



It's true, a nation's GDP increases every time money changes hands.



But a growing GDP doesn't always create wealth.



Many economic activities deplete ecological wealth.

Nations count such depletion as income rather than liquidation.



While this may have worked in the past, as resource constraints tighten globally, nations put themselves at risk.

Global Footprint Network was founded 10 years ago to help countries succeed.



Ten years as ecological wealth accountants.

Using the Ecological Footprint to measure natural capital, we help nations understand the risks of ecological debt. What follows are highlights from our first decade.

2003

Global Footprint Network opens its doors, introducing a breakthrough notion: That the problem of overshoot could be addressed through a resource accounting system. It quickly gains the endorsement of more than 20 eminent scientists, Nobel laureates and policy makers. Building on City Limits, a report for the City of London by Best Foot Forward, Global Footprint Network's first project, in collaboration with partner WSP Environmental, is to help the City form policies to reduce its

2004

More than 30 organizations join the Partner Network. EPA Victoria in Australia embraces the Ecological Footprint, using the framework to shape its policy work. Global Footprint Network provides the data for WWF International's fifth Living Planet Report, highlighting the Ecological Footprint of 150 nations — a publication partnership that continues to this day.









2006

2007

200 Ecological Footprint practitioners gather in Siena, Italy, for Footprint Forum, the first international conference dedicated to the Ecological Footprint. Japan includes the Ecological Footprint in its Basic Environmental Plan.







2008

2009

The Ecological Footprint becomes an official indicator in Switzerland's sustainable development monitoring system. WWF International sets a goal for humanity's Footprint to fall to its 2000 level by 2020.

Ecuador incorporates the Ecological Footprint into its National Plan for Good Living and commits to reversing its ecological deficit by 2015.





2010

The UN Development Programme includes the Ecological Footprint as an important statistic in assessing lasting human progress. São Paulo, Brazil's most populous city, adopts the Ecological Footprint as a key sustainability indicator. Luxembourg's Council for Sustainable Development and the Foreign Ministry adopt the Footprint.



2011

2012

Global Footprint
Network investigates the
economic risks of natural
resource constraints
through its Competitiveness 2.0 and Finance
for Change initiatives.
Costa Rica features the
Ecological Footprint
in its State of Nation
report. Mathis Wackernagel shares the Zayed
International Prize for the
Environment.

With the addition of the Philippines and Indonesia, 11 nations officially adopt the Ecological Footprint and Global Footprint Network's Ten-in-Ten initiative reaches its goal three years early. Global Footprint Network collaborates with UNEP Finance Initiative and leading financial institutions to develop E-RISC with the goal of integrating ecological risk into financial markets. National Footprint Accounts become available on Bloomberg terminals globally. Mathis Wackernagel shares the Blue Planet Prize and Kenneth E. Boulding Award and wins the Binding Prize.







Founders' Letter:

Ten years ago, we launched Global **Footprint Network with** an ambitious goal: To mobilize the world's governments to address ecological overshoot. We believed that for nations to remain successful, they must take nature's limits into account.

Back then, the significance of overshoot was barely recognized. What was missing was a resource accounting system as useful to governments as their monetary accounts. The Ecological Footprint is unique in this sense: No other system compares the planet's regenerative capacity to human demand in such a comprehensive way.

Ten years later, the world is embracing this approach. More nations are turning to Global Footprint Network for the tools that can help them plan for a future of tightening ecological constraints.

We're proud of Global Footprint Network's accomplishments, made possible by our dedicated staff, partner network and funders. In 2005, we launched our Ten-in-Ten initiative, which set a goal of seeing ten national governments adopt the Ecological Footprint by 2015. We met this goal three years ahead of schedule. But this is just the beginning. For global impact, we need a critical mass of countries to shift their investments and policies.

Over the past year we launched initiatives with partners in the Mediterranean region, the Philippines and the Middle East. With UNEP Finance Initiative and 15 leading financial institutions, we developed a method to assess how a nation's ecological profile impacts its credit risk.

Our work is also being featured in the 2013 Human Development Report, the UN's flagship publication on nations' progress. The report highlights how important it is for development agencies to address ecological scarcity directly if they want development advances to last.

Reversing ecological overshoot is possible. With the traction we've gained over the past 10 years, and with your support and participation, we can make a significant contribution toward a world that works for everyone.

Susan Burns

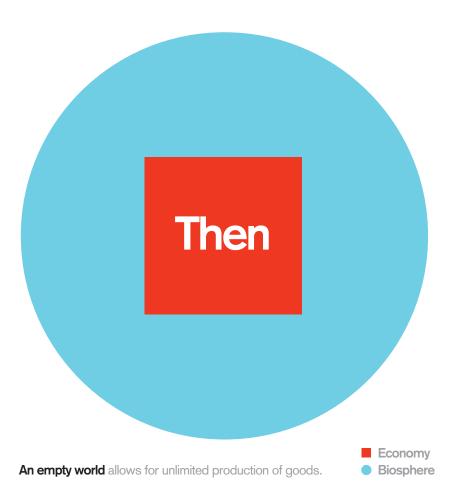
Founder and
Senior Vice President

Matthis Washernagel

Mathis Wackernagel
Founder and
President



The rules of the game have changed.



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 a key for economic success.



A full world turns the economy into a global auction.

As competition for resources increases, nations find it more difficult to provide food and energy security and to repay debt.

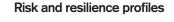


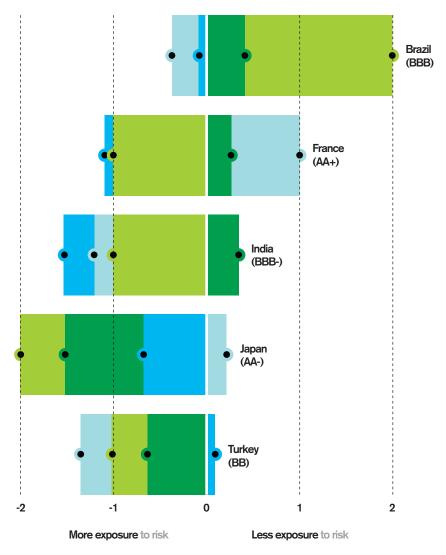
While the crisis is global, nations are impacted unevenly.



A rating process that includes the direct financial impact of environmental risk can add a new dimension to assessments of sovereign credit risk.

- Resource balance: Ratio of a country's Ecological Footprint to its biocapacity.
- Degradation-related risk: Exposure to decline of productivity due to overharvesting.
- Financial resilience: Ability to respond to adverse macroeconomic shocks.
- Trade-related risk: Exposure to resource price volatility and supply disruption.





Footprint accounting reveals the true wealth and vulnerabilities that have been largely absent from the financial analyses of countries.





With the right lens to look through, a country can see the connection between its ecological profile and overall prosperity.

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 and set 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 241 countries and territories, starting in 1961, using about 62 million data points. Every year we release improved accounts.

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 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.

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. NGOs want to help people reduce their pressure on the planet in order to conserve nature for other species.

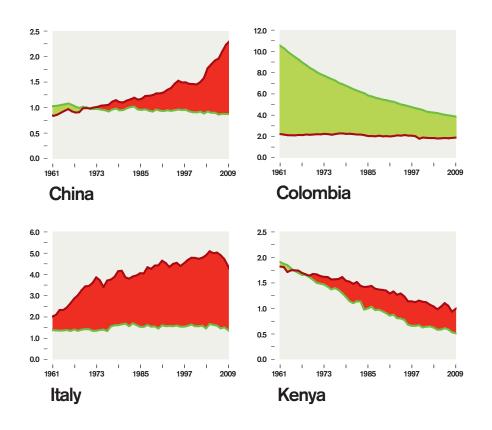
Our overarching goal is to help make better decisions—shifting our individual choices, institutions' investments and government policies toward those that offer nations greater security and produce a sustainable world.

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

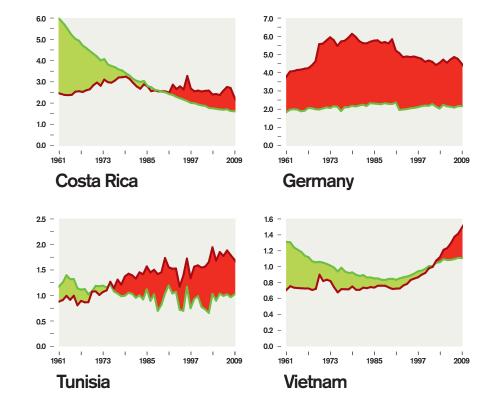
Accounts

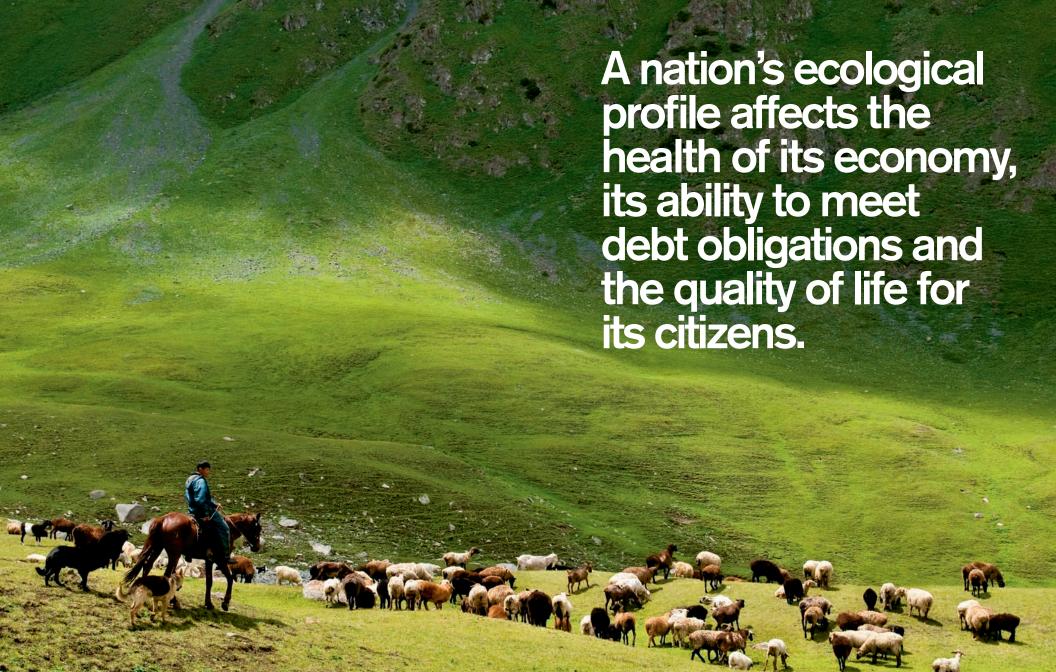
(Global hectares per capita)



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 241 countries, territories, and regions tracked in the Accounts, which reflect time series from 1961 to the present.



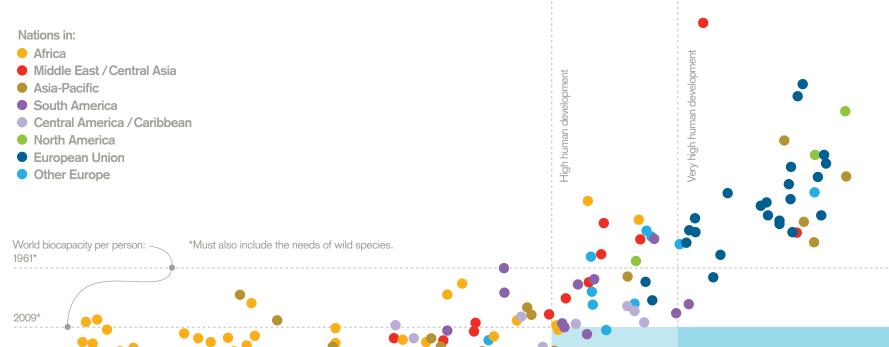




Ecological Footprint and Human Development

0.4

A low average Ecological Footprint and high score on the UN Human Development Index are the minimum conditions for global 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 humanity's shared goal.



0.6

0.7

0.5

United Nations Human Development Index (2009)

0.9

8.0

Global Sustainable Development Quadrant

0.3

1.0

- 10

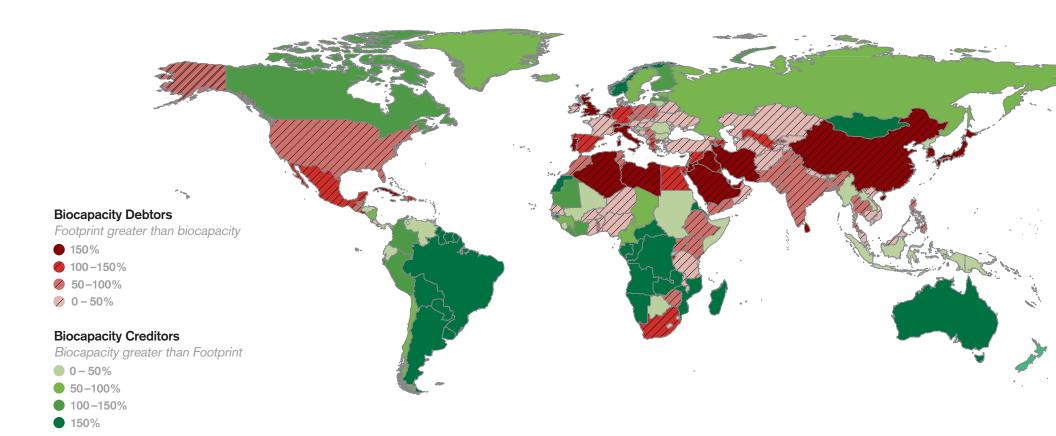
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Ecological Footprint per capita in 2009 (gha)

Which countries are best positioned for success?

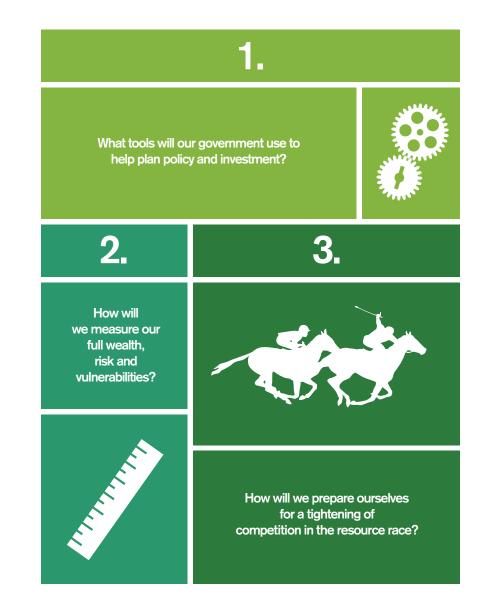
The Ecological Wealth of Nations

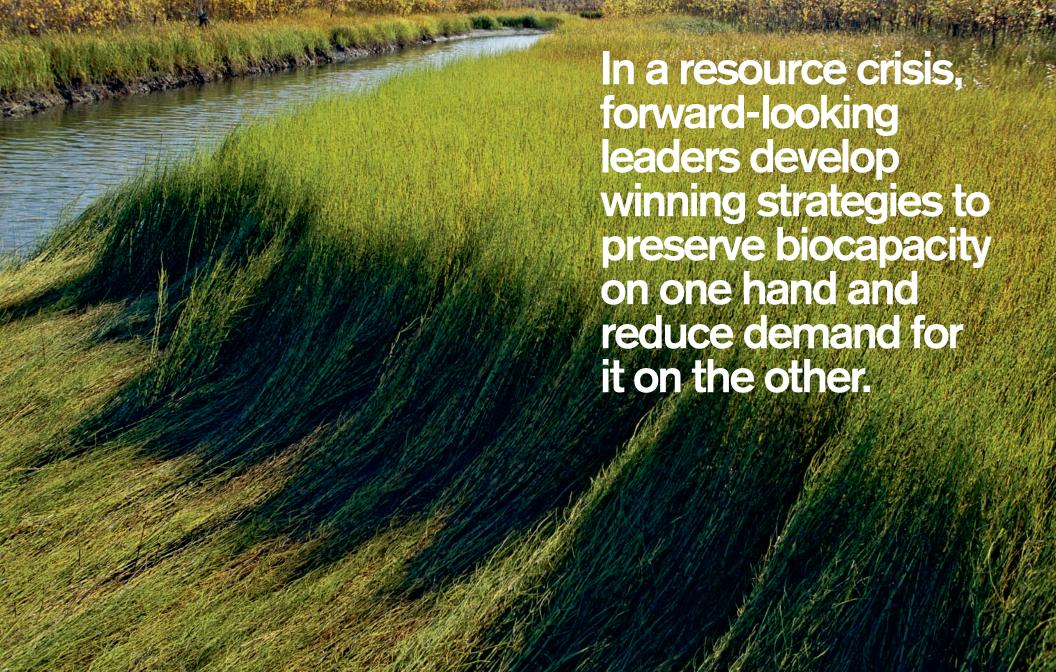
As global ecological overshoot grows, how will countries continue to meet the needs of their people and their economies? Maintaining natural wealth and reducing ecological demand will help countries improve economic resilience and human well-being.



Countries can still be economically successful in this resource-constrained world but must answer important questions.

Nations that choose to understand resource needs, limits and dependencies better guarantee citizens' well-being and economic prosperity.







Philippines

Naderev M. Saño
Commissioner, Climate Change Commission
Office of the President

"Through the Climate Change Commission, the Philippines has embarked on the critical exercise of determining its Ecological Footprint, conscious of the importance of understanding ecological limits while pursuing inclusive economic growth and enhanced social well-being for its citizens. The Footprint plays a crucial role in addressing the pervasive land use and resource management challenges in the Philippines and is seen as a potent tool for analyzing these issues."



New Zealand

Helen Clark
Former Prime Minister

"The Ecological Footprint has become a powerful and important mechanism for quantifying and communicating clearly the extent to which human demands on nature have begun to exceed the planet's regeneration rate. This concept has already inspired important new thinking around sustainable development. Your work provides a practical and powerful tool for the public and private sectors when planning for sustainable economies and human development."



UAE

HE Dr. Rashid Ahmed Bin Fahad Minister of Environment and Water

"The United Arab Emirates, with its rapidly expanding economy, has also become increasingly resource dependent. This is why we have developed a close collaboration with Global Footprint Network: To better understand our Ecological Footprint and biocapacity trends and the challenges we face. This collaboration has helped us foster more effective relationships between ministries, and helped us make sustainable investments. Our goal is to secure great lives for all. To succeed in this goal requires living within the means of nature."



Ecuador

Domingo Paredes Castillo
President, National Electoral Council
Dania Quirola Suarez-Paredes
Senior Advisor to the National Secretariat of Planning and Development

"There was a time when natural resources seemed inexhaustible. We no longer have the luxury of this outdated way of thinking. That is why in 2009 we incorporated a goal in our National Plan for Good Living to maintain our Ecological Footprint at a level within what our ecosystems can renew. Making decisions that affect Ecuador's long-term sustainability requires utilizing science-based tools like Global Footprint Network accounting. We know that safeguarding our natural heritage and biodiversity means safeguarding the security of our citizens and our planet."



Bhutan

Jigmi Thinkley
Prime Minister

"The Ecological Footprint is certainly one of the most important and influential measurement and communication tools of the century. It is without question one of the most powerful ways to put the responsibility for sustainability firmly on all our shoulders through awareness of every resource we consume and every nuance of our behaviors and lifestyles."



Maya Graf

President of the National Council

"Switzerland's Constitution declares the need of the Confederation and the Cantons to balance human demand with what nature can renew. Switzerland stands out as being among the few countries that formally recognize this necessity and use the Ecological Footprint as a metric for how much nature we have and how much we use. I strongly commend Global Footprint Network for advancing such a comprehensive resource accounting system. This tool is critical for building a sustainable and prosperous future."



Strategic collaborators.

Collaborators from all sectors and from across the globe are crucial if humanity is to thrive within the means of one planet. This year we highlight five key partnerships from 2012 that are either helping to embed considerations of ecological risk into decisions about investments or are bringing Footprint accounting to more national leaders.

Finance Initiative: What are the economic risks of resource constraints?

The impact of tightening resource constraints on national economies has been largely absent from financial analyses. To help fill this gap, Global Footprint Network, in collaboration with UNEP Finance Initiative and leading financial institutions, developed the Environmental Risk Integration in Sovereign Credit (E-RISC) initiative, launched in London (at Bloomberg) and New York City (at Citi). E-RISC demonstrates that ecological risks are significant economic factors and affect countries very unevenly, a fact that would rearrange traditional credit ratings significantly.

Bloomberg L.P.: Bringing the National Footprint Accounts to investors

Global Footprint Network's National Footprint Accounts are now available on Bloomberg's terminals. This means that Bloomberg's 300,000 global subscribers will have access to data that will help them integrate natural resource risk into sovereign debt, economic growth and company valuation models.

AFED: Bringing the Footprint to the Arab world In November, more than 500 delegates from nearly 50 countries participated in the Arab Forum for Environment and Development's (AFED) annual conference in Beirut to discuss the region's deepening ecological deficit and strategies to reverse it. The study at the heart of the conference, "Survival Options: Ecological Footprint of Arab Countries," was released in partnership with Global Footprint Network, and is the most comprehensive survey of the Arab region's demands on and supply of natural resources.

Philippines: Introducing a measure for resilience In November, Global Footprint Network released "A Measure for Resilience: 2012 Report on the Ecological Footprint of the Philippines," in collaboration with the Climate Change Commission of the Philippines and the French Agency for Development. It is the first Footprint report for a Southeast Asian nation. The cabinet-level Climate Change Commission unanimously adopted the findings of the report and circulated it to other government agencies.

Mediterranean region: Exploring the links between ecological and economic crises In October, dozens of government representatives, NGO leaders and academics met in Venice, Italy, to discuss the links between ecological and economic crises in the Mediterranean region at the two-day international conference, "Securing Competitiveness for the Mediterranean." Organized by Global Footprint Network and UNESCO-Venice, with support from the MAVA Foundation, the gathering focused on the findings of the Mediterranean Ecological Footprint Trends report. Workshops have been held across the region since then to better inform decision-makers and identify viable alternative policy strategies.

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

We know the goal of ending ecological overshoot is ambitious. Fortunately, we are not alone in the endeavor. For 10 years, strong, strategic partnerships have been the backbone of bringing the Footprint tool to a broad array of sectors and decision-makers. With new partners (such as ALISOS, which helped introduce our work at the government level in South America) and long-time partners (WWF-International and Sarasin Bank), we continue to challenge prevailing assumptions—and traditional indicators—of a nation's wealth.

On our Ten-Year Anniversary, we give a special thanks to our founding partners who helped us launch Global Footprint Network.

Ambiente Italia

Best Foot Forward

CES — Centro de Estudios para la Sustentabilidad —

Centro Universitario Hispano Mexicano

CRAS s.r.l. — Centro Ricerche Applicate per lo Sviluppo Sostenibile

De Kleine Aarde (The Small Earth)

Ecolife

EcoSTEPS

Empreinte Ecologique SARL

EPA Victoria

Finnish Ministry of the Environment

Global Village Beijing

Government of South Australia

GPI Atlantic

IFF Social Ecology

Instituto de Ecología Política

IRES — Istituto di Ricerche Economiche e Sociali

LEAD International

Ministry of Environment and Housing of Catalonia

new economics foundation

OeKU

Rete Lilliput

The Cloud Institute for Sustainability Education

The Sustainable Scale Project

University of Sydney — ISA

Western Region Environment Centre

WWF-International

78 partners in 29 countries working to achieve large-scale change (continued).

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Thank you for your generous donations.

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Government Agencies Agence Française de Développement, France / Asia Development Bank / Association of Southeast Asian Nations (ASEAN) / City of Calgary, Canada / Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany / Environment Agency—Abu Dhabi, United Arab Emirates / US EPA National Risk Management Research Laboratory / US EPA Regions 1 and 9 / Gobierno del Estado de Queretaro, Mexico / Lake Macquarie City Council, Australia / Ministerio del Ambiente, Ecuador / Ministerio de Turismo, Ecuador / Ministry of Environment and Water, United Arab Emirates / Ministry of Public Works, Indonesia / National Climate Change Secretariat of Singapore / Ontario Ministry of Natural Resources, Canada / Philippine Climate Change Commission / Staatssekretariat für Wirtschaft (SECO), Switzerland

NGOs Arab Forum for Environment and Development (AFED) / Centre de Recherche Public Henri Tudor, Luxembourg / Eco-Union, Spain / Emirates Wildlife Society in association with WWF (EWS-WWF), United Arab Emirates / Fundación Neotrópica, Costa Rica / Health Promotion Switzerland / Institute for Energy and Environment, Insitute de la Francophonie, Canada / International Institute for Sustainable Development (IISD), Switzerland / Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSDE), Greece / Miami Science Museum, USA / Millennium Institute, USA / new economics foundation, UK / UNESCO Regional Bureau for Science and Culture in Europe, Venice (Italy) / WWF Australia / WWF China / WWF Colombia / WWF Hong Kong / WWF International / WWF Japan / WWF Netherlands / WWF Turkey

Corporations ARCADIS, Netherlands / Bank Sarasin & Co. Ltd, Switzerland / Capacity Building International, Germany / CD Meyer, Inc., USA / Companhia Siderúrgica Nacional, Brazil / Ecolife, Belgium / Ecossistemas Design Ecológico, Brazil / Ingersoll Rand Industrial Technologies, USA / Kao Corporation, Japan / Libélula—Comunicación, Peru / Minerva (The Marketing Innovation Company), Italy / Punto 3, Italy / WSP Environmental Strategies, UK / Yorkshire Water, UK

Educational institutions Goucher College, USA / HTW Chur Institute for Tourism and Leisure Research, Switzerland / National Environmental Research Institute—Aarhus University, Denmark / Nottingham-Trent University, UK / Universidad del País Vasco, Spain / Universiti Teknologi Malaysia / University of South Australia

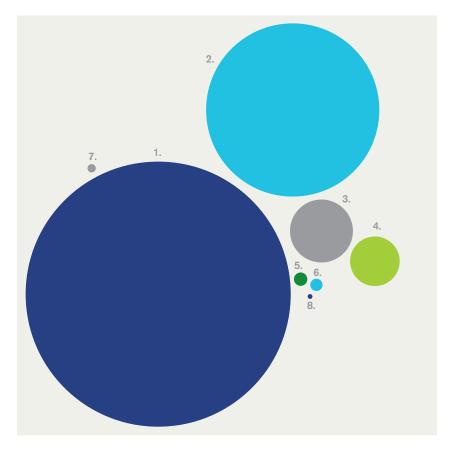
Who we are: Contributors.

Advice and services Alexander Christian / Alliance Member Services / Alternative Technologies / Andre Schneider Global Advisory / Black Mountain / Bloomberg / Bob Dinetz Design / Bullfrog Films / Brooking Gatewood / Cheryl D. Hicks / Compass Professional Development / Cosmetto / Deanna Karapetyan / Diana Barrantes Olías de Lima / Ecodes / Gwen Loeb / Hands on Gourmet / Hannes Kunz / Herjuno Ndaru Kinasih / HireRight / Hop Studios / Hunza Graphics / ISPOT Interactive / Legacy Mechanical & Energy Services / LexisNexis / Lithographix, Inc / Maddox Design / McGuire Creative, LLC / Mechtild von Knobelsdorff / MegaPath / Melissa Fondakowski / Michael Stein / Mutual of America / Nicely Done Solutions, Inc. / One L Productions / Paolo Lombardi / Patricia A. Wintroath, CPA / Payroll Systems / Pico Maderia MAG, LLC / Pongo Interactive / ProTrigga / Rashid Ussif Sumaila / Renaisance Consulting Group / Sarah Fisk, PhD / Savvy Tax, Inc. / Steven H. Goldfinger / Techsoup / The Rackspace Cloud / Tink Tank Studio / Vertical Response / Yippa / Youness Belfqih / Younossi Law / Yves de Soye

Donated goods and services Cestras / Cooley Godward Kronish LLP / Emirates Wildlife Society in association with WWF (EWS-WWF), United Arab Emirates / Plan Bleu, France / Red Cap Vineyards / Temple Valley Vineyards / WWF Greece / WWF Mediterranean Programme Office, Italy

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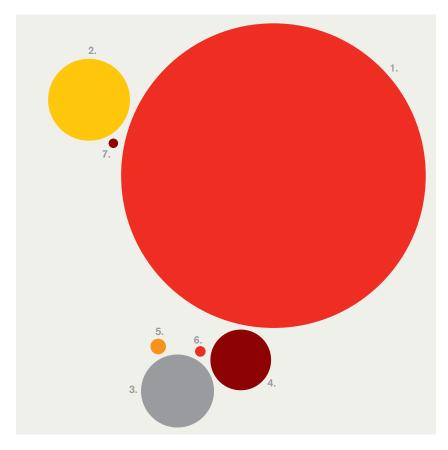
2012 Financials



2012 Income by Category / Total \$2,533,682

- 1. Foundations \$1,207,437
- 2. Fee for Services \$788,986
- 3. Individual Contributions \$287,667
- 4. Contributed Services & Materials \$176,791 8. Royalties \$1,768
- 5. License Fees \$61,254
- 6. Reimbursed Project Expenses \$5,761
- 7. Speaking Honorarium \$4,019

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



2012 Expense by Category / Total \$2,870,500

- 1. Payroll & Personnel Expenses \$1,572,815
- 2. Operations \$424,173
- 3. Direct Project Expenses \$376,950
- 4. Professional Fees \$314,637

- 5. Program Expenses \$81,746
- 6. Travel \$54,904
- 7.Computer-Related Expenses \$42,276

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





U.S. Office

312 Clay Street, Suite 300 Oakland, California 94607-3510 USA +1-510-839-8879

2012 Annual Report

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Europe Offices: Brussels & Geneva

Global Footprint Network International Environment House 2 7-9 chemin de Balexert 1219 Chatelaine (Geneva) Switzerland +41-(22)-797-41-08