

Global Footprint Network 2005 Annual Report



Global Footprint Network
Advancing the Science of Sustainability



www.footprintnetwork.org

INTRODUCTION

When we launched Global Footprint Network a little over two years ago, we set our sights on the ambitious goal of making ecological limits central to decision making everywhere. Now, as we reflect on 2005, we recognize that we have made major progress toward this goal. We are deeply grateful to our partners, donors, and friends who have enabled Global Footprint Network to achieve more in the last year than we had originally thought possible.

2005 will be marked as a year when the Ecological Footprint achieved new prominence among high-profile national and international government agencies which are seeking to adopt the approach. Together, we are igniting a global dialogue about ecological limits and overshoot, and raising the profile of the Ecological Footprint, a tool that quantifies human demand on nature and nature's capacity to meet this demand.

In 2005, Global Footprint Network and its 50 partner organizations produced landmark reports on Europe and the Asia-Pacific regions; developed the first set of Footprint application and communication standards; made significant improvements in the National Footprint Accounts; and launched our flagship "Ten-in-Ten Campaign" to institutionalize the Ecological Footprint in at least 10 key nations by 2015.

It has been an honor and a pleasure to work in close collaboration with our partner organizations and supporters. We are grateful to all of you for joining us on this journey. In the next few pages, we share further details about our accomplishments, highlight exemplary strategic partnerships, and outline our aspirations for the year ahead.

KEY ACCOMPLISHMENTS 2005

Major Reports

Europe 2005: The Ecological Footprint

In July 2005, with WWF, we published *Europe 2005: The Ecological Footprint*, marking the first time the European Union has tracked its world-wide ecological spending. The report won the endorsement of José Manuel Barroso, President of the European Commission, who wrote the foreword. In analyzing the European Union's 25 nations – home to over 450 million citizens – the report concluded that Europeans use more than twice Europe's biocapacity and that Europe's resource demand *per capita* has risen nearly 70 percent since 1961. The report was

distributed to 400 European Parliamentarians and the Footprint has since been included in Europe's Sustainable Development Strategy.

In September 2005, Catherine Day, then Director General of the European Commission's "DG Environment" (the EU's "Ministry of Environment") and now Secretary General of the entire Commission, expressed her support for the Ecological Footprint and for Global Footprint Network's work.

The full report is available at:

http://www.footprintnetwork.org/gfn_sub.php?content=books

The European Environment - State and Outlook 2005

In November 2005, the European Environment Agency (EEA) released its much-awaited report *The European Environment - State and Outlook 2005*, featuring the Ecological Footprint. As Jacqueline McGlade, European Environment Agency Executive Director, stated "Europe cannot continue down the path of achieving its short-term objectives by impacting disproportionately on the rest of the world's environment through its Ecological Footprint." The report, which was made available to all EU parliamentarians, lays out an economic policy framework for addressing these issues, and promises to contribute significantly to the international debate about economic growth and overshoot. We are grateful for the contributions of our partner organizations Stockholm Environment Institute (SEI) and New Economics Foundation (nef) to this report. The report received widespread media attention, including in the Independent newspaper (Britain), and Tagesschau and VWD (Germany).

For a full copy of the report, visit:

<http://www.eea.eu.int/Highlights/20051122115248>. A more detailed report for the European Environment Agency focusing exclusively on the Ecological Footprint has also been completed and will be published in 2006.

Asia-Pacific 2005: The Ecological Footprint and Natural Wealth

Following on the success of the two Europe 2005 reports, we published *Asia-Pacific 2005: The Ecological Footprint and Natural Wealth* with our partners, WWF and Kadoorie Farms and Botanic Gardens, in December 2005. Covering more than twenty countries within the region, the report focuses on the ecological challenges associated with economic growth and rapidly increasing populations. With more than half of the total population of the world, the Asia-Pacific region demands nearly 40% of the total ecological capacity of global ecosystems each year. The report found that the average person's Footprint of 1.3 global hectares in the Asia-Pacific region is seven times smaller than that of the average North

American and more than three times smaller than that of the average European. At the same time, this demand is more than 1.7 times what the Asia-Pacific region itself is able to supply. The report outlines important trends for a region that will shape the future of sustainable development.

The full report is available at:

http://www.footprintnetwork.org/gfn_sub.php?content=books. A Chinese version, produced by our partners at Kadoorie Farms and Botanic Gardens, was released in February 2006.

The National Footprint Accounts

The National Footprint Accounts are the central dataset that calculates the Footprint of 150 nations from 1961 to the present and forms the basis for Ecological Footprint applications world-wide. One of Global Footprint Network's central roles is to conduct and coordinate research that continuously improves the methodology behind Ecological Footprint calculations.

With the help of the European Environment Agency, Global Footprint Network completed a major update of the National Footprint Accounts (the 2005 edition). Results can be found on the European Environment Agency's website at: <http://org.eea.eu.int/news/Ann1132753060>

New datasets were added, including a new database tracking imports and exports of over 600 categories of products, and many aspects of the calculation methodology were updated. For some of these updates, we received technical support from the Finnish Ministry of the Environment and from the Finnish Forest Industries Federation, and financial support from WWF Denmark.

The National Footprint Accounts are available through our website. Two editions are available--a Project Edition for organizations interested in developing Ecological Footprint applications, and a free Academic Edition for scientific and academic review. Both versions include calculation templates and conversion factors which are used by Footprint practitioners throughout the world, making comparisons between studies possible. To download the two editions, please visit:

http://www.footprintnetwork.org/gfn_sub.php?content=nrb

Methodological Standardization

A growing number of government agencies, organizations and communities are adopting the Ecological Footprint as a core indicator of sustainable resource use. As the number of Ecological Footprint practitioners around the world increases, different approaches to conducting Footprint studies could lead to fragmentation and divergence of the methodology. This would reduce the ability of the Footprint to produce consistent and comparable results across applications and could generate confusion.

The value of the Footprint as a trusted sustainability metric therefore depends not only on the scientific integrity of the methodology, but also on consistent application of the methodology across analyses. It also depends on communicating results of analyses in a manner that does not distort or misrepresent findings. Ensuring that Footprint results are both credible and consistent will encourage even more widespread adoption of the Ecological Footprint, increasing its effectiveness as a catalyst for a sustainable future.

In 2004, Global Footprint Network initiated a committee-based consensus process to achieve two key objectives:

- Establish a scientific review process for the Footprint methodology, and
- Develop application and communication standards.

Three committees were established, and began operating in the spring of 2005. The committees are comprised of members drawn from the Network's partner organizations, and represent academia, government, NGOs and consulting firms. The committees are:

- The National Accounts Committee, which supports continual improvement of the scientific basis of the National Footprint Accounts.
- The Application Standards Committee, which develops standards and recommends strategies to ensure that the Footprint is applied in a consistent and appropriate manner in all key domains, at a variety of scales, and over time.
- The Communication Standards Committee, which develops standards to ensure that the results of Footprint analyses are presented accurately, with assumptions clearly specified and factual findings kept distinct from advocated solutions.

From these committee activities, draft protocols and standards are being developed and circulated for feedback. This is an iterative process, managed by the committees with the support of Global Footprint Network staff.

In November 2005, the Application and Communication Standards Committees completed the first draft of the Ecological Footprint Standards. These draft standards address a variety of Footprinting issues, including use of source data, derivation of conversion factors, establishment of study boundaries, and communication of findings. In December 2005, the Draft of the proposed Ecological Footprint Standards was published on the web for public comment. The final standards will be officially released in June 2006 at the Footprint Forum, our international meeting in Siena, Italy. (See also www.footprintstandards.org.)

Ten-In-Ten Campaign

In 2005, we launched a global campaign with an ambitious goal: to institutionalize the Ecological Footprint in at least 10 key nations by 2015. Our aim is to make the Ecological Footprint as prominent a metric as the Gross Domestic Product (GDP). This will allow nations to systematically account for their ecological assets and to measure their progress towards sustainability in tangible ways.

Institutionalizing the Ecological Footprint at the national level requires an acceptance of both the methodology and the data by the statistical offices of national governments. Therefore, one key strategy in the Ten-in-Ten campaign is to encourage the review of the National Accounts in a process initiated by national governments and conducted by independent third parties. This review process will allow us to continuously improve the data and methodology so that the Ecological Footprint is a relevant and robust tool for public policy setting in each country. For example, working with the Finnish Ministry of the Environment, we were able to utilize better conversion factors which significantly improved the timber section of the Finnish National Accounts.

In 2005 four Swiss government agencies initiated a study by INFRAS, a leading Swiss policy research institute, to review the National Footprint Accounts of Switzerland. This review is a crucial step that will give the Swiss government confidence and ease in using its Ecological Footprint accounts. In 2007, Swiss government officials plan to incorporate this Footprint data into the nation's Sustainability Development Plan.

Global Footprint Network is now in active dialogue with contacts in twenty-three other countries which are likely early adopters of the Ecological Footprint.

Strategic Applications

While our work with national governments is critical, the Ecological Footprint also helps architects design green buildings, local governments develop more livable cities, businesses to be more profitable, and individuals to live more lightly on the earth. Through all of these applications, the Footprint reaches untold millions of people each year.

Our decision to engage in a project is based on criteria that were formalized in 2004, ensuring that the work either builds the technical capacity of Footprint practitioners in areas where capacity is low, helps standardize application and communication methodologies, extends Footprinting into new domains, and/or ensures that Network staff remains at the cutting edge of Ecological Footprinting. Whenever possible, the Network strives to collaborate with partners on these projects. Here are some examples of this work in 2005:

Ecological Footprint of the State of Victoria

With *EPA Victoria* and the *University of Sydney*, we assessed the Footprint and biocapacity of the State of Victoria. In April 2005, Melbourne's newspaper, *The Age*, showcased the results. In addition to the benefits to the State of Victoria, the study allowed us to compare methodologies using input-output analysis with other allocation strategies commonly used in Footprint analyses.

Green Building and Development

Also in collaboration with *EPA Victoria*, we evaluated the Ecological Footprint of a "green development" in the State of Victoria (with *VicUrban*, an urban development agency, and the *Centre for Design at RMIT*). We also developed a Footprint calculator for one of Australia's largest developers, *LendLease*, that helps architects make green building design choices in a retail environment.

One Planet Business

With *World Wildlife Fund UK*, *Best Foot Forward* and the *Stockholm Environment Institute*, we participated in groundbreaking work to bring the Ecological Footprint to corporations and the financial industry. The project quantifies the Ecological Footprint of major industrial sectors which will support sector-wide policy shifts to help transform these industries.

Canadian Index of Well-Being

With the *International Institute for Sustainable Development (IISD)*, we conducted an initial assessment of the Footprint of Canadian provinces.

County of Marin, California

We used the Ecological Footprint to quantify the “footprint savings” associated with goals in Marin’s new countywide Plan.

Convention on Biological Diversity

Thanks to the work of our partner, *WWF International*, and a number of friendly nations (like Columbia, Brazil and Russia), the Footprint was selected by the Convention on Biological Diversity’s scientific advisory group as a potential indicator for measuring progress towards the 2010 biodiversity targets.

For further information about these projects, please do not hesitate to contact us.

Outreach and Training

In 2005, we carried out the following outreach activities:

Public Events

Global Footprint Network and the Ecological Footprint were featured at numerous events when San Francisco hosted World Environment Day in June 2005. In addition, we made presentations in Aachen (Germany), Antigonish (Nova Scotia), Basel, Bern, Brussels, Cape Town, Copenhagen, Geneva, Gland, Godalming, Montreal, New York, Paris, San Rafael, San Francisco and Bay Area, Seattle, Seoul, Stirling, Tacoma, Toronto, Vancouver, and Zurich. We also offered training workshops in Berkeley, New York, Nova Scotia, and Portland.

Popular TV Coverage

Apart from television coverage of our reports on Europe, the coverage that tickled us most was in a new series called *30 Days*. Producer Morgan Spurlock modeled *30 Days* after his film *Super Size Me*. The series was aired on FX, the Fox Affiliate. In a Fall 2005 episode entitled “Off the Grid,” a New Jersey couple (with a typically large American Ecological Footprint) is challenged to live in an eco-village for a month. Global Footprint Network provided the Footprint assessment of their changing life styles.

Scientific American Article

In a special issue of *Scientific American* in September 2005 called “Crossroads for Planet Earth,” the Ecological Footprint was discussed twice – though in one place underplayed. Our letter to the editor clarifying the significance of ecological limits was published in the January 2006 edition.

Bi-monthly Newsletters and Updates

To keep our partners and supporters up-to-date about the latest Footprint developments, the Footprint Network publishes bi-monthly newsletters (sent to 25,000 supporters by email) and occasional updates about noteworthy events.

For an example of our 2005 newsletters, see:

http://www.footprintnetwork.org/gfn_sub.php?content=newsletters

KEY OBJECTIVES FOR 2006

Building on these accomplishments, our 2006 goals for reframing the sustainability debate, generating interest in global ecological limits, and building adoption of the Footprint include:

Global and Regional Work

In 2006, in partnership with WWF International, Global Footprint Network will produce the next *Living Planet Report*, which will provide updated Footprint results for 150+ countries plus new analysis on the financial costs of moving out of overshoot. In partnership with the Swiss Development Corporation, we will also publish the first regional Ecological Footprint report for Africa, accompanied by a series of workshops.

National Footprint Accounts

Global Footprint Network will continue to improve the National Footprint Accounts and their usefulness for government policymaking, through our National Accounts Review committee, government review through the Ten-in-Ten Campaign, and in collaboration with our advisory council.

Footprint Standards

We will continue to improve the quality, comparability, and reach of Footprint applications through the work of our standards committees. We will launch the first ever approved standards on the 16th of June 2006 at the Footprint Forum in Siena, Italy.

Ten-in-Ten Campaign

In 2006 we will continue working with key contacts in Switzerland, Canada, Australia, Chile, Mexico, South Africa, Belgium, Bhutan, Brazil, Hungary, and other countries that are the most likely early adopters of the Ecological Footprint. We will work with partner organizations in these countries to initiate reviews of the National Accounts in order to engage national governments in the process of verifying the scientific validity of the accounts, build their confidence in the methodology, and begin the process of institutionalizing the Ecological Footprint as a national metric.

Strategic Applications

We will continue to work with our partners on projects that provide strategic value in advancing the Footprint. For example, we are building a personal Footprint calculator in partnership with EPA Victoria, Australia. This informative and entertaining web-based tool will let people assess, in detail, their own personal Footprint and explore options for reducing it. The calculator will eventually incorporate a scenario modeler we developed as a prototype with Carnegie Mellon University. The Australian web application will provide the platform for additional Footprint calculators for other states and countries, which we plan to develop with our partner organizations.

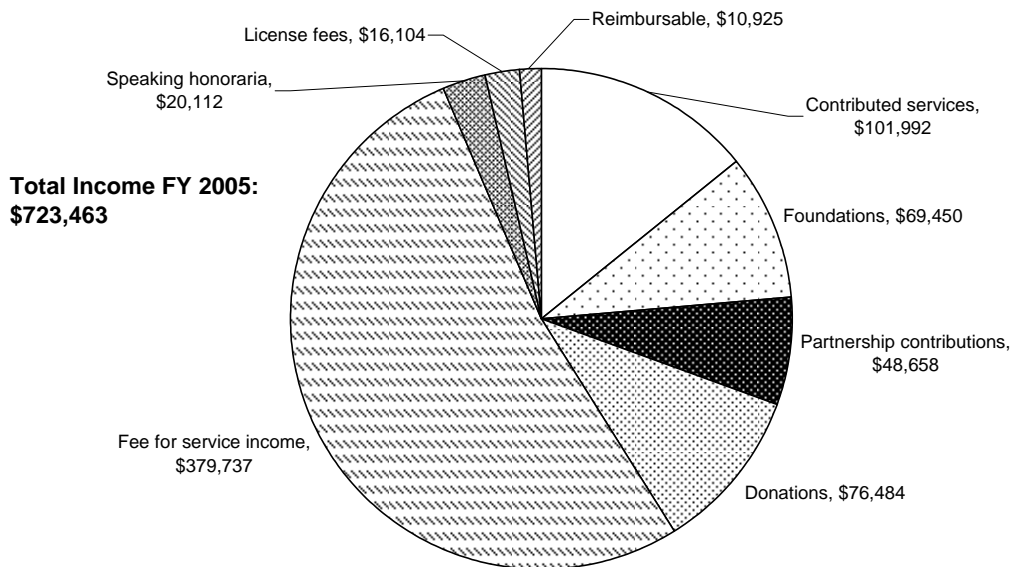
Outreach and Training

On June 14-17, 2006 we will hold Footprint Forum 2006, the first ever gathering of Global Footprint Network partner organizations in beautiful Siena, Italy. In addition, we are planning a major website upgrade, will continue to produce our bi-monthly newsletter, and will continue to give public presentations and trainings all around the world.

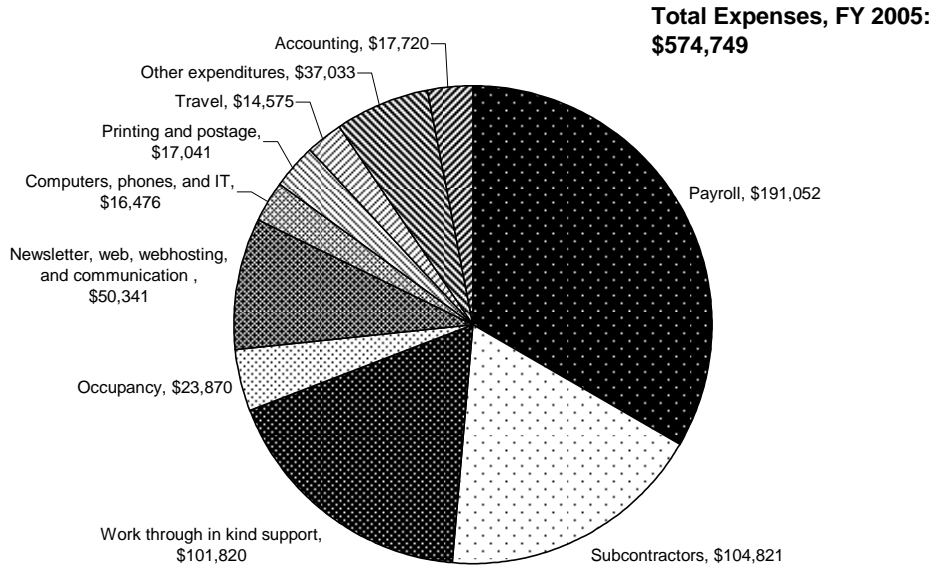
FINANCES

As you will see from the pie charts below, much of our revenue comes from self-funded strategic projects (“Fee for Services”). We also benefit from the efforts of generous and talented volunteers (“Contributed Services”). We obtain a relatively small percentage of income from foundations and donors. However, we will be expanding our fundraising efforts in 2006 and hope to increase foundation funding for our standardization process and for improving the National Accounts. *We welcome your ideas and collaboration in this fundraising effort.*

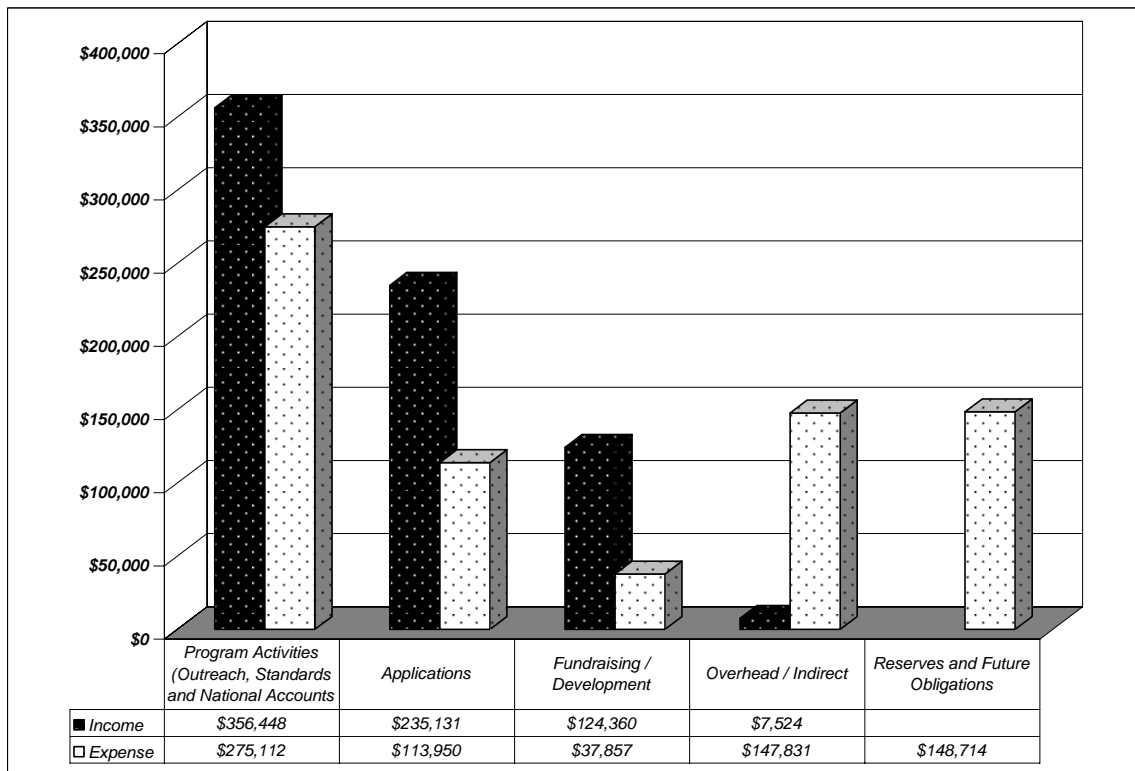
Income



Expenditures



Program Income and Expense



WHO WE ARE

Science and Policy Advisory Council

- Oscar Arias, President of Costa Rica
- Mick Bourke, Chairman of EPA Victoria (Australia)
- Lester Brown, Founder of the Worldwatch Institute
- Herman E. Daly, Intellectual father of Ecological Economics
- Eric Garcetti, City Councilor of Los Angeles
- Fabio Feldman, Former Sao Paulo Minister of Environment
- Wangari Maathai, Founder of The Green Belt Movement
- Julia Marton-Lefèvre, Executive Director of LEAD International
- Manfred Max-Neef, Economist, recipient Right Livelihood Award
- Michael Meacher, Former UK Minister of Environment
- Rhodri Morgan, First Minister for Wales
- Daniel Pauly, Leading marine ecologist
- Jorgen Randers, Former President of The Norwegian School of Management
- Peter Raven, Former President of AAAS
- William E. Rees, Co-creator of the Ecological Footprint
- Karl-Henrik Robèrt, Founder of The Natural Step
- Emil Salim, Former Indonesian Minister of State
- Will Steffen, Chief Scientist of IGBP
- David Suzuki, Award winning scientist and broadcaster
- M. S. Swaminathan, India's leading scientist on food security
- Ernst Ulrich von Weizsäcker, Founder of the Wuppertal Institute
- Dominique Voynet, Former Environment Minister of France
- Edward O. Wilson, Harvard biologist, “father of biodiversity”

Board of Directors

- John Balbach, Managing Partner, Global Alliances, co-founder State of the World Forum.
- Susan Burns, Managing Director, Global Footprint Network.
- Bob Doppelt, Executive Director, Resource Innovation Group
- Eric Frothingham, Corporate attorney and part-owner of Progressive Investment Management, a socially responsible investment firm.
- Mathis Wackernagel, Co-creator of the Ecological Footprint and Executive Director, Global Footprint Network.

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- Sarah Drexler, Communications Coordinator
- James Espinas, Operations Manager
- Brooking Gatewood, Coordinator, Partner Services
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- Justin Kitzes, Research Associate
- Dan Moran, Research Affiliate
- Michael Murray, Research Associate
- Mary Thomas, Communications Coordinator
- Aaron Welch, Research Associate
- Mathis Wackernagel, Executive Director
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OUR PARTNERS

Our partner organizations are the heart and soul of Global Footprint Network. Our partners make the Ecological Footprint relevant and practical in the countries in which they operate, create innovative applications, and through their collaboration with us and with one another, penetrate ever more diverse corners of the globe.

International

- WWF International and National Offices
- LEAD International
- Earthday Network
- NRG4SD
- ICLEI Local Governments for Sustainability

Australia

- EPA Victoria
- University of Sydney, ISA
- South Australia, Department for Environment and Heritage, Office of Sustainability
- EcoSTEPS
- Western Region Environment Centre

North America

- GPI Atlantic (Canada)
- The Sustainable Scale Project (Canada)
- Center for Sustainable Innovation (US)
- University of Wisconsin, Sustainability and the Global Environment (US)
- Sarasota County Government (US)
- Global Green USA (US)
- Global Living Project (US)
- Mt. Hood Community College (MHCC)
- The Cloud Institute for Sustainability Education (US)

Asia

- Global Village of Beijing (China)
- Kadoorie Farm and Botanic Garden (Hong Kong - China)
- Ecological Footprint Japan (Japan)

Central and South America

- Center for Sustainability Studies (Mexico)
- Instituto de Ecología Política (Chile)

Europe

- Stockholm Environment Institute (Sweden, UK)
- Blue Planet Footprint Campaign (Austria)
- Ambiente Italia (Italy)
- Best Foot Forward (UK)
- IFF Social Ecology (Austria)
- Ecolife-vzw (Belgium)
- Finnish Ministry of Environment (Finland)
- Finnish National Commission on Sustainable Development (Finland)
- Association of Finnish Local and Regional Authorities (Finland)
- Empreinte Ecologique SARL (France)
- ENS des Mines de Saint-Etienne (France)
- European Institute for Energy Research (EIfER) (Germany)
- CRAS s.r.l. (Italy)
- Rete Lilliput (Italy)
- University of Siena (Italy)
- London Remade (UK)
- IRES: Istituto di Ricerche (Italy)
- De Kleine Aarde (Netherlands)
- Institute for Environmental Security (Netherlands)
- St. Petersburg State University (Russia)
- Government of Catalonia, Ministry of Environment and Housing (Spain)
- Lund University (Sweden)
- OeKU (Switzerland)
- New Economics Foundation (UK)
- WSP Environmental (UK)
- Angenius (France)

CONTRIBUTORS

Global Footprint Network would like to thank the following foundations, organizations and individuals for helping us realize our goals and for their contributions to us in 2005.

Organizations

- Flora Family Foundation
- Levi Strauss Foundation
- Local Governments for Sustainability (ICLEI)
- Roy A. Hunt Foundation
- Stone Soup
- Swissnex
- The Dudley Foundation
- The Lawrence Foundation
- The Max and Anna Levinson Foundation
- The San Francisco Foundation
- The William and Flora Hewlett Foundation
- University of Denver
- Upper Canada College
- U.S. Society for Ecological Economics
- Walter and Elise Haas Fund
- Zero Waste S.A.

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Erik J. Wilson
John Wise
Jack Woodward
Robert Woollard
Sarah Yip
J. David Yount
Frank Zaugg
Christian Zuber

CONCLUSION

All of us at Global Footprint Network are tremendously grateful to our partners, supporters, and donors, who have helped to make this such a successful year. We truly believe that our collaborative efforts are making a significant difference toward preserving Earth's ecological bounty. Together, we will be able to make the concept of global ecological limits accessible and relevant, and ultimately transform economic policies towards sustainability and large-scale, lasting conservation.



EUROPEAN COMMISSION
DIRECTORATE-GENERAL
ENVIRONMENT
The Director-General

Brussels, **05 SEPT 2005**
ENV/OZ/ms D(2005) 17561

Mathis Wackernagl
Executive Director
Global Footprint Network
1050 Warfield Avenue
Oakland, CA 94610
USA

Dear Mathis,

Thank you for your letter of 1 August 2005 about the Global Footprint Network's "Ten In Ten Campaign".

I agree with you that we need to further develop indicators that reflect the state of, and pressure on, the environment and get them more widely accepted and used. We need to enrich the somewhat reductive picture provided by exclusive reliance on the GDP as the main indicator to guide policy choices. The European Commission and DG Environment therefore supports the work on the Ecological Footprint you are leading.

As you may be aware, the Commission is due to debate and adopt this autumn its Thematic Strategy on the sustainable use of resources as one of the key actions defined in the 6th Environmental Action Programme. The ecological footprint is considered as one of the indicators to measure progress towards the objectives of this strategy. Therefore I was pleased to note the new cooperation that has emerged between your network and the European Environment Agency. We are looking forward to the footprint report from the EEA due this autumn. I can assure you that proper attention will be given to the results.

Unfortunately our financial regulations do not allow us to provide a financial contribution to your campaign so please accept the above mentioned activities as a contribution in kind to the "Ten In Ten Campaign".

I wish you success in your efforts.

Best wishes

Catherine Day
Catherine Day