Climate change is not the problem.
Water shortages, overgrazing, erosion, desertification and the rapid extinction of species are not the problem.
Deforestation, reduced cropland productivity and the collapse of fisheries are not the problem.
Each of these crises, though alarming, is a symptom of a single, over-riding issue.
Humanity is simply demanding more than the earth can provide.
By focusing on this core dilemma, we can drive actions that address all its symptoms—and avoid solving one problem at the cost of another.
Ecological assets are now at the core of long-term wealth. Global Footprint Network has shown it has the tools to help countries thrive in a resource-constrained world.
We are ecological accountants working across the globe.
Wales adopted the Ecological Footprint to reduce its impact and transform its economy.

Wales is pursuing an ambitious goal: It has pledged, within the lifetime of a generation, to reduce its per person Ecological Footprint to the global average biocapacity available. Its One Planet: One Wales campaign strives to match ambition to action. The government has launched programs to reduce the Footprint of transportation and housing, and is working with local authorities to develop low-carbon action plans for every region in Wales. It reports back annually to citizens, using the Footprint to both set strategy and chart progress.
Our report on Japan’s Ecological Footprint, which identifies leading areas of ecological demand and offers policy recommendations to address them, reached an audience of well over 8 million people and fueled a growing call to action at both the individual and government levels. The report has been used to engage environment ministers on specific plans of action to more sustainably manage resource demand. Japanese officials are joining in roundtables with representatives of other Asia-Pacific countries to share practices that can help better manage ecological assets.
Ecuador promised its people that by 2013 it will not use more ecosystem capacity than it has available.

The most biologically diverse country in the world, Ecuador’s ecological wealth once vastly exceeded what its population used to support its activities. Today, that surplus has all but disappeared, and the country’s Ecological Footprint is almost equal to its biocapacity. That is why, in 2009, Ecuador launched a program to keep its country in the ecological black. In its National Development Plan, the government has committed that it will not let Footprint exceed biocapacity, even as its population size and standard of living grow.
After its per person Footprint was ranked the highest of all nations, the UAE launched an ambitious Ecological Footprint Initiative. Led by local partners including Emirates Wildlife Society – WWF, the initiative focused on developing decision-making tools, such as a scenario calculator that is testing ways to lower the power and water sectors’ carbon Footprints. Public awareness campaigns have helped drive individual action to reduce Footprint. And the Initiative has supported large-scale changes such as the government’s investment of US $15 billion towards developing clean energy.

The **UAE** Footprint Initiative is influencing choices regarding resource use, from personal action to public policy.
Colombia

The Colombian Ministry of Environment, Housing and Territorial Development has completed a review of its Footprint and biocapacity using in-country data. The results were presented by the World Bank as part of one of its missions to Colombia. Officials are now working with Global Footprint Network and the World Bank to develop the second phase of research, which may focus on areas such as trade, sector pressure and effects on biodiversity.

Peru

Rich in natural resources, Peru is using the Ecological Footprint to evaluate regional differences in biocapacity and resource demand. The country’s recent economic boom has enabled it to make major gains in alleviating poverty and raising standard of living. Officials are using Footprint accounting to assess how they can build on this progress while maintaining the ecological wealth that is central to the country’s rising success.

Mediterranean

Our Mediterranean Initiative, launched with UNESCO, Plan Bleu, Tour du Valat and WWF Mediterranean Programme, provides an ecological bank statement for Mediterranean countries, evaluating their use of local and global resources, and how this compares with nature’s endowment. The initiative aims to galvanize national and regional efforts to reverse soaring ecological deficits and bolster biocapacity reserves.

European Union

We are engaged with members of the European Commission about potential use of the Footprint in efforts to protect biodiversity. The governments of Luxembourg and the Czech Republic are conducting reviews of the Footprint method as a starting point to adoption. Through our new office in Geneva, we are working with policy-makers to advance use of the Footprint method across the continent.

Brazil

In 2010, we completed a Footprint study for Curitiba, named the World’s Most Sustainable City. Presented at the International Conference of Innovative Cities, the study will be used to inform future development in Curitiba, and serve as a best-practice model for other cities. The City of Campo Grande has also completed a Footprint analysis, and São Paulo, Brazil’s capital and most populous city, has adopted the metric as a key sustainability indicator.

Indonesia

With our support, representatives from Indonesia, the Philippines and Japan will meet to share strategies to address ecological pressures in sectors such as mining and logging, and develop regional plans to shift demand to more sustainable sources. Indonesia’s Ministry of Public Works released a report comparing Footprint and biocapacity province by province. Officials are now looking to employ the data in policy and land-use planning.
Founders’ Letter:  
A New Landscape.

In this past year, our clients have shown they understand the new rules of the game: economic health depends on recognizing the consequences of ecological overshoot and shifting investments to protect ecological assets and limit risk.

From skyrocketing food prices to climate-change related droughts and extreme weather, the evidence is everywhere: Our world is being reshaped by ecological constraints.

In this new era, understanding how much nature we have and how much we use is becoming central to providing for a stable and prosperous future. More than ever, decision-makers are employing Ecological Footprint accounting to manage their ecological capital now and for the long-term.

The UN Development Programme has, for the first time, included the Footprint as a key statistic in assessing lasting human progress. The UN Environment Programme issued a key report stating that, by investing just 2 percent of world GDP in ecological sustainability, we could halve humanity’s Footprint while boosting jobs and reducing poverty at a rate exceeding that of business as usual.

We have signed new engagements in Brazil, Mexico, the Czech Republic and Peru, and built on existing work in Europe, Latin America, Asia and North America. At our Footprint Forum conference in Italy, we launched a region-wide approach to resource management for Mediterranean countries. We opened a new office in Geneva to strengthen our ties to Europe and Africa. And our 90-plus partners continue to bring the Footprint to new domains, from planning sustainable cities to creating low-Footprint investment mechanisms to developing high-impact public interest campaigns.

The call to balance our ecological budget is growing. With your continued support, we can build on this momentum and drive the shift to a human economy that can thrive within the limits of nature.

Warm regards,

Mathis Wackernagel
President and Co-founder

Susan Burns
Senior Vice President and Co-founder
In this new era of living within the means of one planet, GDP has become a less valuable indicator of progress.
As our 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.
The ecological wealth of nations presents a new perspective. As pressure on resources rises, biocapacity is becoming a critical asset. Strengthening reserves and reducing deficits is key if a country is to successfully adjust to a rapidly changing world.

Figures Global Footprint Network released in 2010 show that in 2007 humanity used ecological services 50 percent faster than nature could sustain. That means it took one year and six months to produce the food, fiber and timber we used and to absorb the CO₂ we emitted in that one year. The result is unprecedented pressure on our natural systems, a pressure that is changing the way countries must approach their use and management of natural resources.

Yet, most countries are increasing their biocapacity deficits. More than 80 percent of the world’s population now lives in countries that use more biocapacity to support their activities than they have available. This is only possible by importing resources, depleting their own stocks or filling the global commons of atmosphere and ocean with their carbon emissions.

In a world of ecological constraints, how will countries be able to access ever more limited and costly ecological services? Biocapacity deficits increase vulnerability to price volatility and supply disruptions with attendant economic, social and geopolitical risks.

Countries with biocapacity reserves can better meet these challenges, but only if they continue to manage their biocapacity so that it provides an on-going stream of wealth, rather than liquidating it for short-term cash.

Global Footprint Network gives decision-makers critical data to help manage their supply of, and demand on, natural capital. By providing them with detailed insight into how their economies and populations use nature’s services, Ecological Footprint accounting can assist policy-makers in taking action to minimize their demand on ecological assets and to build and strengthen their reserves. Such actions not only benefit all on the planet, they are vital to the self-interest and long-term well-being of every nation.
National Footprint Accounts measure availability of and demand on biocapacity, using approximately 5,000 data points per country, per year. Below are eight examples from the 241 countries, territories, and regions tracked in the Accounts, which reflect time series from 1961 to the present.

Countries not shown to same vertical scale.
In the workbook for each country’s National Footprint Account, every component of biocapacity and Footprint is listed along with detailed data and supporting calculations. Below is a chart showing the Ecological Footprint of Consumption by land use type for Hungary.

**Imports (tons/yr.):**
- Sheep, lambs, goats: 2,357
- Swine: 58,825
- Milk & cream, fresh: 143,359
- Calf skins and kip skins: 12
- Barley, unmilled: 61,547
- Reclaimed rubber: 164
- Jute fabrics, woven: 195
- Imitation jewelry: 463
- Optical elements: 1,311

Examples from the 5,000 data points used for the Footprint calculation opposite.
Sustainable development occurs when all humans can have fulfilling lives without degrading the planet.
A low average Ecological Footprint and high score on the UN Human Development Index are the minimum conditions for sustainable human development. By learning to “think inside the (blue) box,” we can strive toward a world where everyone lives well, within the means of one planet. At Global Footprint Network, we believe this is the ultimate goal.
“The Ecological Footprint makes clear that the environment is no longer a side show, but is increasingly defining economic possibilities. If we overdraw our ecological accounts, we are undermining our future.”

Michael Meacher
MP and former UK Minister of Environment
Partners from all levels of society are critical if we are to reverse current trends.

The UN Environment Programme Finance Initiative (UNEP FI) and Volans Innovation Lab are working as collaborating partners with Global Footprint Network on a groundbreaking project: to develop a credit rating model for government bonds that includes assessment of ecological risk. The project will explore ways to incorporate Ecological Footprint and biocapacity trends into international credit ratings for sovereign bonds in an effort to capture the opportunities and risks posed by countries’ management of ecological assets.

Examples of our work:

**Italy | Barilla** Eating lower on the food pyramid is good not only for health but for the planet, as grains and vegetables have a much lower Footprint than animal products. Italian food producer Barilla is using the Footprint to monitor its own impact on nature and promote the benefits of a Mediterranean diet in feeding a growing world.

**Canada | City of Calgary** How would the environmental impact of an infill house compare to that of building on the outskirts? Officials in Calgary’s Land Use and Policy Planning department are using micro-level Ecological Footprint data as a lens by which to address such questions. Planners are developing means to use Footprint data to weigh the relative ecological pressure generated by different land-use decisions.

**Hong Kong | WWF Hong Kong** The organization is working with Global Footprint Network to conduct bi-yearly analysis of Hong Kong’s Ecological Footprint and biocapacity, which can be used to track shifts in consumption, indentify trends, and propose plans for action. The most recent report, released in 2010, highlights the risks of the region’s high reliance on diminishing resources, but it also identifies achievable solutions for bringing Hong Kong to a globally sustainable level of resource consumption.

**Mexico | Pronatura** The environmental NGO has been collaborating with Global Footprint Network to engage with ministries at the national and regional level and employ the Ecological Footprint as a benchmark for sustainability planning. In 2010, it helped facilitate a Global Footprint Network project to measure the Footprint and biocapacity of the state of Querétaro, and hold roundtable discussions with officials who are interested in using the data to help manage the state’s significant natural wealth.

The UN Environment Programme Finance Initiative (UNEP FI) and Volans Innovation Lab are working as collaborating partners with Global Footprint Network on a groundbreaking project: to develop a credit rating model for government bonds that includes assessment of ecological risk. The project will explore ways to incorporate Ecological Footprint and biocapacity trends into international credit ratings for sovereign bonds in an effort to capture the opportunities and risks posed by countries’ management of ecological assets.

Consultancies  Agenda 21 / Alberfield Pty Ltd. / Ambiente Italia / Best Foot Forward / Carbon Decisions / CESTRAS / DANDELION Environmental Consulting and Service Ltd. / EcoMark / EcoRes / Ecossistemas Design Ecológico / EcoSTEPS / Libélula Comunicación / Natural Logic, Inc. / Paul Wermer Sustainability Consulting / RECYCLA Chile / Skipso

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Corporations  Bank Sarasin & Co. Ltd. / Barilla G.e R. Fratelli S.p.A. / The GPT Group / Pictet Asset Management SA / Portfolio 21 Investments, Inc.


90 partners in 19 countries working to achieve large-scale change.
Our supporters:
selected donor profiles.

As a species, we may be racing toward extinction because of our obsessive focus on production without any understanding of the demands it places on our natural resources. We’re already using a planet and a half, and we’re essentially making a bet that technology will save us. Securing the future of our species and our planet will depend on countries taking concrete steps to correct that imbalance. We support Global Footprint Network because we believe the organization’s work with national governments is the single most effective intervention we can make to ensure lasting human well-being.

Terry and Mary Vogt
Terra Global Capital

As a university professor, I had been using the concept of the Ecological Footprint with my environmental engineering students for a number of years when I met Dr. Wackernagel at a sustainability seminar in 2006. I am now a member of the Global Footprint Network Board of Directors because I believe the organization’s work is of paramount importance to raise awareness among decision-makers and the public in general as to the urgency of concrete actions that can guarantee the sustainability of mankind in the biosphere.

Dr. Haroldo Mattos de Lemos
President of the Brazilian Committee for the United Nations Environment Programme

We believe the Ecological Footprint is the most powerful tool to date for answering the key questions that drive sustainability — how much nature do we have, and how much are we using? In 2010, AVINA STIFTUNG partnered with a private donor to support Global Footprint Network in creating a world-class educational program centered on the Ecological Footprint in collaboration with Hawai’i Preparatory Academy. We also invested in Global Footprint Network’s presence in Geneva, since Footprint thinking needs to be carried more forcefully into governments and international institutions based in Europe and Africa. We are convinced that this approach has the potential to overcome cultural barriers and speak powerfully to decision-makers around the globe.

Stephan Schmidheiny
Founder and Chairman, AVINA STIFTUNG

Clockwise from top:
Terry and Mary Vogt
Haroldo Mattos de Lemos
Stephan Schmidheiny
Thank you for your generous donations.

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Who we are.

Clients.

Government agencies  City of Calgary, Canada / CORPAIRE – Municipal Para El Mejoramiento Del Aire de Quito, Ecuador / European Commission / European Environment Agency / FIEP/SENAI, Curitiba, Brazil / German Agency for Technical Cooperation (GIZ), Germany / Lake Macquarie City Council, New South Wales, Australia / Luxembourg Agency for Development Cooperation / Ministry of Environment, Czech Republic / Ontario Ministry of Natural Resources, Canada / Regional Environmental Center, Budapest, Hungary / Secretaría Nacional de Planificación y Desarrollo, Ecuador / Sustainable Development Council of Luxembourg / World Bank

Educational institutions  Miami Science Museum, United States / Pontifical Catholic University of Peru / University of San Francisco, United States / Yale School of Forestry & Environmental Studies, United States

Consultancies  Ecossistemas Design Ecológico, Brazil / Serviço Nacional de Aprendizagem Industrial – SENAI/PR, Brazil

NGOs  CAMFED, UK / Earth Economics, United States / Emirates Wildlife Society - WWF, United Arab Emirates / Ecolife, Belgium / Pronatura, Mexico / WWF Belgium / WWF Colombia / WWF China / WWF International / WWF Japan / WWF Hong Kong / WWF Turkey / WWF Switzerland

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## Financials

### Year ending 2010

### Income & expense by category

**Income**
- Foundations: 1,022,456
- Project Income: 924,855
- Partnerships: 219,321
- Contributed Services & Materials: 188,179
- Honoraria: 92,062
- Donations: 36,985
- Reimbursements for Project Expenses: 32,776
- License Fees: 23,820
- Royalties, Educational Materials, etc.: 4,019

**Total Income**: 2,544,472

**Expenses**
- Payroll & Personnel Expenses: 1,370,514
- Project Costs: 335,075
- Allocations for Future Expenses: 192,440
- Contributed Services and Materials: 188,179
- Occupancy: 132,530
- Computers, Phones, IT: 91,833
- Operating Expenses: 64,567
- Other Direct Program Costs: 45,912
- Travel & Local Transportation: 32,059
- Printing & Postage: 31,022
- Newsletter, Web, & Communications: 22,125
- Other Professional Fees: 19,581
- Accounting & Legal: 18,634

**Total Expenses**: 2,544,472

### Income & expense by program

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<th>Program Activities</th>
<th>Income</th>
<th>Expenses</th>
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<td>Outreach &amp; Partnership</td>
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<td>National Accounts, Research &amp; Standards</td>
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<tr>
<td>Allocations for Future Initiatives &amp; Operations</td>
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**Total**: 2,544,472 2,544,472
“The world will no longer be divided by the ideologies of ‘left’ and ‘right,’ but by those who accept ecological limits and those who don’t.”

Wolfgang Sachs
Head of the Cross-cutting Project, “Globalization and Sustainability,” Wuppertal Institute