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Influencers engaged



Greta Thunberg
@GretaThunberg



Today is World [#OvershootDay](#)
A day that sadly happens earlier and earlier each year.
That means that today we've globally used up the world's annual resources.
The rest of the year we are stealing from future generations and poorer parts of the world.



14.6K 9:03 AM - Jul 29, 2019

10.5K people are talking about this

We're excited to report that Earth Overshoot Day enjoyed yet another very strong following around the world this year. We have tracked over 5100 media stories in 86 countries. Many reacted, including Austria's President Van Bellen who [tweeted about it](#). So did young Swedish climate change activist Greta Thunberg, prompting [10.5k people](#) to engage. Chile's Minister of Environment and chair of the Climate COP25, María Carolina Schmidt Zaldívar, stated that "with Earth Overshoot Day occurring ever earlier in the year, the importance of decisive action is becoming ever more evident." We also couldn't agree more with former secretary-general of NATO, Javier Solano, [who wrote](#) that "the earliest ever Earth Overshoot Day is a stark reminder of how much we demand from our planet, and of the unprecedented energy transition required to combat global warming." [You can see more voices here.](#) Did we miss anything worth sharing? [Please let us know.](#)

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Jean-Pascal Tricoire ✓
@jptricoire



Today is [#EarthOvershoot](#) Day. Humanity has just spent nature's resource budget for the year — in July. We believe with innovation, collaboration and current energy technologies we could significantly [#MoveTheDate](#). [schneider-electric.com/en/download/do...](#)



♡ 63 3:24 AM - Jul 29, 2019



Speaking of energy transition, this year's campaign received unprecedented support from global energy leader Schneider Electric. The company's CEO and Chairman Jean-Pascal Tricoire co-authored [this op-ed in Fortune Magazine](#) with Mathis Wackernagel, and posted [this video statement on Twitter](#). And because it will take more than energy transition to [#MoveTheDate](#) of Earth Overshoot Day back to December 31 and beyond, Schneider Electric produced [this white paper](#) in collaboration with Global Footprint Network ("The Business Case for One-Planet Prosperity") to launch a much-needed conversation across all sectors of the economy. It argues that embracing planetary constraints is beneficial for business strategies. You can still read the TweetChat that supported its launch using [#SEMoveTheDate](#).

Solutions still seek the media limelight



The media coverage this year showed interesting signs of becoming more sophisticated. Case in point: [a six-page cover story in one of](#) France's leading newspaper, [Libération](#), on "collapsology." It was published the day after Earth Overshoot Day. Through interviews with multiple experts – philosophers even – the reporters demonstrate that the risk of collapse of our civilization is to be taken a lot more seriously than a mere conspiracy theory by doom-and-gloom-hungry alarmists. It falls short of discussing [solutions](#), however, like most of the media coverage. One notable exception is this remarkable article in Forbes, [We Have Already Used Up Earth's Resource Budget For This Year. How Can Deeptech Startups Help?](#)

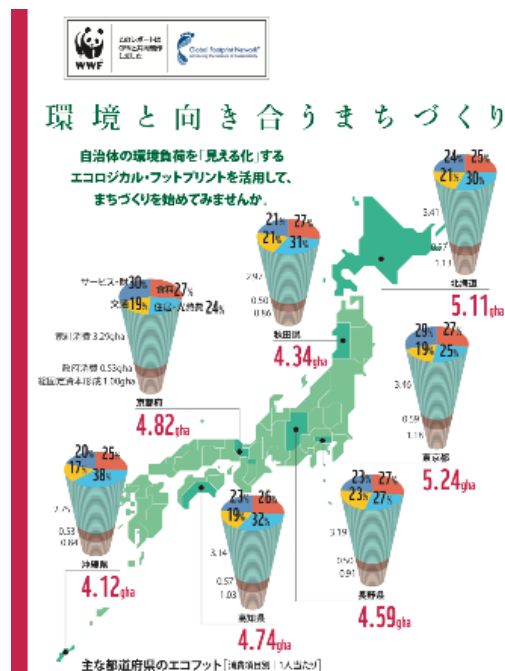
Transforming narratives and mindsets about solutions

People need to be able to share and celebrate solutions they love. Because what we love and want, we will also implement. That's the reason why, in the days leading up to Earth Overshoot

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with our partner [Maponic](#). More than 25,000 people visited it on Earth Overshoot Day alone, with France generating one-third of the traffic. We are proud to report that this brand new social platform counts already more than 1,300 members who posted more than 300 solutions. Our goal is to grow and support this community so its members accelerate the implementation of effective solutions that [#MoveTheDate](#). [Are you game?](#)

News from Japan



Last but not least, Earth Overshoot Day was marked in Japan by the publication of [a new report by WWF Japan and Global Footprint Network "How many Earths does your city need? – Japan's Ecological Footprint 2019."](#) This report is intended to provide guidance on how to use Ecological Footprint accounting as local governments plan for sustainable development in their local area. The document includes Ecological Footprint results for 47 counties in Japan, an infographic showing how human activities and biocapacity are connected in a feedback loop, as well as recommendations for regional environmental policies that would address Ecological Footprint and biocapacity challenges.

The Footprint Book is out

Resource accounting is essential to avoid ecological bankruptcy. Think of it as you would of finances. We cannot continue to spend \$175 when we only earn \$100. It is not that complicated. As with finances, accounting helps us be successful. The new book "[Ecological Footprint: Managing Our Biocapacity](#)" shows us how. Christiana Figueres, former Executive Secretary of UNFCCC and a global optimist, [said](#): "If we treated our bank account as we have been treating the Earth's natural capital, we would have gone bankrupt long ago. The planet has

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and human crisis. This book is a loud wake up call to everyone." Find out more [here](#).



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