Footprint Reductions Kunz, Hagens Projecting Future Human Demand on the Earth's Regenerative Capacity Moore, Galli, Cranston, Reed
	Self-Organizing Conversations: The Lounge
15:30 – 16:00	Break
16:00 – 17:30	Academic Conference Sessions: Developments Any Sustainable Decoupling in the Finnish economy? Comparison of the Pathways of GDP and Ecological Footprint, 2002-2005 Mattila, Seppälä, Mäenpää Ecological Footprint of an Organization: Can it Really be Measured? Gondran Comparing the Environmental Impacts of Intensive and Extensive Agricultural Practices Mózner and Tabi Responsibility Allocation Over Time within Ecological Footprint Analysis: A Case Study of Nuclear Power Generation Wada
	Self-Organizing Conversations: The Lounge
	Global Footprint Network Board Meeting (closed)
17:30 – 18:00	Break
18:00 – 19:00	Poster Session
19:00 – 20:00	Break
20:00 – 22:00	Dinner

Thursday, June 10, 2010
Public Day
Teatro del Popolo, Colle di Val d'Elsa

- 8:30 **Registration Opens for Public Day**
- 9:00 – 10:30 **Morning Session**
Welcome Addresses:
Simone Bastianoni, Professor, University of Siena
Silvano Focardi, Rector, University of Siena
Simone Bezzini, President, Province of Siena
Luca Ruini, People, Safety, Environment & Energy Corporate Manager, Barilla G. e R. Fratelli
- Plenary Addresses: What is at Stake?**
Stefano Laporta, Istituto Superiore per la Protezione e la Ricerca Ambientale
Haroldo Mattos de Lemos, President, Instituto Brasil PNUMA (Brazilian Committee for the United Nations Environment Programme)
Razan Al Mubarak, Director, Emirates Wildlife Society, United Arab Emirates
Randall Purcell, Senior Advisor for Climate Change, World Food Programme
Ann Cotton, Executive Director, CAMFED International
Dania Quirola Suárez, Advisor, National Secretary of Planning and Development, Ecuador
- 10:30 – 11:30 **Panel Discussion: Rethinking Growth**
Moderator: Mathis Wackernagel
Peter Victor, Ecological Economist; Author, "Managing Without Growth"
Hannes Kunz, Institute for Integrated Economic Research, Switzerland
- 11:30 – 12:00 **Break**
- 12:00 – 13:30 **Panel Discussion: Building Lasting Success in the Mediterranean**
Moderator: Alessandro Galli, Senior Scientist, Global Footprint Network
Paolo Lombardi, Director, WWF Mediterranean Program
Gianfranco Bologna, Scientific Director and Director Sustainability Programme, WWF Italy
Cécile Roddier-Quefelec, Programme Officer State of the Environment, Plan Bleu
Engelbert Ruoss, Director, UNESCO Venice Office
- 13:30 – 14:30 **Lunch**
- 14:30 – 16:00 **First Afternoon Session**
Corporate Footprint
Hear about the cutting-edge best practices of practitioners and corporations that are using the Ecological Footprint to measure and reduce the impact of their products and operations on the Earth.
Moderator: Susan Burns, CEO, Global Footprint Network

Nicky Chambers, Founder and Strategy Director, Best Foot Forward
Marco Messini, General Manager for Southern Europe, Timberland
Claus Conzelmann, Vice President, Head of Safety, Health & Environmental Sustainability, Nestlé
Juan F. Gonzalez-Valero, Head of Public Policy, Syngenta International AG

Human Development in a Resource-Constrained World

There is rising recognition that investments in alleviating poverty must provide populations with lasting solutions rather than act as short-term “band-aids”. The same can be said for a population’s natural wealth. How do we ensure that development enhances a population’s natural capital as a source of long-term wealth? In a resource-constrained world, it is no longer about saving nature or saving people – it is about maintaining the health of both.

Moderator: Mathis Wackernagel, President, Global Footprint Network

Ann Cotton, Executive Director, CAMFED International

Randall Purcell, Senior Advisor for Climate Change, World Food Programme

Martha Campbell, President/CEO, Venture Strategies for Health and Development

Academic Session 1: Applications

Corporate Water Footprint Accounting and Impact Assessment: The Example of a Sugar-Containing Carbonated Beverage

Ercin, Hoekstra

The Water Footprint of Crop Production in Cyprus

Zoomides and Zachariadis

Applying a “New” Sustainability Paradigm to Water Resources Management: Okavango River Case Study

Masundire

Network Analysis of Japanese Ecological Footprint based on Input-Output Tables for the 47 Prefectures of Japan

Yoshizawa, Fujiwara, Zheng, Shiba, Sakurai, Yamasaki

Academic Session 2: Education

Ecological Footprinting in Healthcare in the United States

Leigh, Pratt

“And the Winner is.....South Australia”: Ecological footprint Reduction by Integrating Government Targets and Community Participation Supported by University Research and Outreach

James

Pre-Service Science Teachers’ Views of the Ecological Footprint

Kele

Building a Network for the Ecological Footprint Community

Collins, Flynn

Self-Organizing Conversations: The Lounge

16:00 – 16:30

Break

16:30 – 17:45

Second Afternoon Session

Personal Behavior Change

In order to achieve a sustainable future, we will need to educate and motivate people to change their daily habits. From ad campaigns to personal calculators, our partners are coming up with effective and innovative ways to inspire individuals to make a difference.

Moderator: Cheryl Hicks

Wolfgang Pekny, Senior Strategic Operator, Platform Footprint

Marc Bontemps, Director, Ecolife

Stijn Bruers, Project Manager, Ecolife

Cities of the Future

The global effort for sustainability will be won, or lost, in the world's cities, where urban design may influence over 70 percent of people's Ecological Footprint. Global Footprint Network partners and city representatives will share the most innovative urban design strategies for reducing the Ecological Footprint of city populations and creating cities of the future. Which cities are building future resource traps? Which ones are building opportunities for resource-efficient, sustainable lifestyles?

Moderator: Pier Giorgio Oliveti, Director, Cittaslow International

Opening Remarks: William Rees, Professor, University of British Columbia

Contributors:

Gian Luca Marconi – President, Cittaslow International and Mayor of Sindaco Castelnuovo ne' Monti

Giuseppe Roma – Member of the Scientific Committee of Cittaslow International, and Director of Censis

Tunc Soyer – Mayor of Seferihisar, Turkey

Angelo Vassallo – Mayor of Pollica

Roberto Albetti – Mayor of Abbiategrosso

Roberto Bozzi – Mayor of Castelnuovo Berardenga

Academic Session 3: Applications

Developing Indicators for the Urban Institutional and Ecological Footprint
Dakhia, Azzag

The Ecological Footprint of Fisheries Products: A Case Study of Reduction Fisheries for Meal and Oil
Parker, Tyedmers

Carbon Footprint and Delocalisation of Production. A Case Study for Italy, 1995-2006
Marra Campanale; Femia

Comparing Ecological Footprint and Life Cycle Assessment in the Sustainability Evaluation of Tourism Activities
Castellani, Sala

Academic Session 4: Education

Research of Parameters of a Personal Ecological Footprint as an Effective Tool of Education for Sustainable Development

Grigoryeva

Introducing the Footprint in Information Systems Education
Weinberg, Quesenberry

Global Citizenship and Sustainable Change: Better Information, Smaller Footprint
Forrer

A Framework for Strategic Sustainable Development to Complement Projects using the
Ecological Footprint
Lawton

Self-Organizing Conversations: The Lounge

17:45 – 18:30

Break

18:30 – 20:00

No-Host Dinner

Friday, June 11, 2010 Technical Training

8:30

Registration Opens

9:30 – 18:00

Technical Training Day One

The two-day technical training is intended for practitioners who are interested in applying the Footprint in their own work. It is geared toward people with a technical or quantitative background and researchers working on Ecological Footprint projects. For details on the topics covered in this training, visit our [Technical Footprint Training](#) page.

Instructors: Alessandro Galli, David Moore and Anders Reed

Saturday, June 12, 2010

9:15 – 16:30

Technical Training Day Two