

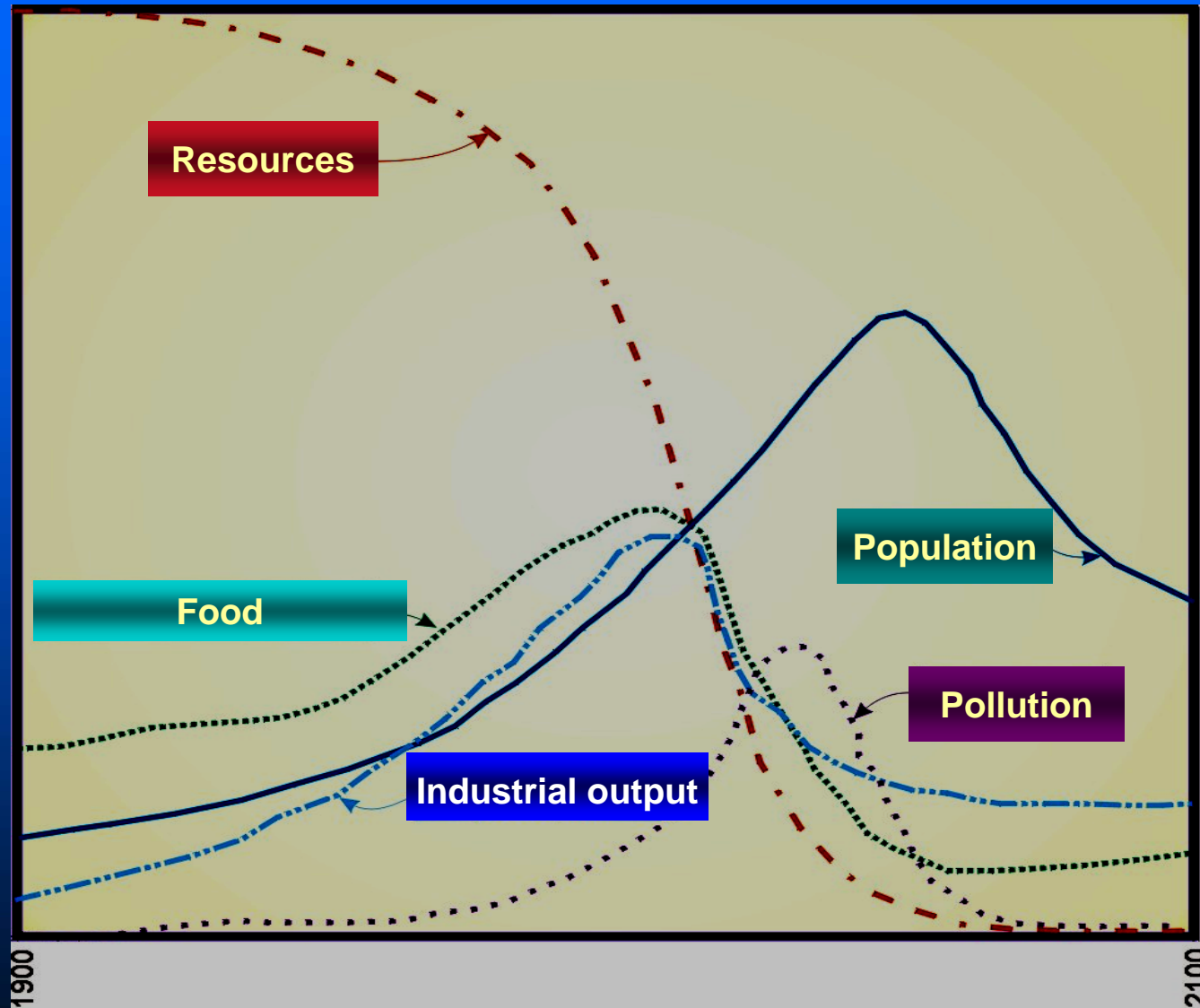


Sustainable Development

Haroldo Mattos de Lemos
Vice Chair, ISO/TC 207
President, Instituto Brasil PNUMA

Footprint Forum 2010
Global Footprint Network
Siena, June 2010

First Report of the Club of Rome, *Limits to Growth*, 1972.

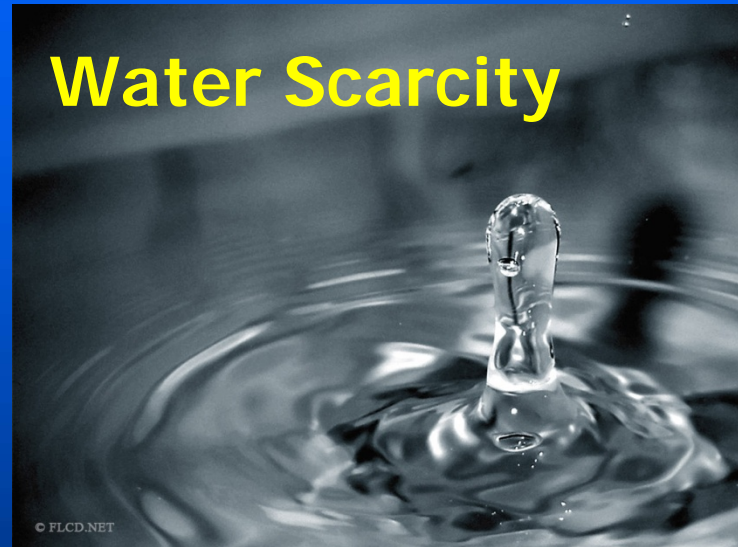




Transformation of the **BIOSPHERE** during the last 100 years:

- **Human population: soared from 1,5 to 6.1 billion;**
- **Economic activity: increased 10-fold between 1950 and 2000;**
- **Most of the world's fisheries: over exploited;**
- **40% of the known oil reserves were exhausted;**

Global problems we are facing now



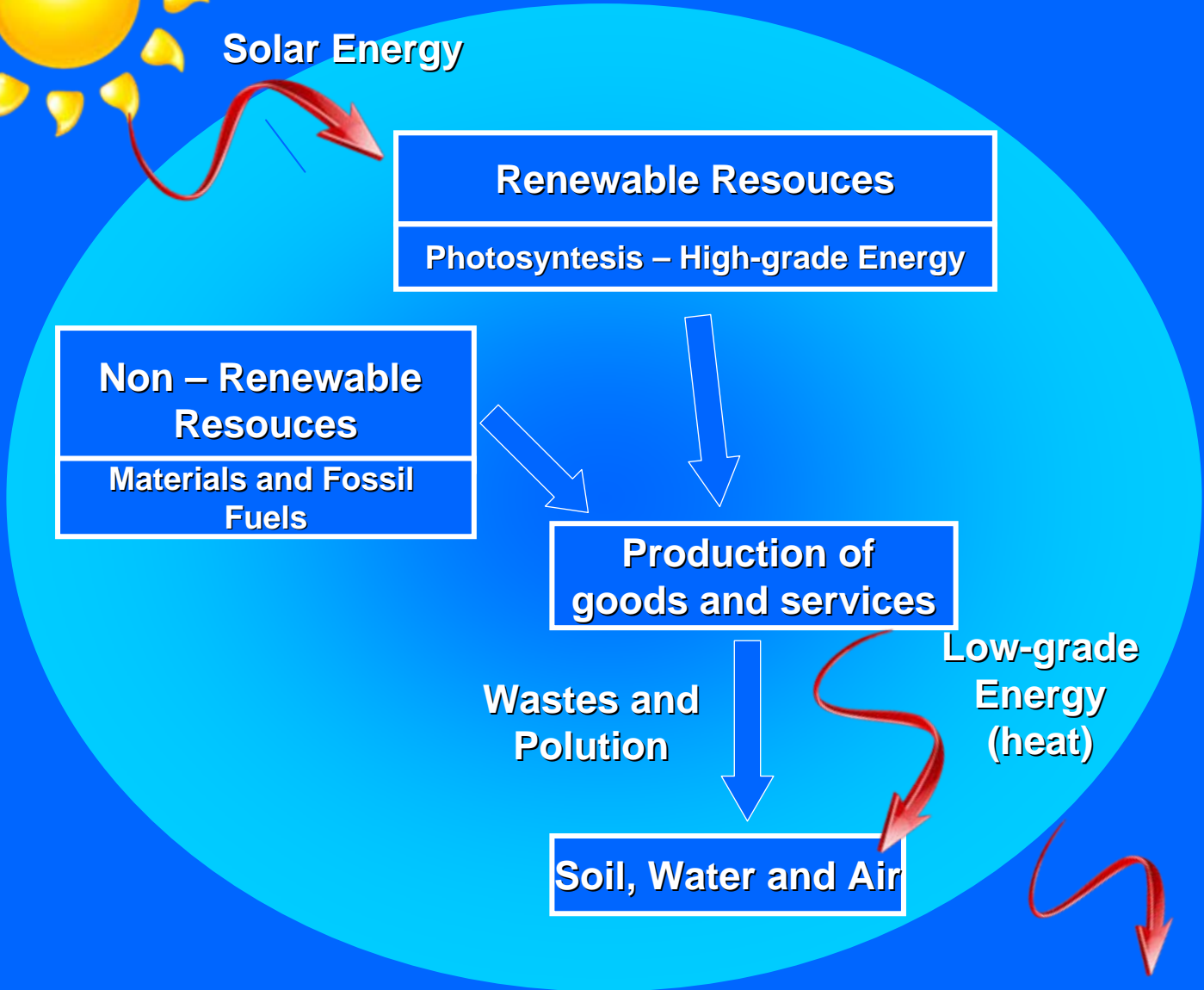
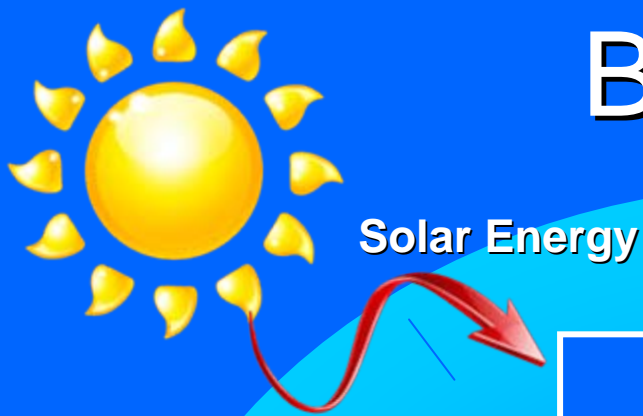
Sustainable Development



“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

Source: Brundtland Commission Report, “Our Common Future”, 1987

Biosphere



Heat loss

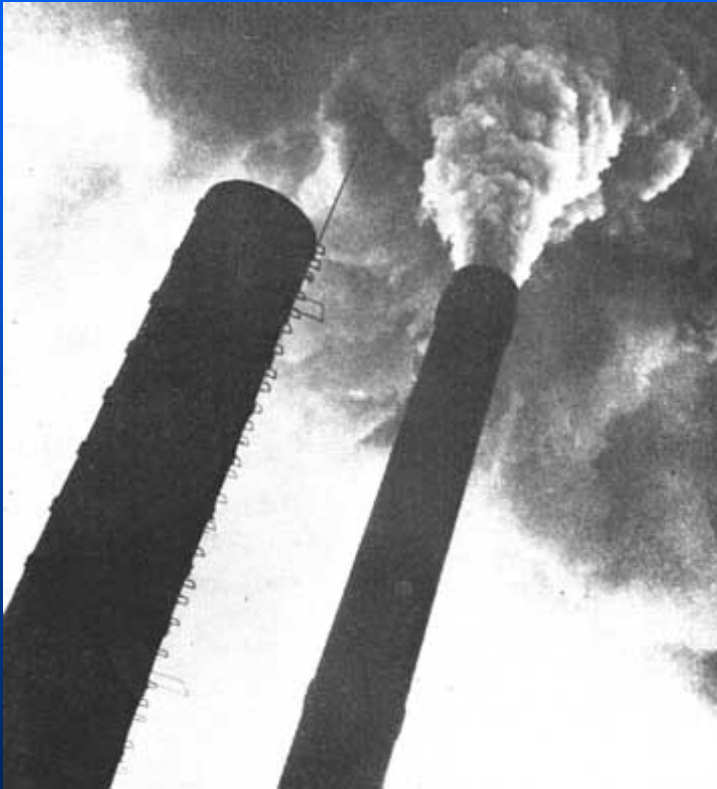
Three Main Challenges to achieve Sustainable Development



1
We must
guarantee
the availability of
natural resources

- First Report of the Club of Rome, *Limits to Growth*, 1972.

Three Main Challenges to achieve Sustainable Development



We should not exceed the limits of the biosphere to recycle and absorb residues and pollution.

Three Main Challenges to achieve Sustainable Development



French Navy intercepts 300 illegal Immigrants in the Mediterranean (22 September 2008)

**We must
reduce poverty
worldwide**

Social problems:

“Well before reaching the physical limits of our planet, severe social disturbances will occur due to the huge economic gap between poor and rich nations.”

**Third Report of the Club of Rome:
“Reshaping the International Order”, 1976.**

Sustainable Development (II)

- /// Meeting the needs of the present without compromising the ability of future generations to meet their own needs.
- /// Living within the earth's carrying capacity (availability of natural resources and limits to absorb residues and pollution).
- /// Reducing poverty.

New challenge:

- Low carbon economy.**
- Business as “unusual”: innovation and creativity.**
- The World will be different in the next decades.**

Vision 2050

*The new agenda
for business*

WBCSD

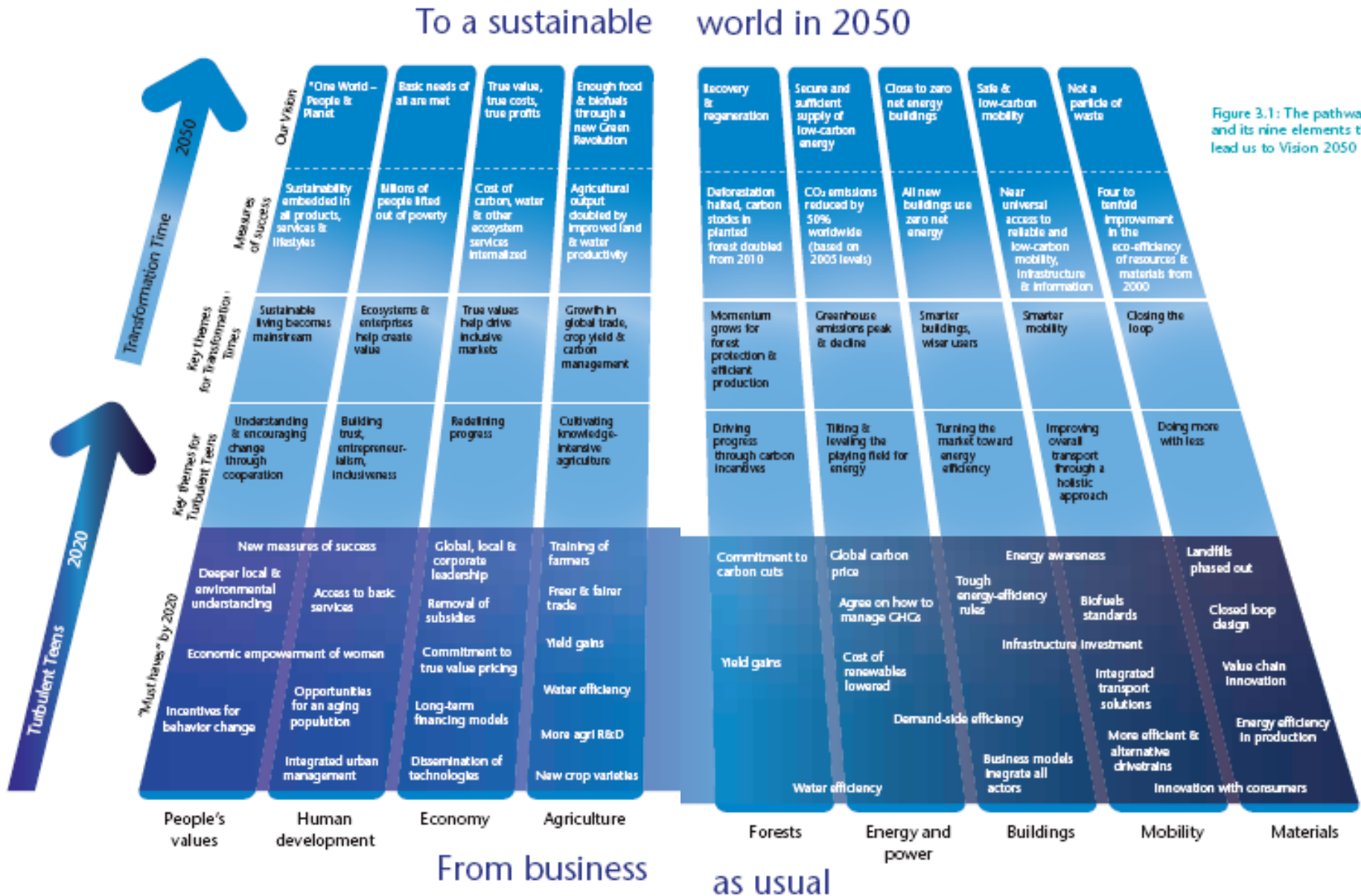
February 2010



Vision 2050

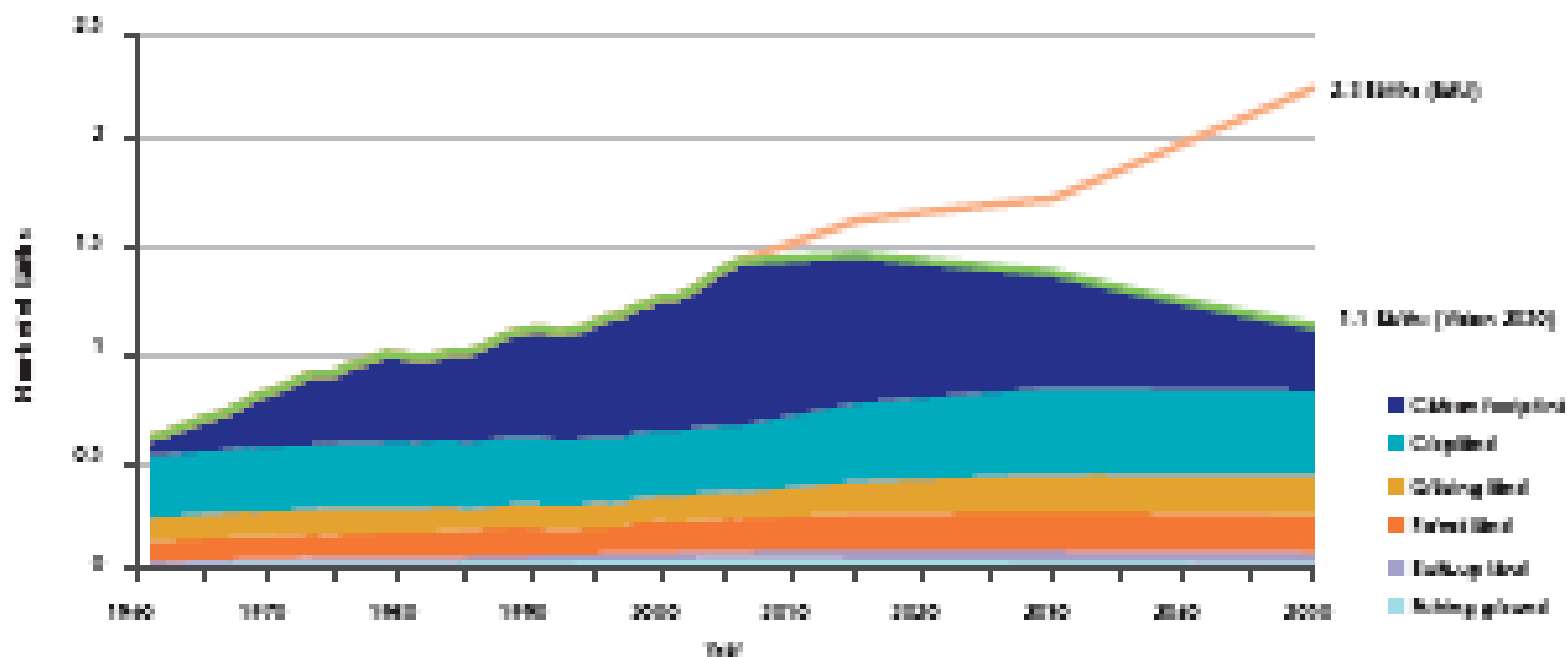
**In 2050, around 9 billion
people live well, and within
the limits of the planet.**

Vision 2050 - WBCSD



Vision 2050

Figure 3.12: Vision 2050 ecological footprint against business-as-usual – How many Earths and global hectares do we use?



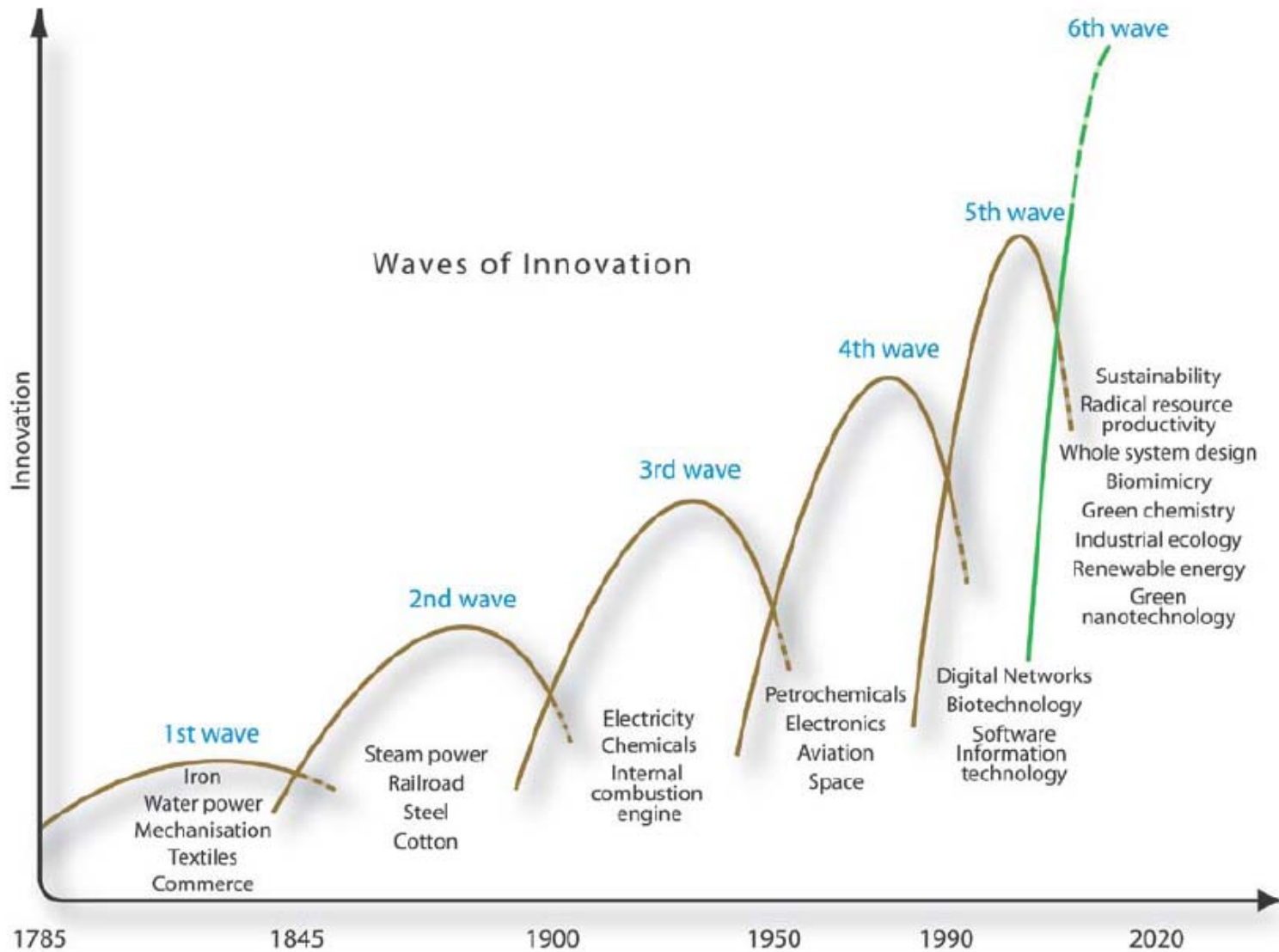


Figure 4 *Waves of Innovation*

Source: Courtesy of The Natural Edge Project¹⁹

Sustainable Transportation?



Thanks.

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Bons exemplos

Wal-Mart: negociou com fornecedores de brinquedos redução da embalagem de 16 produtos.

Fornecedores: reduziram gastos com embalagens;

Wal-Mart: 230 viagens de navios a menos para distribuir seus produtos, economizando 356 barris de petróleo e milhões de dólares em custos de transporte.

“12 passos para deixar o vício do CO₂”, PNUMA, 05/06/2008