

# Climate change is not the problem.



**Global Footprint Network**  
2010 Annual Report



**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.



# Japan is using Footprint accounting as part of its Basic Environmental Plan.

**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.



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

**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.

# 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.

# 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.

# 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 most populous city, has adopted the metric as a key sustainability indicator.

# 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,

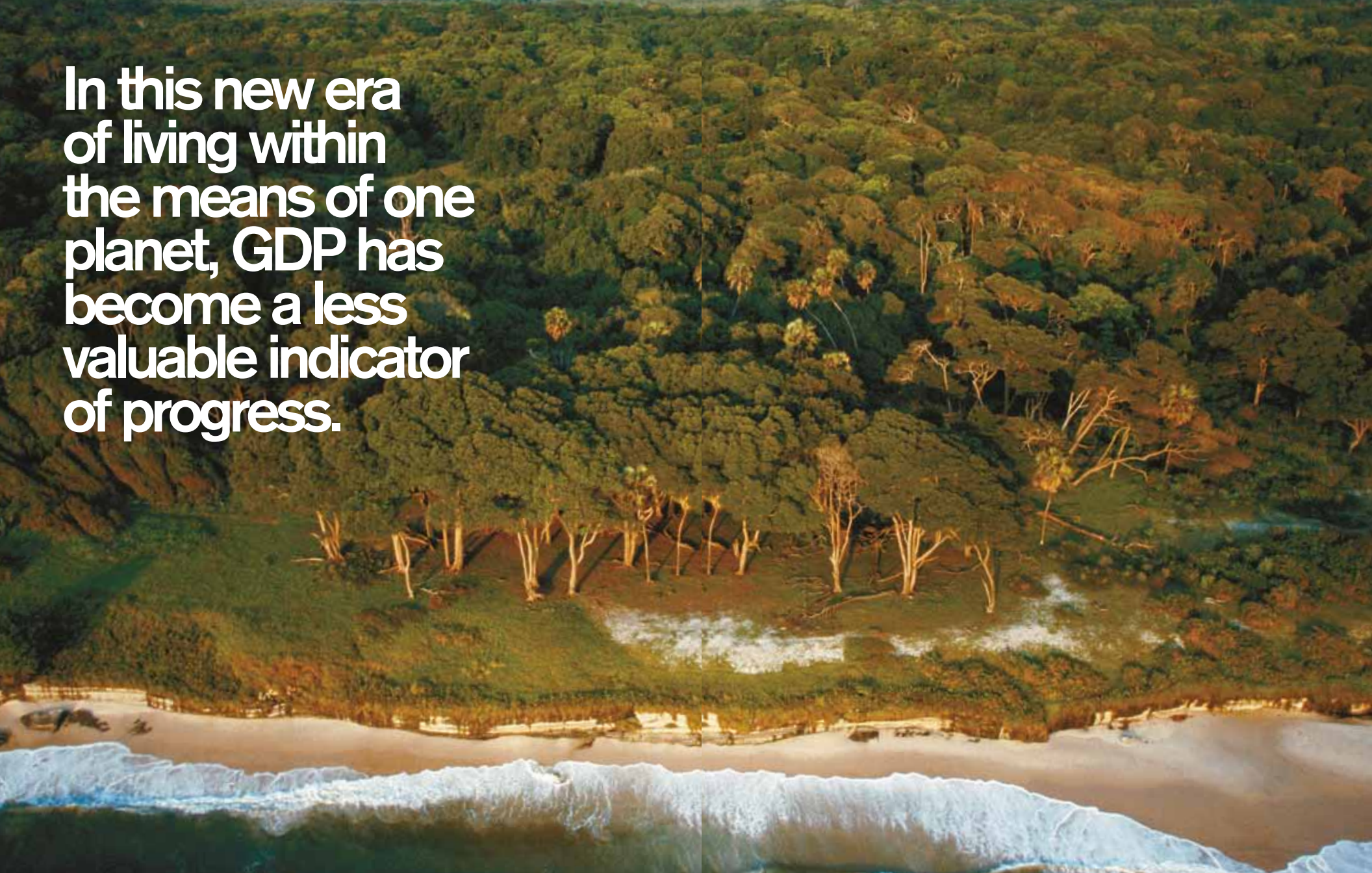


**Mathis Wackernagel**  
President  
and Co-founder

**Susan Burns**  
Senior Vice President  
and Co-founder

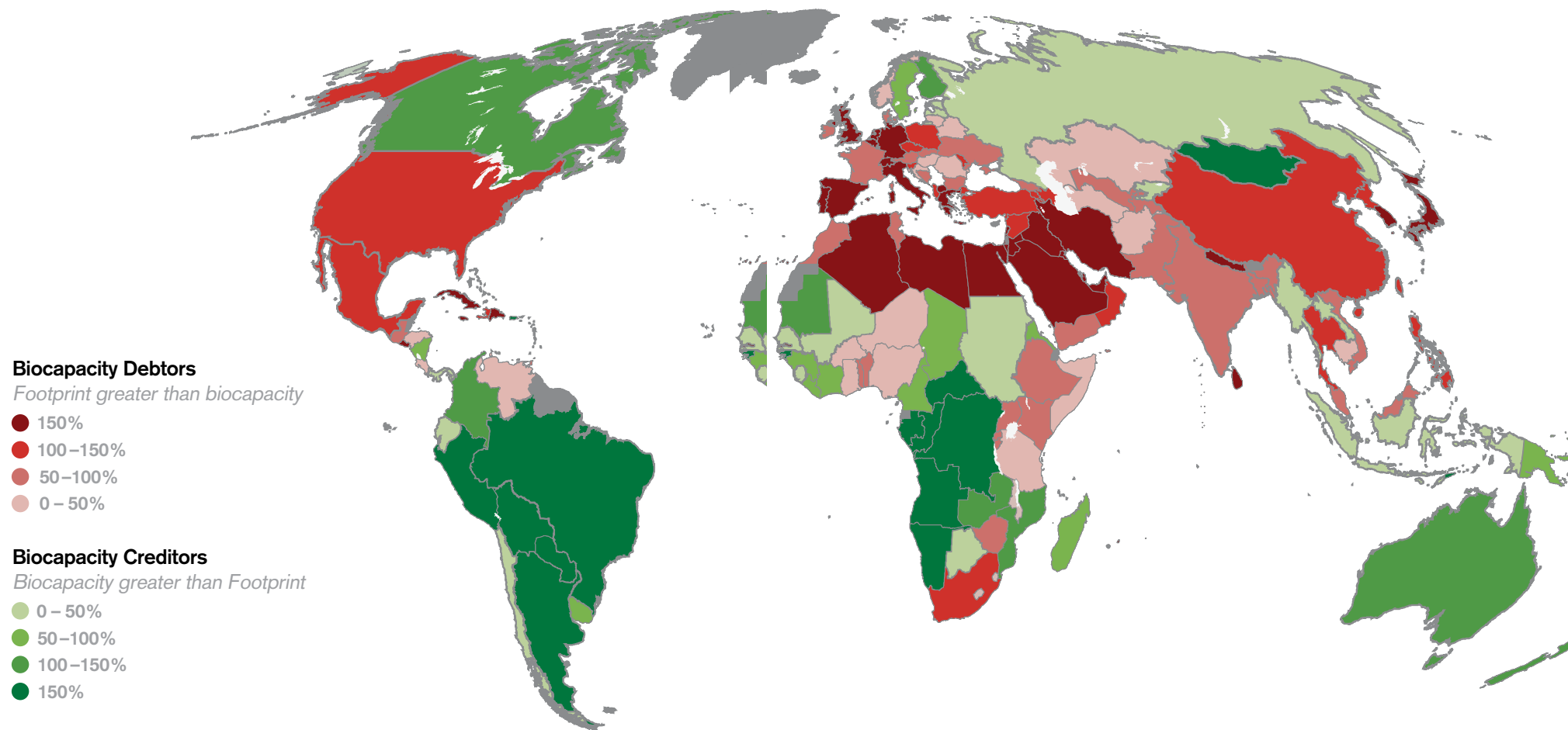


In this new era  
of living within  
the means of one  
planet, GDP has  
become a less  
valuable indicator  
of progress.



# The Ecological Wealth of Nations

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 CO<sub>2</sub> 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.

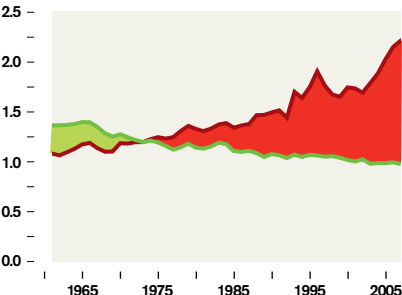
Global Footprint Network gives decision-makers critical data to help manage their supply of, and demand on, natural capital. By providing them with detailed insight into how their economies and populations use nature's services, Ecological Footprint accounting can assist policy-makers in taking action 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

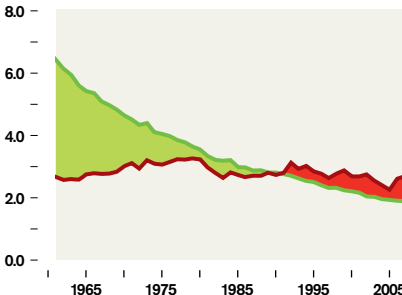
(Global hectares per capita)

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.

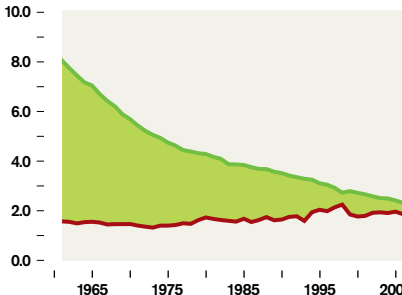
- Footprint
- Biocapacity
- Biocapacity deficit
- Biocapacity reserve



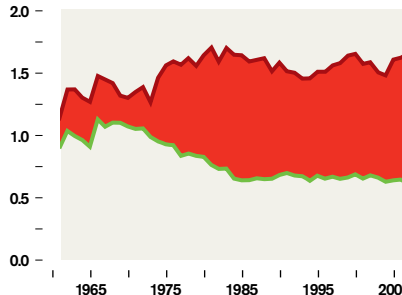
China



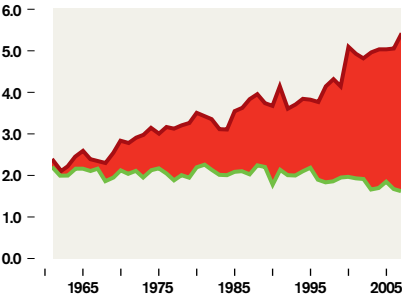
Costa Rica



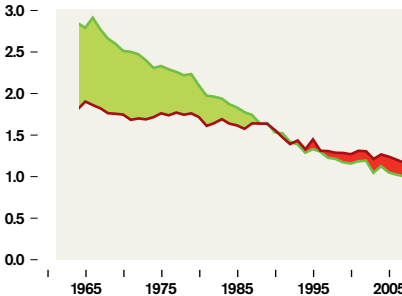
Ecuador



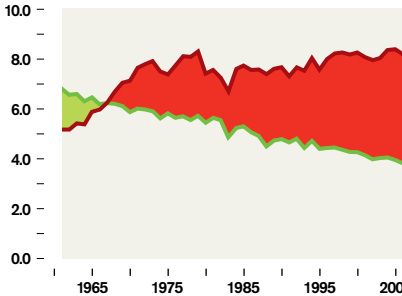
Egypt



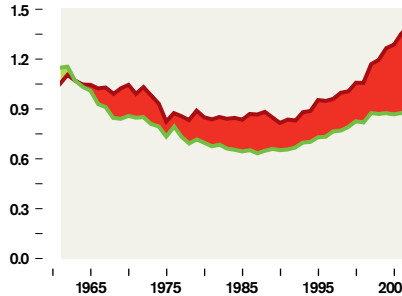
Greece



Tanzania



United States



Vietnam

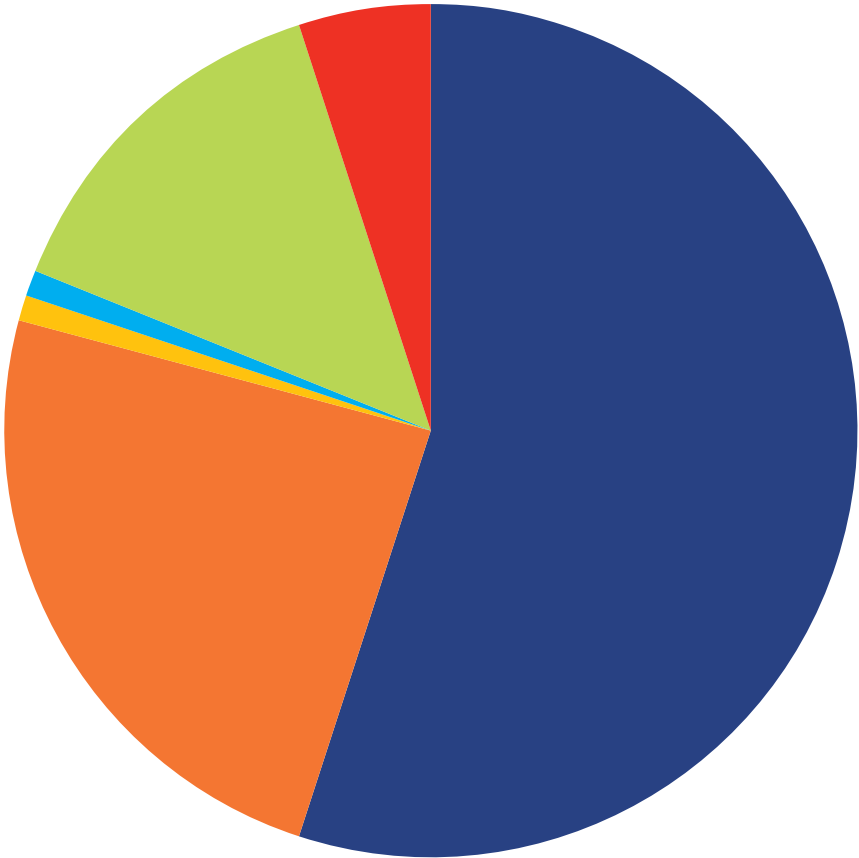
Countries not shown to same vertical scale.

**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.

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.

- Built-up land 5%
- Forest land 14%
- Fishing grounds 1%
- Grazing land 1%
- Cropland 24%
- Carbon Footprint 55%

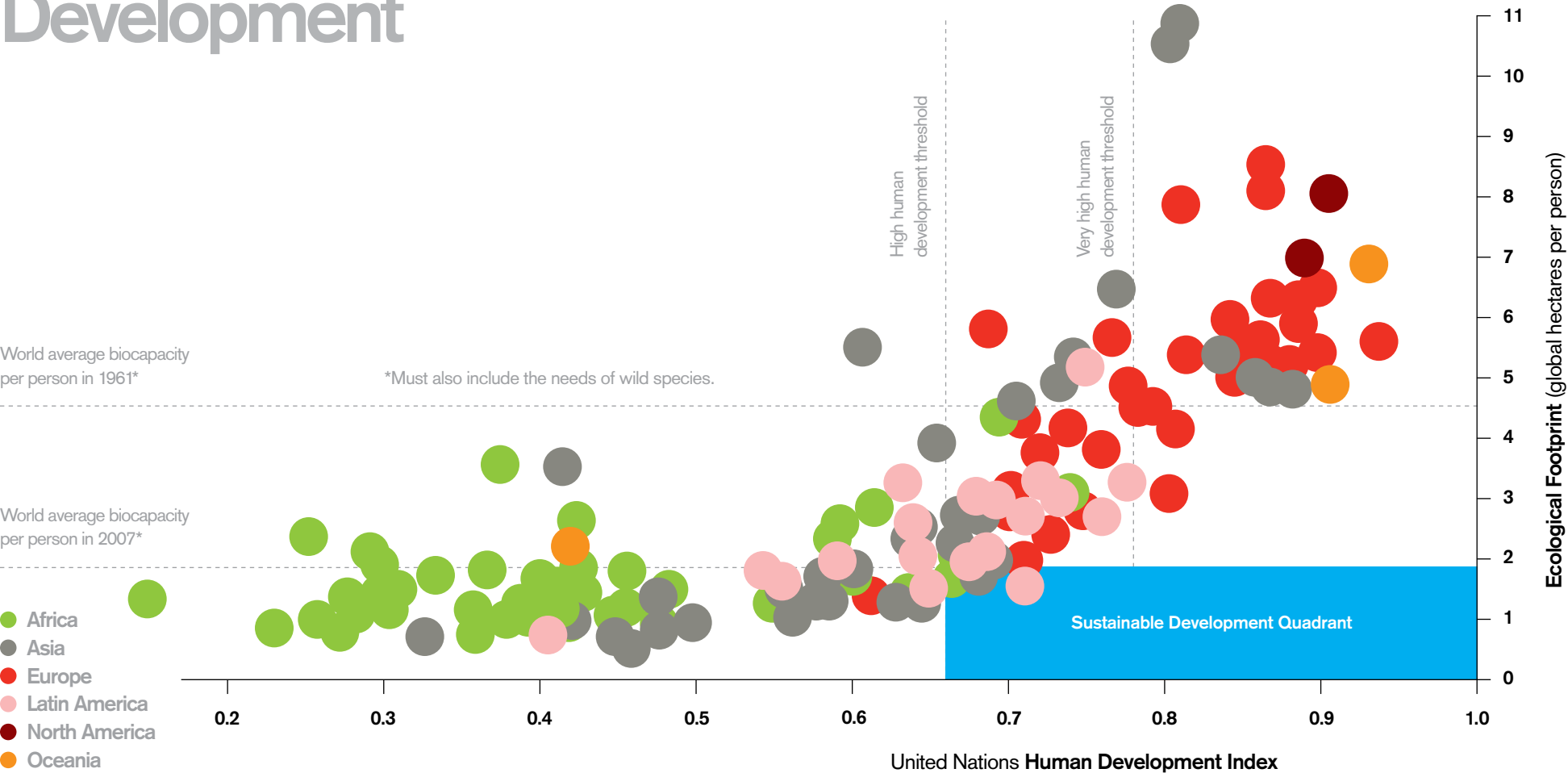


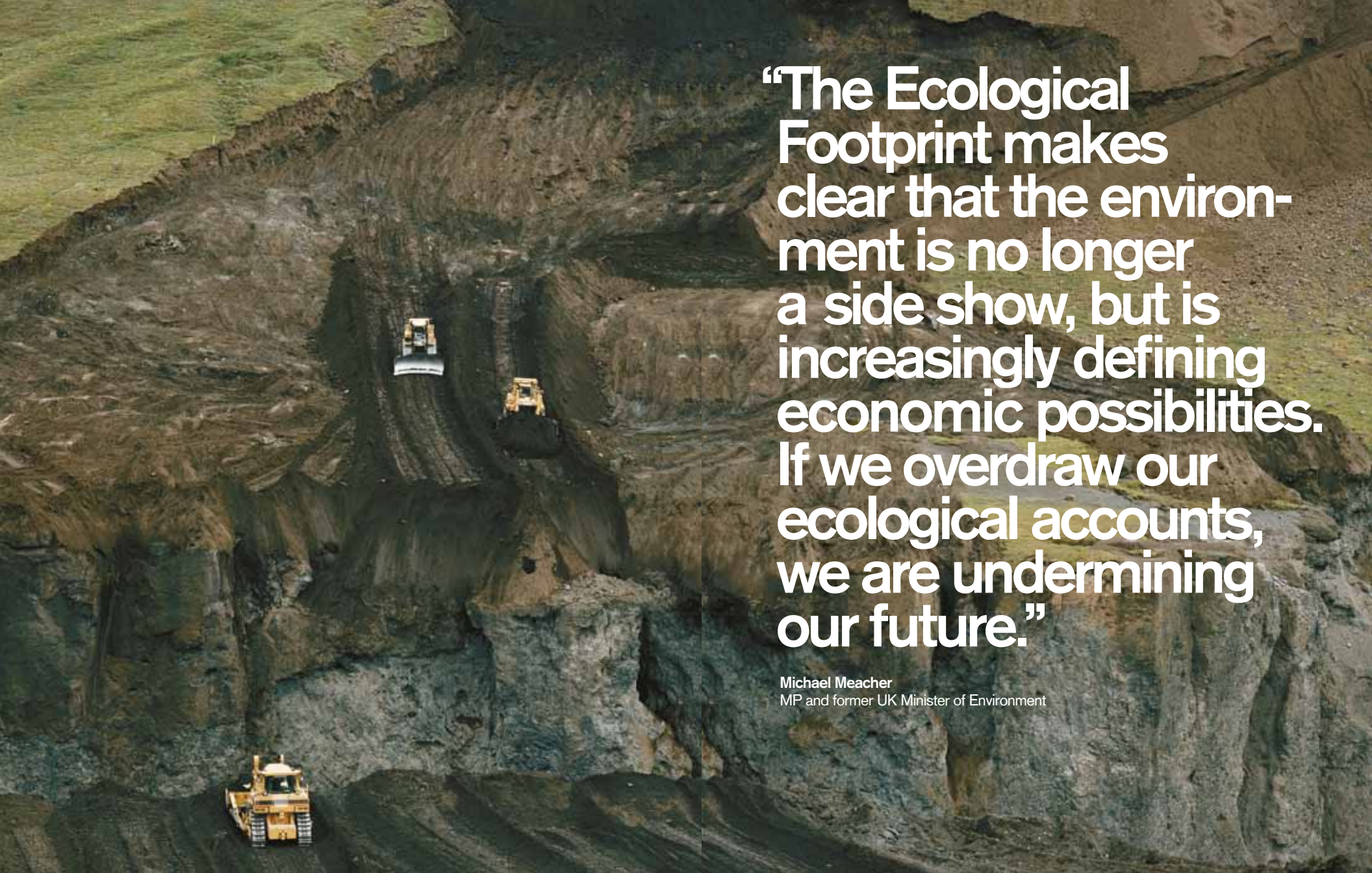


**Sustainable  
development  
occurs when all  
humans can  
have fulfilling lives  
without degrading  
the planet.**

# Ecological Footprint and Human Development

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.



An aerial photograph of a large-scale open-pit mining operation. The image shows deep, terraced levels of the mine, with dark, exposed earth and rock. Several large yellow and white heavy machinery vehicles, including bulldozers and trucks, are visible on the different levels of the mine, illustrating the scale of the excavation. The top left corner shows a small area of green grass, contrasting with the industrial landscape.

**“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, identify 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.

# 90 partners in 19 countries working to achieve large-scale change.

**Government Agencies** AGEDI – Abu Dhabi Global Environmental Data Initiative / City of Calgary / EPA Victoria / Finnish Ministry of the Environment / Hawai'i County Resource Center / Ministerio del Ambiente, Perú / Welsh Assembly Government / Zero Waste South Australia

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

**Educational Institutions** Agrocampus Ouest / BRASS Centre at Cardiff University / British Columbia Institute of Technology / Centre for Design, RMIT University / Centre for Sustainable Tourism and Transportation / CERAG / Charles University Environment Centre / The Cloud Institute for Sustainability Education / Corvinus University of Budapest / Dartmouth-Hitchcock Medical Center / Ecole Nationale Supérieure des Mines de Saint-Étienne / GIDR – Gujarat Institute for Development Research / Instituto Jatobas / Instituto Nacional de Tecnología Industrial / The Pontifical Catholic University of Peru – PUCP / Sustainable Europe Research Institute / Tartu University / The Cloud Institute for Sustainability Education / Universidad de Colima / University of Siena – Ecodynamics Group

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

**NGOs** AASHE – Association for the Advancement of Sustainability in Higher Education / Acuerdo Ecuador / AGIR 21 / BioRegional Development Group / CASSE – Center for the Advancement of the Steady State Economy / CELF – Children's Environmental Literacy Foundation / CII – Confederation of Indian Industry / Ecolife / Ecological Footprint Japan / Eco-Norfolk Foundation / Emirates Environmental Group / Emirates Wildlife Society – WWF / FFGS – Foundation for Global Sustainability / FAN – Fundación Amigos de la Naturaleza / ICLEI Local Governments for Sustainability / IRES Piemonte Research Institute / KÖVET Association for Sustainable Economies / LEAD Pakistan / The Natural Step International / Nature Humaine / One Earth Initiative / Optimum Population Trust / Plattform Footprint / Pronatura Mexico / Sentido Verde / Swiss Sustainability Initiative / The Sustainable Scale Project / Utah Population and Environment Coalition / The Web of Hope / Water Footprint Network / WWF / WWF Japan

# 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.

(Received January 1, 2010 – December 31, 2010)

**Foundation Support** Avina Stiftung / Burkhard Consulting Services / Dr. Med Arthur und Estella Hirzel-Callegari Stiftung / Flora Family Foundation / Foundation for Global Community / Karl Mayer Foundation / The Lawrence Foundation / Funding Exchange / MAVA — Fondation pour la Protection de la Nature / Mental Insight Foundation / Pittman Family Foundation / Qi Living / Ray C. Anderson Foundation / RSF Social Finance / Skoll Foundation / Stiftung ProCare / Syngenta International AG / V. Kann Rasmussen Foundation / Wallace Alexander Gerbode Foundation / Williams-Sonoma / Winslow Foundation

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**Board of Directors, European Offices** **Eric Frothingham** Corporate attorney, business executive and part owner of Progressive Investment Management, Oakland, CA, USA **Doerte Fouque** Attorney focusing on European and International Law with particular interest in renewable energy, Brussels, Belgium

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**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** Ecosistemas 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 program	Income	Expenses
Program Activities		
Outreach & Partnership	503,067	648,224
National Accounts, Research & Standards	279,019	473,621
International Offices	193,583	118,864
Strategic Projects	902,918	559,271
Administration & Planning	19,118	301,971
Fundraising	646,767	250,080
Allocations for Future Initiatives & Operations		192,440
<b>Total</b>	<b>2,544,472</b>	<b>2,544,472</b>

### 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

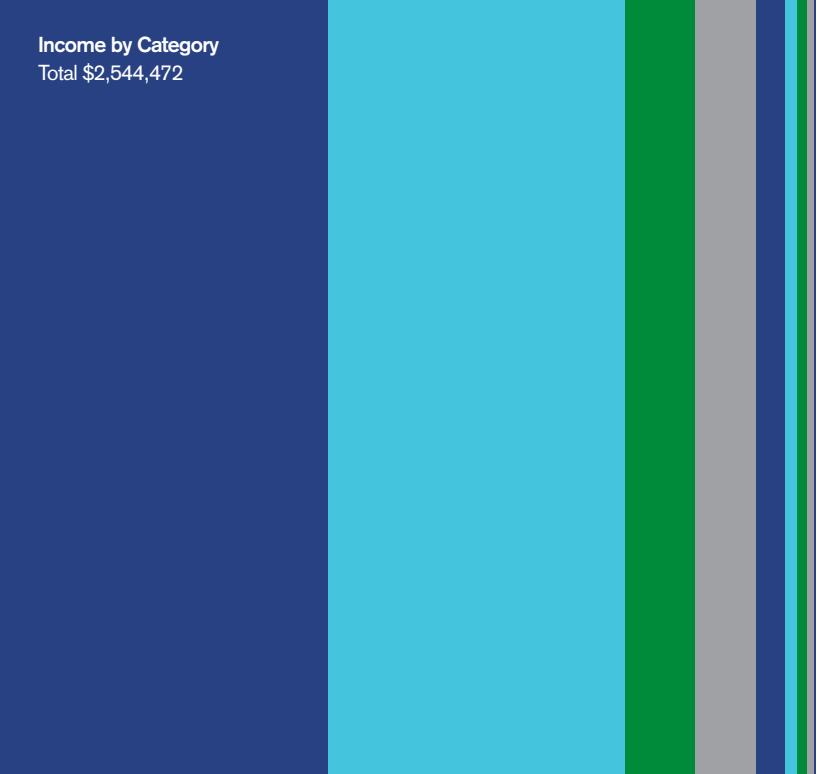
**2,544,472**

#### 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

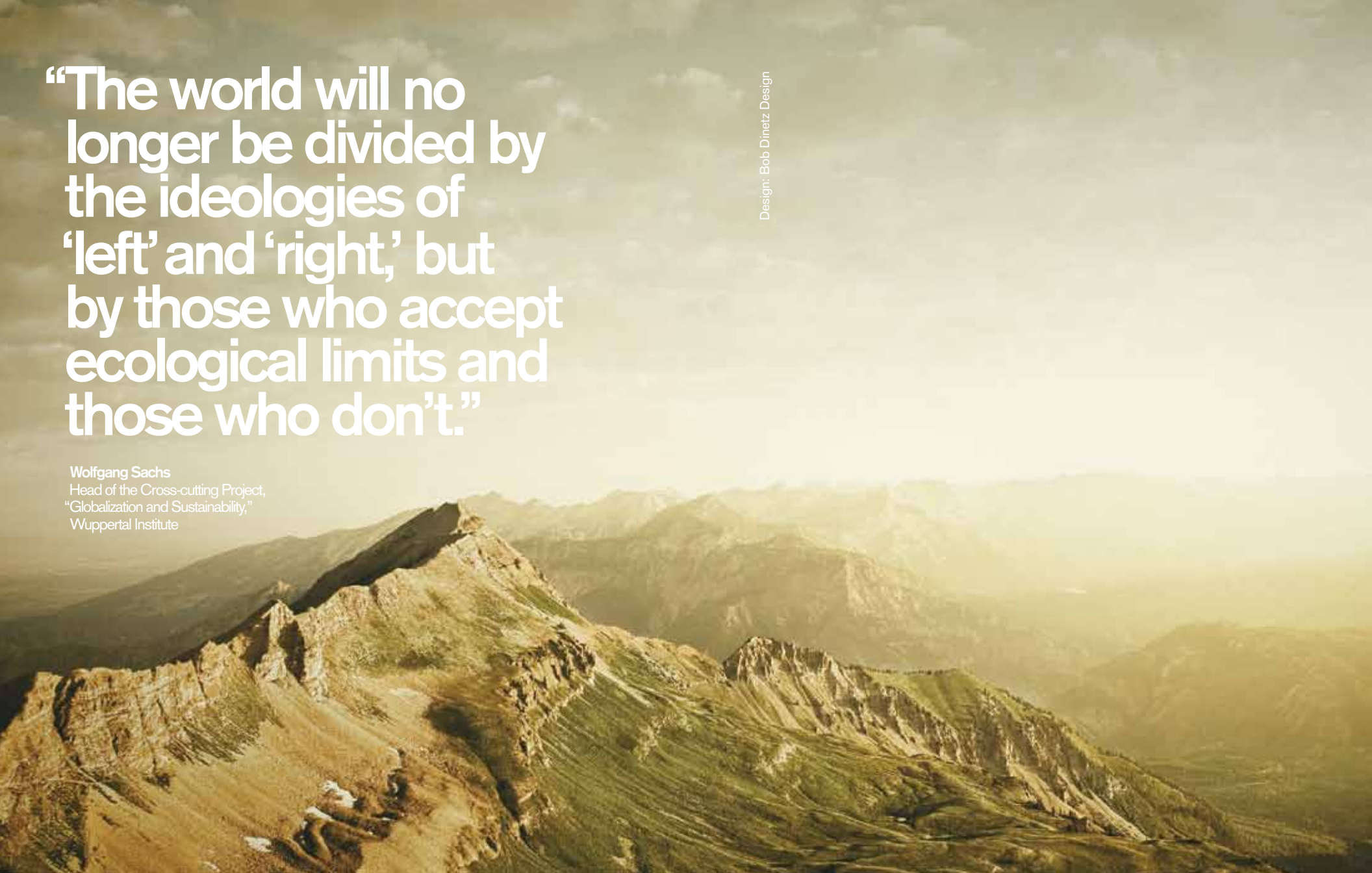
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Accounting & Legal	\$18,634



“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

Design: Bob Dinetz Design