

An aerial photograph showing a small, irregularly shaped island of dense green forest. The island is surrounded by vast, flat agricultural fields of a lighter green color. A narrow, reddish-brown dirt road or path runs along the edge of the forest island. The overall scene illustrates the contrast between natural ecosystems and human agricultural land use.

What happens when an infinite-growth economy runs into a finite planet?

Global Footprint Network
2011 Annual Report

Debt boils over.



Energy trumps safety.



The majority is left out.



Biodiversity is for sale.



Food turns into a luxury.



People rise up.



**Resource constraints
have not been solely
responsible for recent
events, but they've
played a central role.**

As resource pressures increase and our populations expand, countries compete with one another in an auction for Earth's limited biocapacity.

**Global Footprint
Network is helping
nations succeed
by offering informed
choices in a resource-
constrained world.**



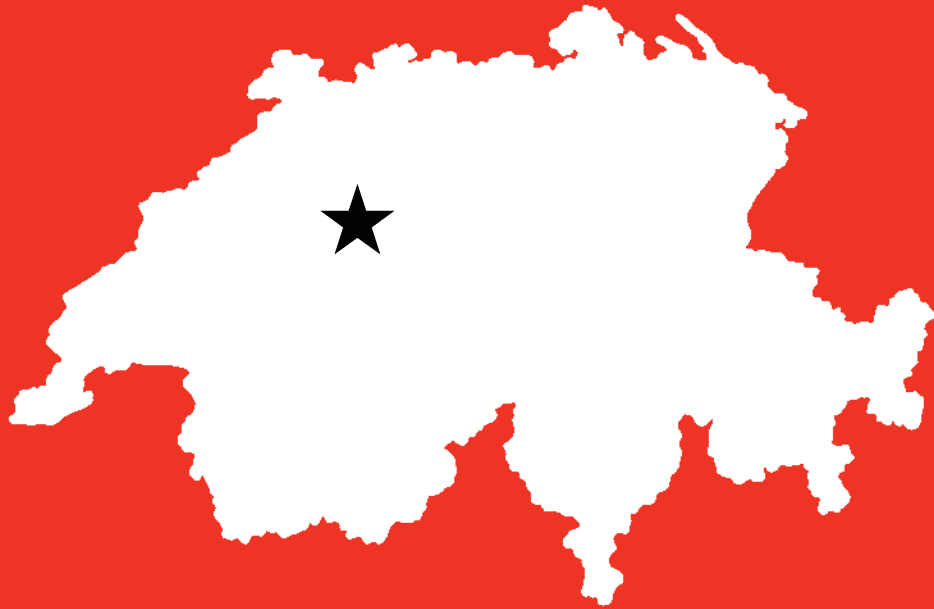
The Philippines is on track to adopt the Ecological Footprint at the national level.

The Philippines builds momentum: Last year, the government began exploring ways to incorporate the Ecological Footprint into its proposed National Land Use Act for 2012. The legislation, a comprehensive national land-use policy, will protect areas from haphazard development and plan for the country's use and management of its physical resources. The government will continue to work with Global Footprint Network in 2012 to make the Philippines the first country in Southeast Asia to adopt the Footprint at the national level.

Costa Rica has featured the Footprint in its State of the Nation report.



Footprint data debut: The Ecological Footprint and biocapacity data for Costa Rica were included for the first time in the country's annual State of the Nation report, an overview of national social, economic, environmental and political issues. In it, Steffan Gómez, the report's chief researcher, attributed the country's growing Footprint to its increased consumption and pollution.



Switzerland has made the Ecological Footprint an official indicator.

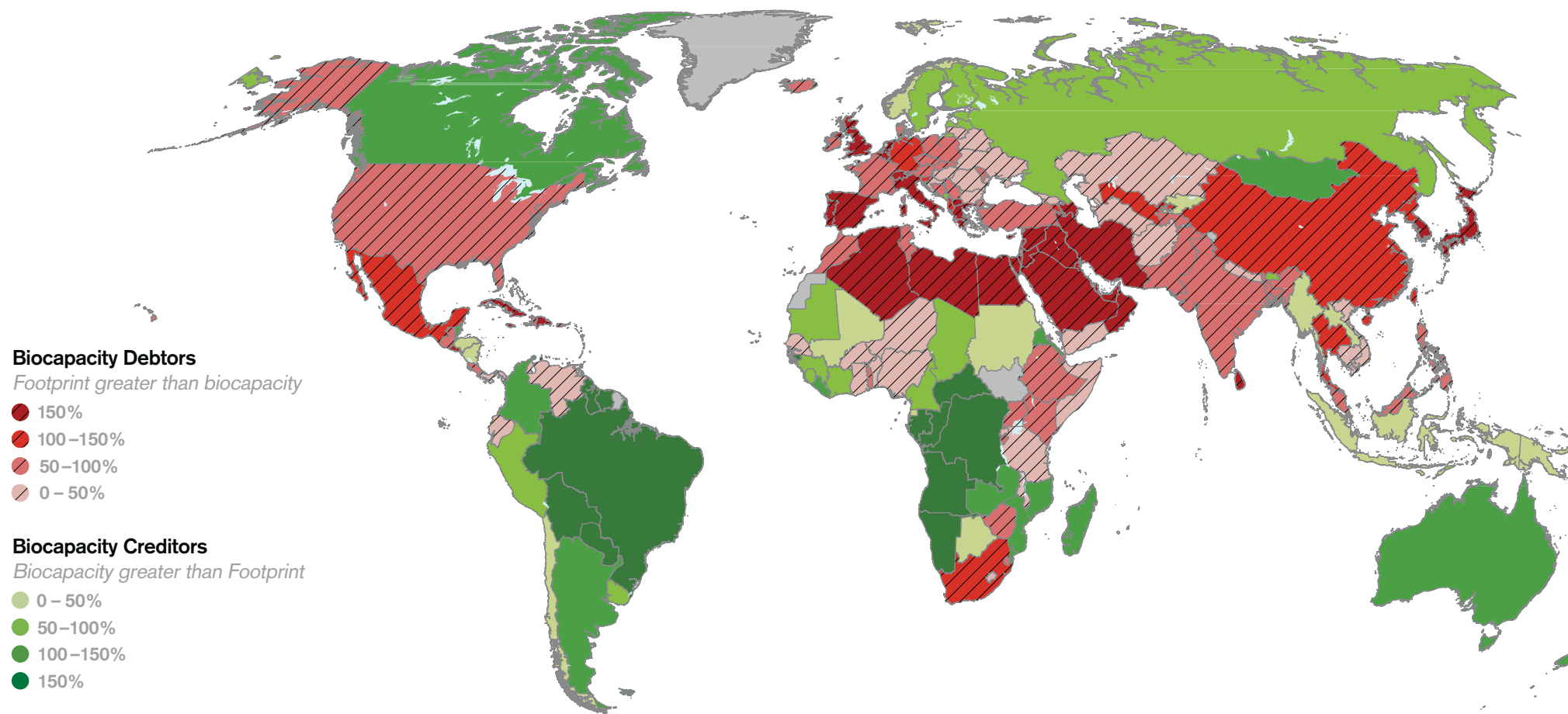
Footprint in Swiss statistics: The Ecological Footprint is an indicator in Switzerland's sustainable development monitoring system, and is published annually by the Swiss Federal Statistical Office. The Federal Office of Spatial Development and the Statistical Office are using the Footprint in the Swiss government's "Sustainable Development Report 2012" launched at Rio+20. The report documents that Swiss residents consume three times more biocapacity than is available per person worldwide.

**Nations that manage
their use of ecological
assets increase their
chances of economic
success.**



The Ecological Wealth of Nations

As global ecological overshoot grows, how will countries continue to meet the needs of their people and their economies? Maintaining natural wealth and reducing ecological demand will help countries improve economic resilience and human well-being.



Founders' Letter:
Like never before,
our world is being
shaped by ecological
constraints. Yet few
countries track their
supply of and demand
for natural capital
with the same resolve
that they track
financial indicators.
Doing so is a matter
of self-interest.

More than 25 years into ecological overshoot, we are now entering the storm. In the last ten years, we've seen three- to fourfold increases in food and energy prices. These pressures translate into stifling costs for many countries, impacting their security and the well-being of their people.

Our analyses show that the recent financial turmoil in Greece, Italy and elsewhere was fueled, in large part, by rising resource costs. In the Middle East and North Africa, repression, unemployment, rising prices and other pressures drove people into the streets, leading to the toppling of authoritarian governments. Ultimately, though, these countries will need to grapple with a systemic problem: The gap between resource supply and growing demand that will impose increasing burdens on their economies.

For lasting competitiveness, countries need a break with the past. The good news is that addressing resource risks can open up economic opportunities and advance social equity. The solutions lay in better understanding the choices before us. For this, governments need the knowledge and tools to manage their ecological assets as well as their resource demand.

Our National Footprint Accounts are the gold standard for measuring key aspects of a country's ecological wealth and vulnerabilities. It's what makes Global Footprint Network unique. We're proud of the momentum we've built around the globe, and as we prepare to celebrate our 10th anniversary, we remain committed to creating a systemic shift in how nations invest in and plan their futures. Because preparing for a resource-constrained world is, after all, in the self-interest of every country.

Warm regards,

Mathis Wackernagel *Susan Burns*

Mathis Wackernagel
President
and Co-founder

Susan Burns
Senior Vice President
and Co-founder



From adoption to action.

In 2005, **Global Footprint Network** launched a campaign with the goal of institutionalizing the Ecological Footprint in at least ten nations by 2015. More than 50 nations have engaged with the organization directly and 17 have completed reviews of the Footprint. Japan, Switzerland, UAE, Ecuador, Finland, Latvia, Luxembourg, Scotland, and Wales have formally adopted it.

	PHASE I	PHASE II	PHASE III	PHASE IV	PHASE V
	Relationships	Review	Adoption	Goal-setting	Policy Shifts
Belgium					
Canada					
Community of Andean Nations					
Colombia					
Czech Republic					
Ecuador					
European Commission					
Finland					
France					
Germany					
Indonesia					
Ireland					
Japan					
Latvia					
Luxembourg					
New Zealand					
Scotland					
Spain					
Switzerland					
UAE					
United Kingdom*					
Wales					

*The U.K. government has not formally adopted the Footprint. However, Wales, Scotland and municipalities all over the U.K. have, leading to an abundance of policy shifts.

Sound resource
management means
building wealth and
preserving assets
rather than liquidating
them to boost GDP.



Every business tracks its revenue and expenditure. Ignoring either would be foolhardy.
With economic success ever more dependent on limited natural resources, nations too need an accounting system to understand nature's budget. The National Footprint Accounts fill this gap.

Ecological Footprint accounts reveal how much land and water area a human population requires to produce the resources it consumes and to absorb its waste. They also track how much productive area—or biocapacity—is available.

Global Footprint Network's unique National Footprint Accounts form our central data set and are what sets us apart. Based on official statistics published by the United Nations and other international agencies, the Accounts track national production, consumption, exports and imports for 232 countries and territories, starting in 1961, using about 6,000 data points per country and year.

Results vary year to year, but one overarching trend has persisted for decades: Global ecological overshoot continues to grow. Because of its important implications for economic and social well-being, central banks, corporations, and finance, planning and environmental ministries are asking us to help them understand how to invest in the future. The National Footprint Accounts and related tools allow our clients and partners to run scenarios, track the speed and scale of resource and population trends, perform trade analyses and understand the demand placed on ecosystems by key economic sectors, providing them with the intelligence they need to reduce risks and seize opportunities.

Banks want to understand government bond risks that agencies like S&P and Moody's don't yet account for. Ministries and central banks seek to understand their nations' opportunities and risks in order to remain competitive. Foundations and development agencies want to know they are investing in ways that advance human well-being while not depleting the ecological assets needed to sustain development.

Our overarching goal is to help make better decisions—shifting our individual choices, institutions' investments and government policies toward those that offer nations greater security and produce a sustainable world.

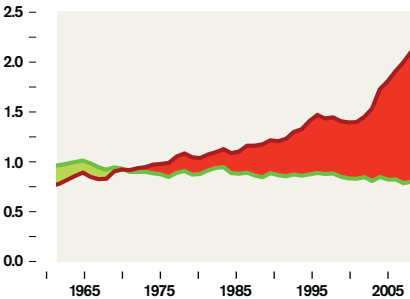
Biocapacity is the currency of the future and it's one backed by real assets. The leaders who understand their countries' resource needs, limits and dependencies will be better positioned to support their citizens' prosperity.

National Footprint Accounts

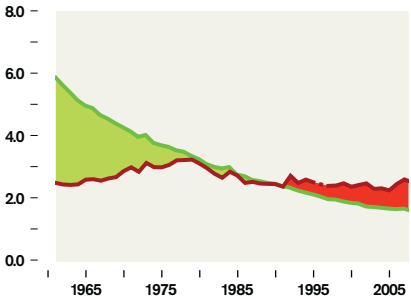
(Global hectares per capita)

National Footprint Accounts measure availability of and demand on biocapacity, using approximately 6,000 data points per country, per year. Below are eight examples from the 232 countries and territories tracked in the Accounts. They show the countries' paths from 1961 to the present.

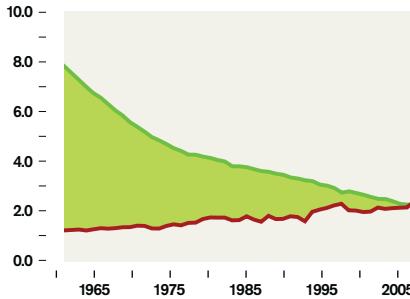
- Footprint
- Biocapacity
- Biocapacity deficit
- Biocapacity reserve



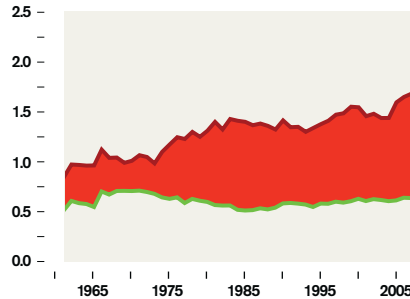
China



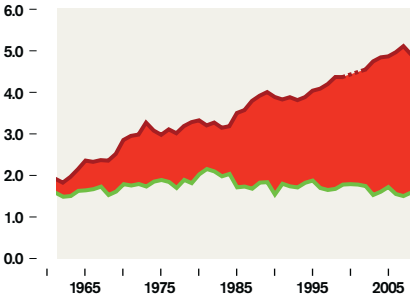
Costa Rica



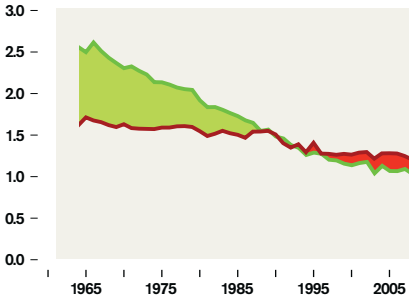
Ecuador



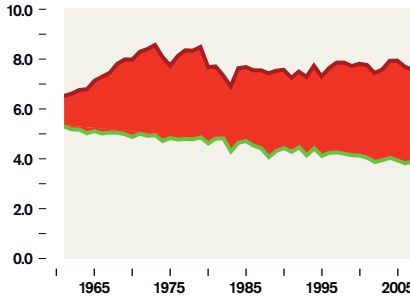
Egypt



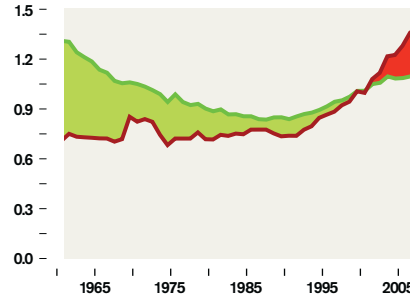
Greece




Tanzania



United States

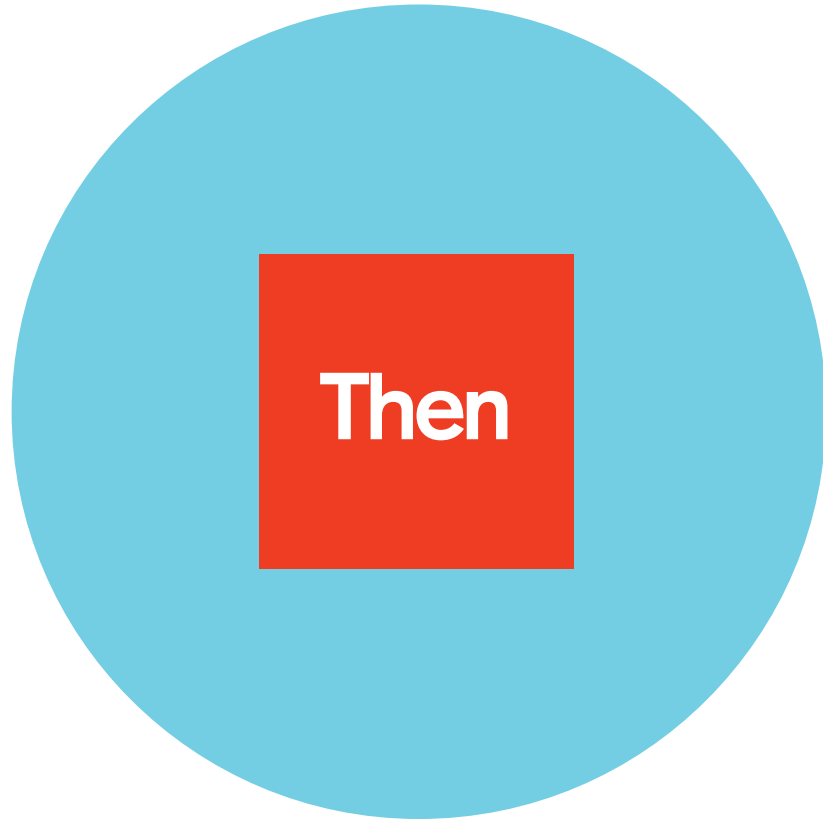


Vietnam

An aerial photograph showing a large-scale oil spill in the ocean. Two containment vessels, one white and one orange, are positioned on the left side of the frame, connected by long, dark containment booms that stretch across the water. The oil spill itself is a massive, irregular area of dark, viscous material, appearing in shades of black, dark blue, and brown, contrasting sharply with the surrounding deep blue water. The text "Nations ignore the link between resource constraints and their economies at their own peril." is overlaid in white on the upper right portion of the image.

Nations ignore the
link between resource
constraints and
their economies at
their own peril.

The rules of the game have changed.



An empty world allows for unlimited production of goods.

■ Economy
● Biosphere

In the past, seemingly unlimited resources fueled our economies. But humanity now demands over 50 percent more than what the planet can regenerate. We have entered a global auction, with more people bidding for fewer resources. In this world, managing our use of natural capital — and not overusing it—is the recipe for economic success.



A full world turns the economy into a global auction.



Debt boils over. One of the hidden drivers behind Europe's financial turmoil is the dramatic increase in resource prices over the last 10 years. Historically, cheap resources have helped fuel economic growth, but the situation has now changed. Increasing costs impose a burden on economic performance that is often reflected in rising debt levels. This, at a time when the ability of many countries to service this debt is being called into question.

Energy trumps safety. Petroleum is becoming more difficult and costly to extract. But since our economies remain dependent on fossil fuels, we are taking greater risks to acquire it. Increasing demand, coupled with declining supplies, is leading to volatility and higher prices, characteristic of what some economists refer to as "peak oil." Even the conservative International Energy Agency has acknowledged that oil production may peak in a decade's time.

The majority is left out. As prices rise, many countries must spend larger portions of their budgets on essential resources from abroad, often forgoing expenditures on health, education, infrastructure or other productive capacity building. People find it more difficult to make ends meet. The socio-economic impact of ecological overshoot, including climate change, disproportionately affects the most vulnerable.



Biodiversity is for sale. The threats facing plant and animal life on the planet are greater than at any time in recorded history. Human pressure in the form of overharvesting and habitat loss is driving down wildlife populations worldwide. In our economic system, wild species have little value. As long as trees, for example, are worth more cut than they are standing, the pressures to liquidate natural resources will be overwhelming.

Food turns into a luxury. Soil erosion, rising fertilizer prices, and severe weather brought on by climate change have all contributed to the volatility of crop yields and food prices. This is particularly harsh in countries where most people depend on basic foods, such as unrefined grains and rice, which are more directly linked to global commodity prices than are the refined foods found in supermarkets.

People rise up. In 2010 and 2011, people across the Arab world rose up against oppression and deprivation. But after the celebration of hard-earned victories, many countries will continue to face systemic challenges due to food insecurity, demographic trends, and water scarcity. Securing the future will depend on changes in the coming years to national policy that include resource limits and demographic trends as central considerations.

Though resource
and population
trends have
tremendous inertia,
**we believe they
can be reversed.**

Partners from all levels of society are critical if we are to change direction.

With a mission like ending overshoot, we know we can't do it alone.

Strong, strategic partners around the globe have played a crucial role in building awareness about the Ecological Footprint, and applying the data in innovative ways. In 2011, Global Footprint Network enjoyed the support and collaboration of 76 partners in 29 countries. With new partners, such as ALISOS, which helped introduce our work at the government level in South America, and long-time partners, such as Sarasin Bank and the British Colombia Institute of Technology, we continue to challenge prevailing assumptions—and traditional indicators—of a country's wealth. This year we highlight partners who have shown leadership in bringing resource limits to the core of decision-making—from corporate, to government and to finance.

Examples of our partners' work:

United Kingdom | Best Foot Forward Best Foot Forward has helped more than 100 organizations measure, manage and reduce their environmental impacts. BFF's Product Portfolio Footprinting offers a time- and cost-effective complement to life-cycle analysis for assessing the use of resources in corporate supply chains, helping companies to identify and remove inefficient and unsustainable resource-use for the purpose of financial and environmental savings.

Brazil | ecosSISTEMAS The environmental consulting firm ecosSISTEMAS is working to make the Ecological Footprint an official indicator for Brazil. Ecos-SISTEMAS partnered with Global Footprint Network and WWF to calculate the Footprint of Campo Grande, the capital of Mato Grosso do Sul. The project validated the Footprint as a critical tool for assisting local government, civil society organizations, and universities to plan sustainable development.

Australia | The Footprint Company The Footprint Company's life cycle ecological, carbon and water Footprint calculators reduce the cost and complexity of assessing the sustainability performance of buildings and materials for the property industry. The Footprint Company is helping a number of major property owners, developers, and designers to reduce the ecological impact of retail and office development in a commercially productive way.

Switzerland | Bank Sarasin Bank Sarasin won two prizes at the 2011 Sustainable City Awards in London for its innovative financial analysis using the Ecological Footprint to measure credit risk in assessing government bonds. Bank Sarasin's country bond ratings shift the way investors evaluate sovereign bonds—and the way governments think about their own ecological balance sheets.

76 partners in 29 countries working to achieve large-scale change.

Academic Institutions Agrocampus Ouest Rennes — France / BRASS at Cardiff University / British Columbia Institute of Technology / CERAG / Center for the Advancement of the Steady State Economy / Charles University Environment Center / Corvinus University of Budapest / Ecole Nationale Supérieure des Mines de Saint-Etienne / GIDR—Gujarat Institute for Development Research / Instituto Jatobás / Instituto Nacional de Tecnología Industrial / Pontificia Universidad Católica del Perú — Peru / Sentido Verde – Colombia / SERI — Sustainable Europe Research Institute / University of Genoa / University of Siena — Ecodynamics Group

Government Agencies AGEDI — Abu Dhabi Global Environmental Data Initiative / City of Calgary / EPA Victoria / Finnish Ministry of Environment / ICLEI Local Governments for Sustainability / Welsh Assembly Government / Zero Waste South Australia

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Consultancies Agenda 21 Consulting / Ambiente Italia / Best Foot Forward, Ltd / Carbon Decisions / CESTRAS / Centro Nacional de Consultoría S.A / Dandelion Environmental Consulting / EcoRes / Ecosistemas Design Ecológico / Ecomark / EcoSTEPS / The Footprint Company / Libelula Comunicación / Natural Logic, Inc. / Pal Moses Consultancy / Paul Wermer Sustainability Consulting

NGOs AASHE — Association for the Advancement of Sustainability in Higher Education / AGIR 21 / ALISOS — Alianzas para la Sostenibilidad / Association with Innovation for Sustainable Development / BioRegional Development Group / CELF — Children's Environmental Literacy Foundation / Dutch Footprint Group — Werkgroep Voetafdruk Nederland / Earth Day Network / Eco-Norfolk Foundation / EcoLife / Emirates Environmental Group / Emirates Wildlife Society / Estudio MC / Foundation for Global Sustainability / Fundación Amigos de la Naturaleza / IRES Piemonte / KOVET Association for Sustainable Economies / New Economics Foundation / One Earth Initiative / Platform Footprint / Population Matters / Pronatura Mexico / The Cloud Institute for Sustainability Education / The Natural Step International / The Sustainable Scale Project / The Web of Hope / Utah Population and Environment Coalition / WWF / Water Footprint Network

Our supporters: selected donor profiles.

When I was working on the earliest environmental conventions to protect ecosystems, it was clear that to succeed we had to bring back nature into people's minds and hearts. But in spite of our efforts, and impressive successes, we have not succeeded enough.

Ecosystems are becoming ever more strained, yet we run our economies as if it doesn't matter. This is why I am so taken by the simple yet powerful approach the Ecological Footprint offers any of us, from young people all the way to finance ministers. This is why I believe in Global Footprint Network's work, and invite you to join it.

Dr. Luc Hoffmann
*Co-founder, WWF,
and President Emeritus,
MAVA Foundation*

Living beyond our ecological means is not something that just "environmentalists" track. We are more and more convinced that the long-term competitiveness of countries is heavily impacted by their balance—or rather, by the imbalances—of what resources they can regenerate each year within their national borders, and what they use in the same time frame.

My wife, Mary, and I think it is important to support an organization which is on the forefront of bringing to light our resource crunch, and which develops strategies to change our consumption patterns and uses of scarce natural resources.

Terry Vogt
*Board Chair, Global Footprint
Network, and Managing Director,
Terra Global Capital*

Through the Living Planet Report, WWF and Global Footprint Network have created a tremendous communications platform. Our combined indices—the Living Planet Index and the Ecological Footprint—track one another almost precisely in opposite directions: As the Ecological Footprint climbs, species numbers nosedive.

Putting together these facts and figures in a way to explain complex phenomena simply is the basis of our storytelling, and our ability to help bring policy change. As we strengthen our partnership, we will strive to achieve our complementary missions: To create a world in which humans live in harmony with nature, and a world where everyone can live well, within the means of one planet.

Tony Long
*Board Member, Global Footprint
Network, and Director,
WWF European Policy Office*



Clockwise from top left:
**Luc Hoffman, Terry Vogt
and Tony Long**

Thank you for your generous donations.

(Received January 1, 2011 – December 31, 2011)

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Financials

Year ending 2011

Consolidated for California, Geneva and Brussels offices.
All values shown in U.S. dollars.

Income & Expense by Program

	Income	Expense
National Accounts, Research & Standards	222,442	451,575
Client Services	1,481,268	858,618
Communications	67,364	312,972
Partnership	103,100	57,146
Fundraising	835,485	276,917
Administration	11,059	354,026
Allocations for Future Operations	–	409,464
Total	2,720,718	2,720,718

Income & Expense by Category

Income

Foundations	1,766,867
Fee for Services	483,430
Individual Contributions	236,930
Partnerships	119,825
Contributed Services & Materials	52,681
License Fees	24,462
Reimbursements for Project Expenses	21,955
Speaking Honoraria	12,906
Royalties	1,662

Total Income

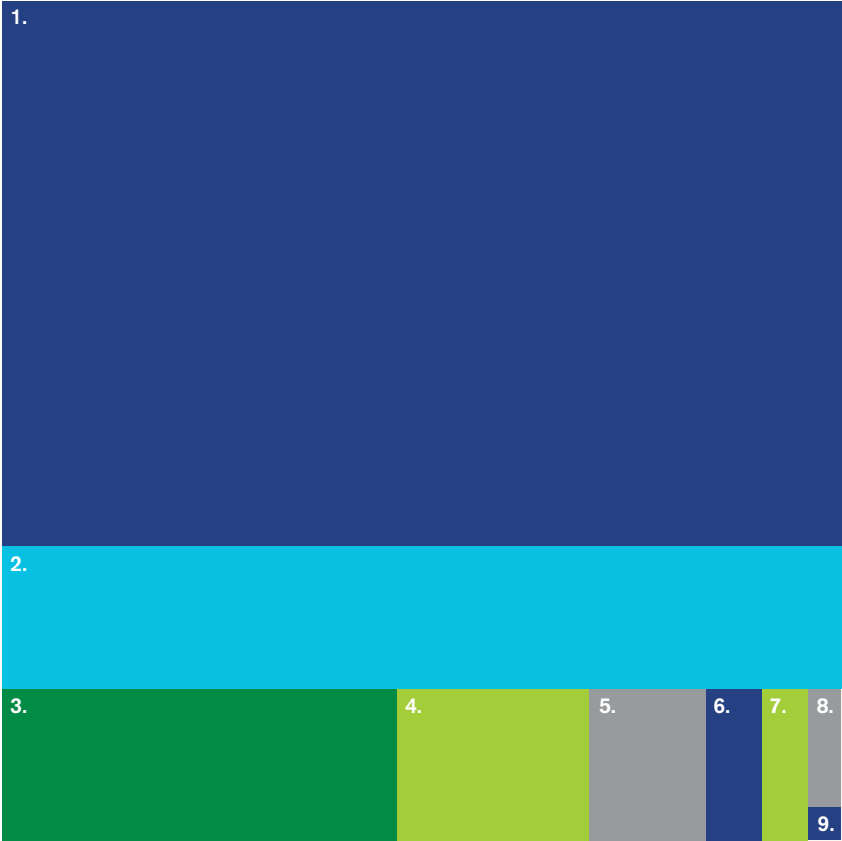
2,720,718

Expense

Payroll & Personnel Expenses	1,163,561
Allocations for Future Operations	409,464
Direct Project Expenses	355,075
Operations	334,263
Professional Fees	255,178
Program Expenses	128,762
Computer-Related Expenses	37,526
Travel	36,889

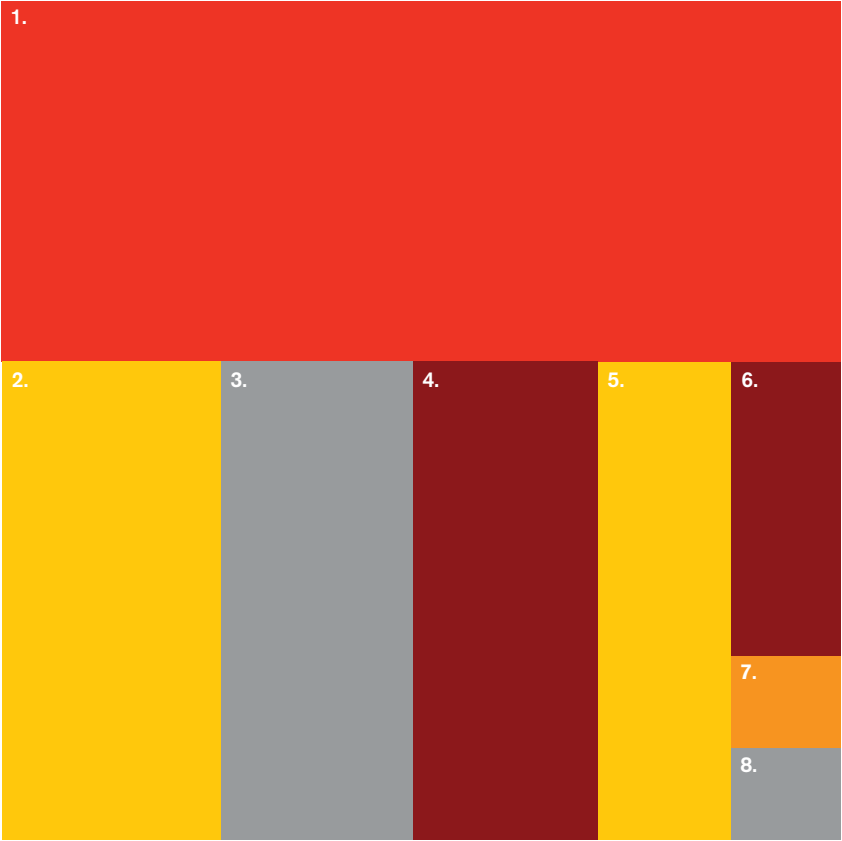
Total Expense

2,720,718



Income by Category / Total \$2,720,718

1. Foundations \$1,766,867	6. License Fees \$24,462
2. Fee for Services \$483,430	7. Reimbursements for Project Expenses \$21,955
3. Individual Contributions \$236,930	8. Speaking Honoraria \$12,906
4. Partnerships \$119,825	9. Royalties \$1,662
5. Contributed Services & Materials \$52,681	



Expense by Category / Total \$2,720,718

1. Payroll & Personnel Expense \$1,163,561	5. Professional Fees \$255,178
2. Allocations for Future Operations \$409,464	6. Program Expenses \$128,762
3. Direct Project Expenses \$355,075	7. Computer-Related Expenses \$37,526
4. Operations \$334,263	8. Travel \$36,889

Working within
nature's budget builds
the foundation for
securing our future.

Design: Bob Dinietz Design





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