

# 08 A TIME FOR CHANGE

GLOBAL FOOTPRINT NETWORK ANNUAL REPORT



## JAN 2

The price of petroleum hits US \$100 per barrel for the first time.



Global Footprint Network  
Advancing the Science of Sustainability



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“We are sparking a global conversation about the role resource limits will play in shaping our economic future.”

**FEB 14**

U.S. and European institutional investors managing over US \$1.75 trillion in assets release a plan to boost investments in clean and efficient energy technologies, and to require tougher scrutiny of carbon-intensive investments. Investors managing another \$6.5 trillion in assets agree to the plan in principle.

# LETTER FROM THE DIRECTORS

The world finds itself at a critical moment.

2008 was a memorable year – it was the beginning of the global recession, yes, but it was also the beginning of a global rethink. The economic crisis infecting every corner of the globe has made it painstakingly clear: Debt and overspending cannot continue indefinitely without consequences. At the same time, climate change – along with other keenly felt crises such as food shortages, droughts and wildlife declines – have added urgency to the need to restore environmental balance. The world community today faces a clear challenge: How can we retool our societies and rethink business-as-usual in order to provide for our long-term future?

At Global Footprint Network, we view this time of shifting priorities as a great window of opportunity, to move away from the resource-intensive development models that have fueled growth over the last century and toward those that work within the bounds of what the planet can provide, while still enabling us to live prosperous, fulfilling lives. This may seem ambitious. But projects we have already initiated are beginning to spark the type of “game changers” and systemic shifts we will need if we are to adequately protect and manage the natural capital upon which our economies, and all human life, depends.

We are now working with governments on every continent to incorporate resource limits into policy and decision-making. In the last year, we have also improved the science of Ecological Footprint accounting, made our methods more transparent and published key supporting materials so that the tool can be more widely used.

We have released a record number of reports on the Footprint, for regions including Africa, China, Hong Kong and India. We have mapped the link between pressures caused by human activities and the trends of declining biodiversity. And we have worked with a rapidly-expanding network of partners – now numbering more than 100 – to push the innovation, ingenuity and re-visioning we will need to achieve a sustainable human future.

More exciting plans are underway in the coming year. Work we are doing with ecological creditor nations – those countries whose residents consume fewer ecological services than the ecosystems within their borders can provide – has the potential to reshape how resources will be valued, negotiated and managed in the 21st century.

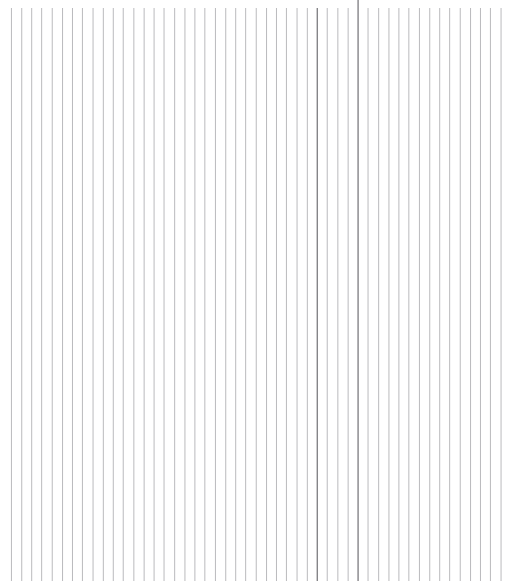
By convening key thought-leaders, decision-makers and influencers, we are sparking a global conversation about the role resource limits will play in shaping our economic future, and the options cities, countries and companies have for securing long-term well-being.

Your interest and participation is vital to this effort. By working with you, we can turn this difficult time into our finest hour.

Thank you,



Mathis Wackernagel and Susan Burns



## FEB 26

To preserve hundreds of thousands of seed types in the event of climate change or ecological disruption, the so-called Doomsday Vault opens in the Arctic.

## 2 THE NEW WEALTH OF NATIONS

### CANADA

The City of Calgary has made the Ecological Footprint a central factor in planning and development. The most rapidly-growing city in Canada, Calgary faces significant pressure to expand and upgrade infrastructure. City leaders want to ensure they invest in resource opportunities – such as Ride the Wind, the first wind-powered light rail in North America – rather than in resource traps.

### BRAZIL

The State of São Paulo is exploring use of the Ecological Footprint as a tool for urban planning and to determine the effects of the growth of the middle class. The Ecological Footprint was featured in a sustainability exhibit that traveled throughout the country; it is also part of a sustainability curriculum in wide use in schools.

### ECUADOR

Ecuador has been one of the first countries to formally endorse the Ecological Creditor Initiative. Quito and Cuenca, two of Ecuador's largest cities, have undertaken Ecological Footprint studies to better understand and reduce their resource consumption.

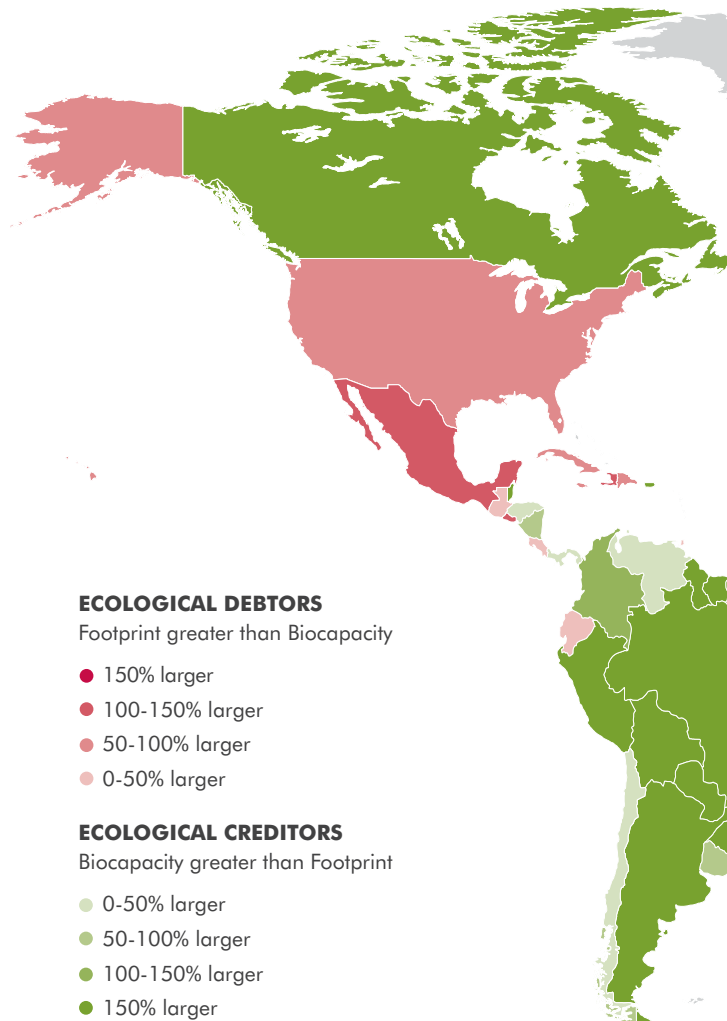
Today, 80% of the world's people live in countries whose residents use more ecological services than the ecosystems within their borders can provide. These countries depend upon the biocapacity concentrated in a dwindling number of "ecological creditor" countries, whose biocapacity (ability to produce resources and absorb CO<sub>2</sub>) exceeds their total demand. As human pressure on the environment continues to grow, we believe it will be of strategic benefit for nations to strengthen their resource reserves and minimize their ecological deficits.

Our Ecological Creditor Initiative, launched in 2008, seeks to engage government leaders and policy experts around the growing significance of biocapacity in a resource-constrained world. The initiative aims to identify new mechanisms for maintaining biocapacity as a source of ongoing wealth (as an alternative to existing policies that often result in the liquidation of biocapacity), so that countries can meet the increasing resource demands of our global society.

Through collaboration, ecological creditor countries can better secure the value of their natural reserves and build incentives for preserving those assets, a benefit to both their own citizens and to the global economy that relies on these resources.

#### APR 9

Robert Zoellick, president of the World Bank, reports "many more people will suffer and starve" unless the U.S., Europe, Japan and other rich countries provide funds for food. Prices of staple foods have risen 80% in three years.



## PERU

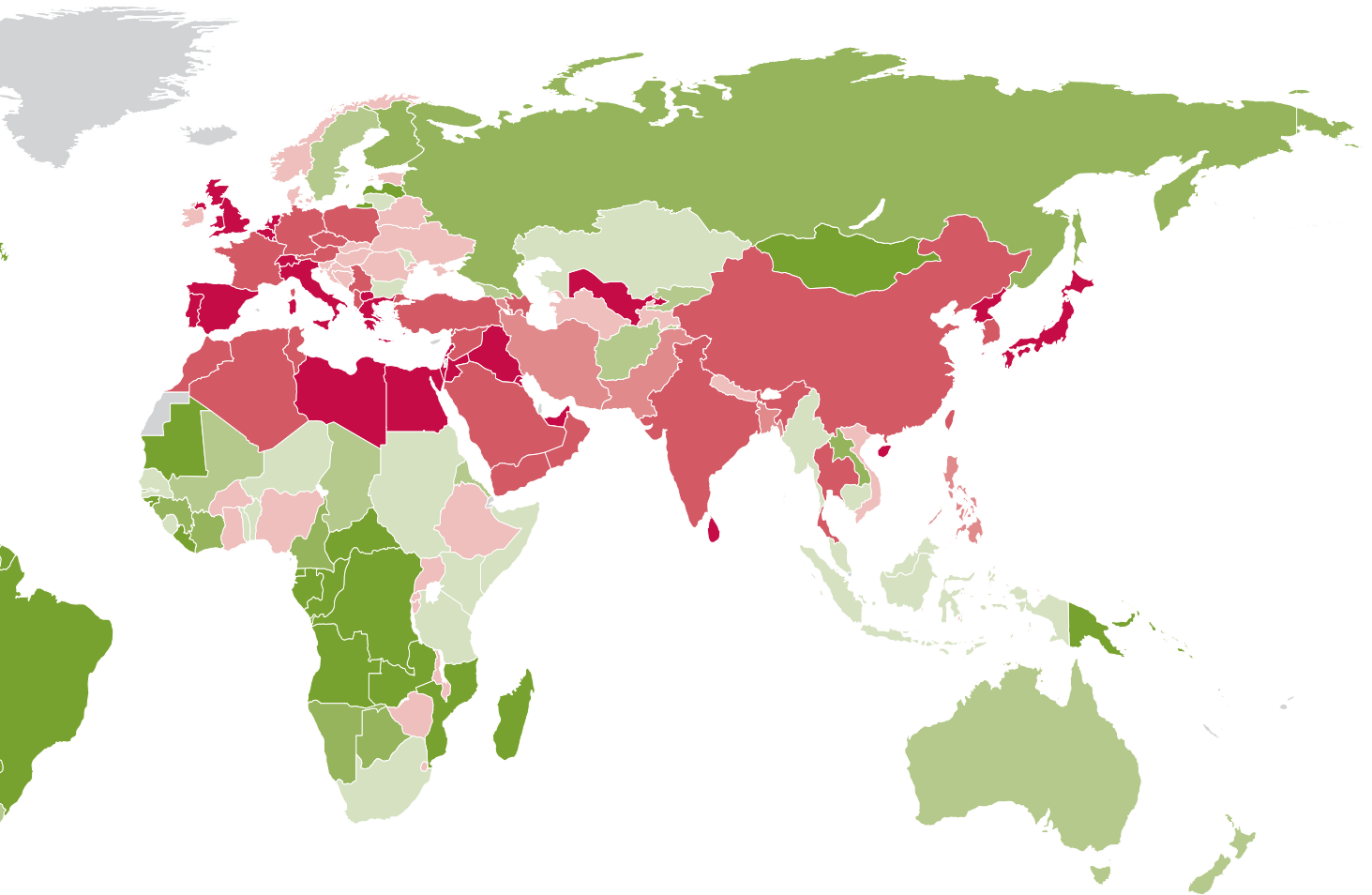
Global Footprint Network is working with Pontificia Universidad Católica del Perú to determine the Footprint of the campus community and develop a prototype that could be used at colleges and universities worldwide.

## AUSTRALIA

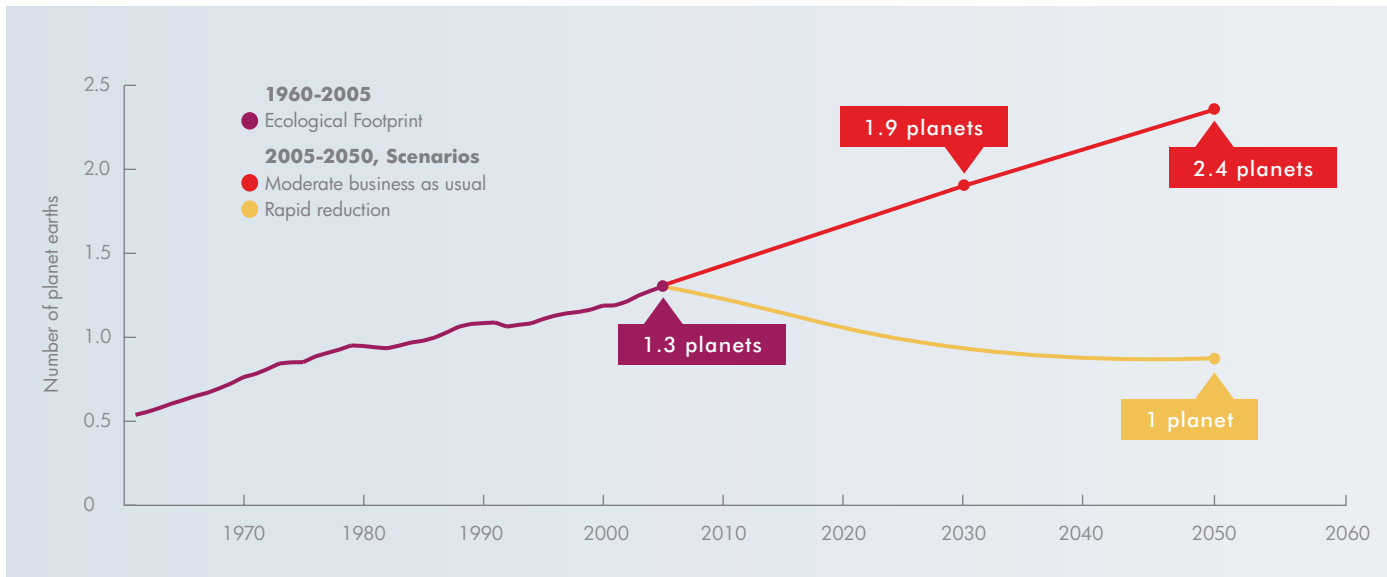
The Ecological Footprint was used as an indicator in Victoria's first comprehensive State of the Environment Report. The State of South Australia and Australian Bureau of Statistics have also expressed interest in using the Footprint. In partnership with EPA Victoria, we rolled out a popular Ecological Footprint calculator ([footprintnetwork.org/calculator](http://footprintnetwork.org/calculator)).

## COMMUNITY OF ANDEAN NATIONS

Global Footprint Network began working with the Community of Andean Nations (CAN) and its four member nations, Colombia, Bolivia, Ecuador and Peru, to convene workshops to identify viable policy strategies for an ecologically-constrained future. The CAN is a key partner in the Ecological Creditor Initiative.



# 4 BEYOND GDP MAKING ECOLOGICAL LIMITS CENTRAL TO POLICY



As resource scarcities and the impacts of climate change become ever more pressing realities, it has become clear that today's greatest policy challenges can no longer be addressed by the yardstick of financial progress alone. The call is growing to find measures complementary to Gross Domestic Product (GDP) in order to create more balanced, far-sighted policy.

Four years ago, Global Footprint Network launched its 10-in-10 Initiative with the goal of having 10 countries adopt the Ecological Footprint as a major policy indicator by 2015. That seemed to be a stretch goal at the time. Yet we now appear promisingly close to achieving our target. Currently, six nations and numerous municipalities have adopted the Footprint to benchmark progress toward sustainability, inform infrastructure and investment decisions, and identify solutions that will make a true difference to the ecological bottom line.

## APR 15

American researchers confirm that China surpassed the U.S. as the world leader in carbon emissions in 2006, much sooner than the originally predicted 2020.

**WALES** adopted the Ecological Footprint as one of five headline sustainability indicators and, in 2008, became the first country to formally monitor and report on changes to its Footprint. In May, its Environment Ministry issued a report on how the country's Footprint has grown in recent years, and recommended policies to halt and, if possible, reverse the trend.

**SWITZERLAND** adopted the Ecological Footprint as an official indicator. It has incorporated the Ecological Footprint into the nation's Sustainability Development Plan – an effort to promote an environmentally sound economy as called for in the Swiss Constitution. A 2008 Office of Statistics report published Footprint data to point out that Switzerland's per capita use of resources is more than twice that globally available per person.

**FINLAND** has included the Ecological Footprint in its suite of sustainability indicators and has initiated a research collaboration to improve its Footprint and biocapacity accounts.

**BELGIUM** Global Footprint Network has formed a research partnership with the government of Belgium via the Central Federal Planning Office and Belgium's statistical office.

**GERMANY** has concluded a scientific review of the Ecological Footprint commissioned by the Federal Environment Agency (UBA). It focused on evaluating the source data and accuracy of its Footprint and biocapacity calculations.

Global Footprint Network's latest data show that, at the current rate humanity is consuming resources and producing waste (such as CO<sub>2</sub> emissions), we would require the ecological services of two planets to keep up with our demand by the early 2030s, about the time children born today will be entering the workforce. Such a rate of consumption is likely to be physically impossible, and could cause major ecosystem collapses well before we reach that threshold.

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The **European Economic and Social Committee**, convened by the European Commission, issued a report concluding that the Ecological Footprint was the most comprehensive sustainability measure currently available and should have equal weight to GDP.

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The **European Commission** completed a comprehensive, two-year review of the Footprint, which found the Footprint to be an "intuitively appealing indicator" that could be useful in assessing progress toward European Union sustainability goals.

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The direct policy-utility of the Footprint will be enhanced by a tool Global Footprint Network is developing, along with a team of partners, for the 27 member countries of the **European Union**. Similar to the popular REAP tool used in England, the tool will produce geographically-specific Footprint calculations that can help decision-makers evaluate and compare the Footprint intensity of different courses of action.

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At the beginning of 2008, French President Nicolas Sarkozy created the **Commission on the Measurement of Economic Performance and Social Progress** to find indicators that could complement GDP by reflecting environmental, social and economic factors. Led by Nobel Prize-winning economists Joseph Stiglitz and Amartya Sen and distinguished French economist Jean-Paul Fitoussi, the commission released preliminary findings that praised the Ecological Footprint.

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Global Footprint Network Executive Director Mathis Wackernagel delivered the opening address at the **European Commission's Green Week Conference**, the Commission's annual conference on environmental policy. The 2008 theme, "Only One Planet: Don't Waste It," focused on the urgency of ecological limits.

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The Ecological Footprint is one of a suite of leading indicators adopted by the **United Nations Convention on Biological Diversity**, an international effort to reduce wildlife declines. For a gathering of the parties to the Convention in May, Global Footprint Network and WWF released a report mapping the links between human pressure on the planet and the problem of species loss.

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#### MAY 14

Polar bears are officially listed as a threatened species under the U.S. Endangered Species Act, a result of the loss of sea ice habitat due to climate change.

#### JUNE 4

California Governor Arnold Schwarzenegger declares a drought as the state experiences its driest spring in 88 years.

## 6 | PROGRESS THAT WORKS WITHIN NATURE'S BOUNDS OUR WORK IN ASIA



Asia is a region where the standard of living is increasing faster than almost anywhere in the world. Yet, given the region's large population, it is likely to be environmentally disastrous for Asia to greatly intensify its resource demand. India, in spite of its increasing economic success, continues to have a small per-person Footprint and high malnutrition rates among children.

Global Footprint Network is working in the region to take stock of natural capital and identify environmental pressures and trends. Through our collaborations with governments, business leaders and scientific organizations in Asia, we are helping chart a course for progress that works within the region's, and the world's, ecological budget.

### **JULY 7-9**

At the annual meeting of the Group of 8, the U.S., Japan, Germany, Britain, France, Italy, Canada, and Russia set goals to cut in half by 2050 the amount of greenhouse gases emitted into the environment.

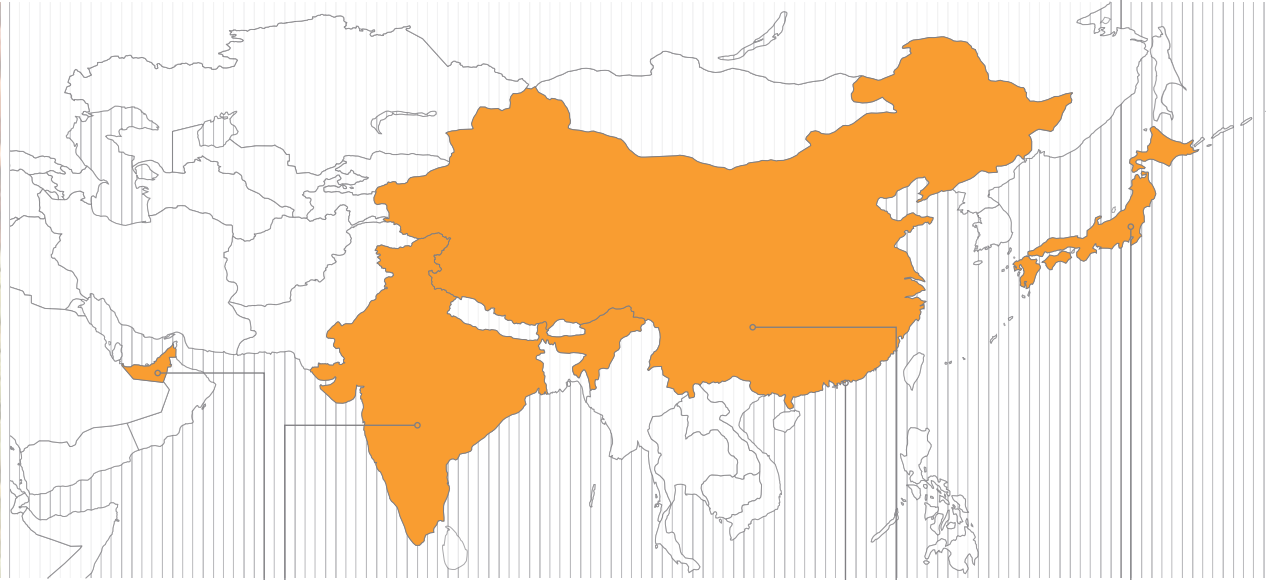
### **UNITED ARAB EMIRATES**

Since its launch in 2007, the United Arab Emirates' Ecological Footprint Initiative, Al Basama Al Beeiya, has helped the country's leaders analyze and address major areas of resource consumption. The UAE slightly surpasses the U.S. as having the world's highest Ecological Footprint per capita but, partly as a result of its Footprint Initiative it has taken bold steps toward green alternatives.

For example, although the UAE is an oil-rich Gulf state, it is now devoting significant investment to develop solar and other alternative energy, investing more money in renewable energy than the entire United States. Global Footprint Network continues to collaborate with UAE officials to refine the country's source data and Footprint calculations.

### **JULY 20**

Staple food prices reach unprecedented levels, according to the U.N. The cause is attributed to growing worldwide demand, climate change, rising gas prices, biofuels production and other factors.



## INDIA

In October, in conjunction with the Confederation of Indian Industry (CII), Global Footprint Network released *India's Ecological Footprint: A Business Perspective*. Launched at a major sustainability conference, the report has garnered widespread attention within India's business community, and has spawned conversations with industry groups looking to be leaders in the shift towards a sustainable economy.

## HONG KONG

In November, Global Footprint Network, along with WWF Hong Kong, released a report on the Ecological Footprint of Hong Kong and how it compares to resource demand in China and the world. The report found Hong Kong residents have an Ecological Footprint twice that typical for China as a whole. Hong Kong also has one of the largest per capita ecological deficits in the world.

## CHINA

In June, Global Footprint Network released the *Report on the Ecological Footprint in China*, produced with WWF and CCICED, an international high-level advisory council to the Chinese government. The report found that China's Ecological Footprint has quadrupled in the last four decades, with the country now demanding more from the planet than any nation except the U.S.

## JAPAN

The Japanese Ministry of the Environment has conducted a research collaboration with Global Footprint Network and has completed a review of Japan's National Footprint Accounts. The Ecological Footprint is now a part of Japan's Basic Environmental Plan.

# 8 HUMAN WELFARE IN A RESOURCE-CONSTRAINED WORLD OUR WORK IN AFRICA



Africa has an abundance of natural resources, yet it often suffers first and most tragically when humanity's demand on nature exceeds what nature can provide.

As the region works to meet its goals to reduce poverty, hunger and disease, natural resources will play a crucial role in the success or failure of these efforts. Global Footprint Network's work in Africa addresses the question: How can lasting human development be achieved, with approaches that work with, rather than against the ecological budget constraints?

## AUG 29

Arctic Northeast and Northwest  
Passages are free of ice for the first time.

## AUG 8-24

The 2008 Summer Olympics are held in Beijing, China. One of the main themes is "Green Olympics: Protecting the environment and resources, and maintaining an ecological balance." Beijing pledges US \$6.6 billion to improve its surrounding environment.

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Global Footprint Network's **Africa Factbook**, to be released in 2009, will provide a specific look at the Ecological Footprint and biocapacity trends of 30 African countries.

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Expanding opportunity for women has a profoundly positive effect across all aspects of society, and also promotes sustainability by giving women the empowerment and access to opportunity that tends to result in smaller family size. This year, **Global Footprint Network** initiated a collaboration with **Camfed**, an organization working to empower young women in Africa by providing them the opportunity to attend school.

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As participants in Goldman Sachs' 10,000 Women Initiative, we worked with Camfed to put the Ecological Footprint into action on the ground in **Zambia**, training young women in the rural lake-side communities of the Samfya region in principles of sustainable resource management.

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In June, at a conference of African Ministers of the Environment, Global Footprint Network and WWF issued **Africa: Ecological Footprint and Human Well-being**, offering an in-depth look at the region's resource assets and pressures. Many African countries are ecological creditors, with a potentially valuable surplus of natural assets. At the same time, booming population is causing escalating stress on available resources, bringing the region close to its ecological limits even while per capita consumption remains, in many instances, too low to provide for basic well-being.

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# THE OPPORTUNITY OF LIMITS

## ENGAGING THE CORPORATE SECTOR

What will the marketplace of tomorrow look like? That is a question corporate leaders are charged with asking – and the answer, it has become clear, will be largely shaped by ecological and resource limits.

By providing data to illustrate the implications of ecological constraints, we are helping the world's business leaders see the opportunity, as well as the economic imperative, in leading the charge for a resource-efficient future.

Some of the world's most powerful industry groups are now incorporating the Ecological Footprint into their strategic thinking. By providing clear resource accounting metrics as a framework for uncovering challenges and opportunities, Global Footprint Network is helping business leaders identify solutions that are up to the scale of the problem and determine which are the key leverage points for change.

“The choice we face is not between saving our environment and saving our economy – it’s a choice between prosperity and decline.”

— U.S. President Barack Obama

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The World Business Council for Sustainable Development (WBCSD), an organization that represents many of the world's most influential corporations, has launched **Vision 2050** to identify the pathways toward a one-planet economy in the next four decades. Global Footprint Network has been asked to participate in the year-long process in order to provide a framework for thinking about resource constraints as well as to quantify whether the proposed pathways and scenarios are robust enough to achieve a one planet economy by 2050. In collaboration with companies such as Boeing, Syngenta and Weyerhaeuser (which are providing data on energy, cropland efficiency and forest productivity, respectively) we've developed a calculator to test whether the solutions and innovations proposed by the group of 35 participating companies are up to scale with the level of change we need. The Vision will be launched in late 2009.

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Global Footprint Network joined 700 of the world's most influential leaders at the **World Economic Forum's Summit on the Global Agenda** in Dubai. The conference called for a “fundamental reboot” of the world's economies to a platform based on sustainability, responsibility and ethics.

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Together with WWF-India and the **Confederation of Indian Industry (CII)**, the largest business association in India, we released an Ecological Footprint report exploring India's resource strengths and challenges, and showcasing some of Indian businesses' most innovative solutions.

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**Portfolio 21**, the U.S.'s first sustainability mutual fund, is employing the Ecological Footprint as a factor in choosing publicly traded stock investments. They are selecting companies that are preparing for a future with increasingly constrained natural resources and that, they believe, have a higher probability of adaptation. Carsten Henningsen, co-founder of Portfolio 21, says those entities with the soundest ecological balance sheets will fare best in the long-term. He also asserts that “there is a direct link between the financial crisis and the ecological crisis. To the extent that ecological limits place limits on the growth rates of earnings, stock prices will fall.”

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### SEPT 15

Arctic sea ice may well have reached its lowest volumes ever, as summer ice coverage of the Arctic Sea looks set to be close to last year's record lows (1.59 million square miles, or 4.13 million square kilometers), with thinner ice overall.

# 10 | FOOTPRINT SCIENCE ADVANCES IN METHODS AND TRANSPARENCY



This year, Global Footprint Network completed an extensive, multi-year review and update of our calculation methodology. We released comprehensive new figures on the Ecological Footprint and biocapacity for 150 nations with populations over 1 million. We also published three powerful supporting resources to make our Ecological Footprint accounting approach more transparent and easily applicable.

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With the input of our National Accounts Committee, made up of members of our partner network, we significantly improved our Ecological Footprint calculation methodology. These included eliminating a stand-alone nuclear component of the Footprint, and accounting for several new sources of carbon dioxide emissions in addition to those from combustion of fossil fuel. With support from the Oak Foundation, we also began reviewing and strengthening our Footprint assessments of fisheries.

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We began working with our Standards Committee to develop procedural standards for calculating organization and product Footprints. We expanded our technical training program, and began designing a program to certify individuals and organizations to conduct Footprint studies.

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### ***The Ecological Footprint Atlas 2008***

([www.footprintnetwork.org/atlas](http://www.footprintnetwork.org/atlas)) explains the Ecological Footprint, provides a basic overview of the ideas and rationale, and provides results from our 2008 National Footprint Accounts, with extensive data tables, charts and graphics.

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### ***The Calculation Methodology for the National Footprint Accounts, 2008 Edition***

([www.footprintnetwork.org/methodology](http://www.footprintnetwork.org/methodology)) explains the basics of the account calculations, including information on aspects such as land-use types, yield factors and equivalence factors.

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### ***The Guidebook to the 2008 National***

***Footprint Accounts*** ([www.footprintnetwork.org/methodology](http://www.footprintnetwork.org/methodology)) supports the most advanced users. It goes through the accounts page by page and column by column, demonstrating how each calculation is done and sourcing the data.

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# FOOTPRINT BUZZ

## SPARKING A GLOBAL CONVERSATION

There is no shortage of news stories related to ecological limits to post on the Newsroom page of our Web site. From the Internet to major newspapers, radio to television, the buzz surrounding our work grew increasingly louder in 2008. We will continue to build on this success by launching media campaigns and conducting roundtables and events around the globe, with the mission of making the terms “ecological overshoot” and “ecological debtor and creditor countries” full members of mainstream vocabulary. The following are just a few examples of how we are well on our way to achieving this goal.

**Earth Overshoot Day 2008**, as well as other Global Footprint Network-related issues, was covered in numerous prominent publications and news services in 2008, including: **The Washington Post, La Repubblica, Deutsche Welle radio, Le Monde, BBC and Reuters.**

**Global Footprint Network** completed an extensive Web site redesign, with improved navigation, more interactive features, updated visuals and clearer, more concise language. We launched a version of the site in German and will be adding Spanish, Portuguese, Italian, French and Arabic by the end of 2009.

On April 22, **Earth Day 2008**, we released our personal Ecological Footprint Calculator, a new tool that provides a graphic representation of your impact on the planet. Built in partnership with Free Range Studios, the online calculator provides users with an avatar and places them in a virtual neighborhood. The user then answers a series of questions about their lifestyle (food consumption, energy use, transportation, type of residence, etc). Calculators for Australia and the United States are now on our Web site, with new countries to come in 2009. Other popular Web sites, such as Earth Day Network, are now featuring the calculator on their sites as well.

In February, **Discovery Communications** launched a 24/7 eco-lifestyle television channel, “Planet Green,” with an original series, “**WASTED**,” that features the Ecological Footprint of average Americans. The show’s crew guides the participants in making their homes ecologically friendly, with the help of expert advice from Global Footprint Network partner BioRegional, and a Footprint calculator built specifically for the series by Global Footprint Network.

The term “Footprint,” was the focus of **New York Times** columnist William Safire’s “On Language” column on February 17, 2008. The column described how the concept of the Ecological Footprint was developed by Mathis Wackernagel and Professor William Rees. The commentary ran on a Sunday, the peak of the newspaper’s readership, reaching an audience of 1.4 million people.



# 12 PARTNERSHIP

## PUTTING OUR DATA INTO ACTION

The core of Global Footprint Network is its data – but without partners committed to the mission of living within our planet’s means, that data remains useless. Fortunately, our Partner Network now stands at 100-strong, and continues to expand around the globe. Through their collaboration with us and with one another they create change in ways that would not be possible by working alone. Here are just a few, among many, examples of how our partners are putting our data into action.

### BIOREGIONAL UNITED KINGDOM

BioRegional uses the Ecological Footprint as a benchmark for its “One Planet Living” communities, designed to make a low-Footprint lifestyle easy and desirable. This year, work began on the first such community in North America, Sonoma Mountain Village in California wine country. With the goal that the entire 1,900 home community have a per-capita Ecological Footprint within a sustainable, one-planet level by 2020, the project has gained the attention of U.S. policymakers as a model for sustainable development.

### PICTET ASSET MANAGEMENT SWITZERLAND

Pictet Asset Management has created a bond portfolio that rates countries according to their ability to provide a high quality of life on a minimal Ecological Footprint. While typical bond ratings tend to favor those countries with the highest income-levels (and, often, the highest Ecological Footprints) Pictet’s rating system flows investment to countries that are developing along a more sustainable path. Using a ratio of Ecological Footprint to U.N. Human Development Index (HDI), a measure of human well-being, the bonds evaluate countries based on how great a standard of living is provided per unit of nature.

#### SEPT 23

Earth Overshoot Day, the day humanity’s demand on nature for 2008 surpasses what nature will be able to produce this year.

## OUR PARTNERS

### GOVERNMENT

City of Calgary  
City of Vancouver  
Conseil régional Nord  
Pas de Calais  
County of Marin: Community  
Development Agency  
EPA Victoria  
Finnish Ministry of the Environment  
Government of South Australia  
Hawaii County Resource Center  
Hertfordshire County Council  
Le Verificateur General du Quebec  
nrg4SD  
Welsh Assembly Government  
Zero Waste SA

### CONSULTANCIES

Alberfield Pty Ltd  
Ambiente Italia  
Angenius  
Anielski Management Inc.  
Best Foot Forward  
Carbon Decisions  
CESTRAS - Centro de Estudos  
e Estratégias para a  
Sustentabilidade  
CRAS S.R.L.  
EarthShift  
Eco Intelligent Growth  
Ecolife  
Ecosistemas Design Ecológico  
EcoSTEPS  
Empreinte Ecologique SARL  
Environmental Performance Group  
Natural Logic, Inc.

Paul Wermer Sustainability  
Consulting  
Sustainability Planning Partners  
WSP - UK

### EDUCATIONAL INSTITUTIONS

Agrocampus Rennes  
BRASS Centre  
British Columbia Institute  
of Technology  
Centre for Sustainable Tourism  
and Transportation  
Charles University  
Environment Center  
Ecole Nationale Supérieure des  
Mines de Saint-Étienne  
GIDR - Gujarat Institute for  
Development Research  
IFF Social Ecology

New Zealand Centre for  
Ecological Economics  
North West University Center for  
Environmental Management  
St. Petersburg State University  
Stockholm Environmental  
Institute at York  
Sustainable Europe Research Institute  
Tartu University  
The Pontifical Catholic University  
of Peru - PUCP  
Universidad de Colima  
University of Genoa -  
Department for the Study of  
Territory and its Resources  
University of Siena -  
Ecodynamics Group  
University of Sydney - ISA  
University of Wisconsin (SAGE)

## BEST FOOT FORWARD UNITED KINGDOM

Best Foot Forward has helped more than 100 organizations manage and reduce their environmental impact. In 2008, it did a Footprint study of the rock band Radiohead and found the biggest positive impact would be to reduce the amount of car miles fans needed to travel to see the band. Radiohead now chooses gigs based on proximity to city centers, public transit options, and the eco-friendliness of the venues and encourages fans to take transit or carpool. The band also sends its gear by ship rather than air, has stopped using charter planes, and travels by road and rail whenever possible.

## WATER FOOTPRINT NETWORK NETHERLANDS

Water Footprint Network is among Global Footprint Network's newest partners, but the organization already has attracted global attention. Its mission is to promote sustainable, fair and efficient use of freshwater resources worldwide by advancing the concept of the water footprint, an indicator of direct and indirect water use developed by University of Twente, Netherlands, Professor Arjen Hoekstra. The water footprint measures human demand on freshwater sources such as the Ecological Footprint quantifies demand on living resources.

## THE GPT GROUP AUSTRALIA

The GPT Group, one of the largest developers of retail and commercial space in Australia, is working with Global Footprint Network to create a standards-compliant calculator for determining the Ecological Footprint of retail space. The retail calculator allows builders, developers and individual tenants to calculate the resource impact of various design choices. The company hopes to use its position as a world retail industry leader to influence the tens of thousands of businesses it works with to reduce their own ecological impact.

“We are on the historic threshold of the irreversible. Faced with this emergency, the time for half-measures is finished. It is time for a revolution. A new industrial revolution, that of sustainable development, lies before us.”

— Jacques Chirac, President of France

### CORPORATIONS

Bank Sarasin & Co. Ltd  
BC Hydro  
Borawind Ag  
Info Grafik  
IRES Piemonte Research Institute  
Novatlantis  
OZOLab  
Pictet Asset Management SA  
Portfolio 21 Investments, Inc.

### NGOs

AASHE - Association for the Advancement of Sustainability in Higher Education  
Acuervo Ecuador  
Advocates for a Sustainable Albemarle Population (ASAP)

Agenda21 Action Council for Gyeonggi-do  
AGIR21  
BioRegional Development Group  
CES - Centro de Estudios para la Sustentabilidad - Centro Universitario Hispano Mexicano  
Center for a New American Dream  
Centre for Sustainable Tourism and Transportation  
Confederation of Indian Industry (CII)  
De Kleine Aarde (The Small Earth)  
Earth Day Network  
Ecological Footprint Japan  
Eco-Norfolk Foundation  
Emirates Environmental Group  
ENO - Environment Online  
Global Green USA  
Global Village Beijing

GPI Atlantic  
Hungarian Association for Environmentally Aware Management KOVET-INEM  
ICLEI Local Governments for Sustainability  
Instituto de Ecología Política  
Kadoorie Farm & Botanic Garden  
LEAD International  
Local Footprints Project  
Maximo T. Kalaw Institute for Sustainable Development  
Nature Humaine  
New Economics Foundation  
OeKU  
Optimum Population Trust  
Planet2025 Network  
Platform Footprint  
PROECOENO

Rete Lilliput  
Sustainable Earth Initiative  
The Cloud Institute for Sustainability Education  
The GPT Group  
The Sustainable Scale Project  
The Web of Hope  
Utah Population and Environment Coalition  
Water Footprint Network Western Region  
Environment Centre  
WWF - International  
Zerofootprint



## ANDRÉ HOFFMANN

**BOARD OF DIRECTORS**

“Having grown up in a nature sanctuary in the south of France, I am particularly conscious of the wealth of services and natural resources that the planet bestows on us. Environmental protection and sustainability have always, therefore, been among my main concerns. My great-grandfather, Fritz Hoffmann La Roche started the company Hoffmann-La Roche, the pharmaceutical group now known as Roche Holding Ltd. My father, Luc Hoffmann, played an important role in the creation of WWF International and in the development of the International Union for Conservation of Nature (IUCN).

I first heard about Global Footprint Network through the *Living Planet Report*. This impressive report demonstrated to me the compelling nature of the overshoot concept in documenting the reckless consumption of natural resources and the extent to which available biocapacity is being depleted. My involvement with WWF International and other foundations dealing with environmental issues has strengthened my conviction that we must undertake everything possible now to save the planet for generations to come.

It is common sense to argue that we cannot consume more than we possess. A strong desire to change the world is not enough in and of itself; it must be supported by a strong awareness of the environmental impact of our choices, activities and behaviour. In this regard, impact indicators are key components to help people, corporations and governments to put an end to global ecological overshoot.”



## CLAUDIA WELSS

**FOUNDER, N E X T N O W COLLABORATORY**

“I have always felt most at home, most ‘sane’ when I am out in nature. When I began to sense what was happening to our natural systems, I felt my sanity was threatened. Getting involved in the environmental movement wasn’t a choice, it was a necessary act.

I got to know Mathis and his work on the Ecological Footprint while I was at the Haas School of Business at UC Berkeley in the 1990s. I was personally interested in introducing social and environmental innovations to global corporations with the goal of shifting their awareness and strategies. The Ecological Footprint was the most elegant concept I had heard yet for illuminating the truth hiding in complexity. I knew it would be an effective tool for enabling behavioral change.

I believe Global Footprint Network is helping create a critical consciousness shift. Instead of business cards, I often give out the Ecological Footprint of Nations pocket cards with my information on them. You can see how quickly they change people’s awareness.”



## DR. LUTZ PETERS

**GENERAL PARTNER, SCHWARTAUER WERKE, BAD SCHWARTAU**

"I was first introduced to Global Footprint Network in Hamburg, Germany, where I listened to Mathis Wackernagel give a presentation on the Ecological Footprint. I was impressed with his business-like approach to measuring the relationship between human activity and its impact on the environment. Suddenly, you did not need to be a rocket scientist to understand the far-reaching implications of overshoot. Mathis presented a tangible yardstick for something that up to this point had seemed immeasurable. I felt refreshed by Mathis's objectiveness in a veritable sea of environmental ideology.

I began to wonder why someone like Mathis – an entrepreneurial person – became involved in environment and sustainability issues in the first place. Of course, the issues themselves are of utmost concern to everyone. But then I understood the connection. Market mechanisms are key to achieving massive change toward sustainability. Until conservation becomes a way of life – not a regulation dictated by government – we will achieve nothing. Plainly, ecological resources must be priced according to their scarcity, or we will waste them. The Footprint demonstrates to us very clearly where exactly we are ruthlessly exploiting our natural resources. Indeed, the Ecological Footprint merits a position comparable to the GDP to measure the true wealth of nations."

"We only have one Earth. And if we do not keep it healthy and safe, every other gift we leave our children will be meaningless."

— **Al Gore, Nobel Peace Prize Winner**

### OCT 10

NOAA biologists report that stocks of Alaska pollock found in U.S. waters are half as large as last year, foretelling what, according to Greenpeace, would be one of the largest fishery collapses in history.



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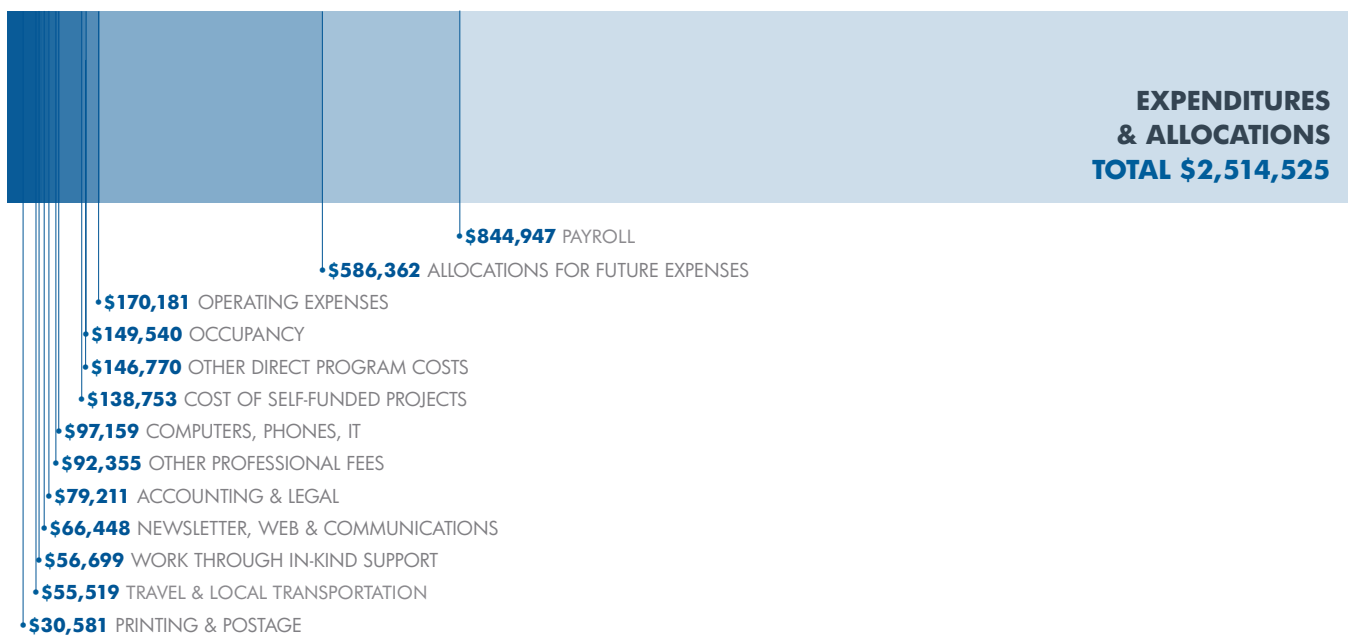
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ENO - Environment Online  
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## INCOME & EXPENSES BY PROGRAM

	INCOME	EXPENSES
PROGRAM		
OUTREACH & PARTNERSHIP	226,812	503,280
ACTIVITIES:		
NATIONAL ACCOUNTS, RESEARCH & STANDARDS	31,444	288,988
INTERNATIONAL OFFICES	140,356	195,392
STRATEGIC PROJECTS	889,409	500,576
FUNDRAISING	1,222,783	154,919
ADMIN & PLANNING	3,720	285,007
ALLOCATIONS FOR FUTURE INITIATIVES & OPERATIONS		586,362
	<b>TOTAL \$2,514, 525</b>	<b>TOTAL \$2,514,525</b>



If there is one word that aptly sums up this past year for Global Footprint Network, it's "momentum."

As you have seen in every section of this report, the organization has strengthened and expanded, and is providing the framework and metrics people need to create a sustainable future. We are building on that momentum by expanding our existing programs and launching some new initiatives. Here's what we have in store:

---

**Convening for Breakthrough Ideas:** As we have learned through our scenario work, humanity needs to employ existing solutions urgently; but even if it does, there will be a gap between what we can achieve with existing solutions and what we will need to live within the means of one planet. We clearly need breakthrough thinking and much more cross-sector collaboration in order to create the systemic changes we need. Through our advisory council and our Partner Network, we have access to some of the world's leading thinkers and change-makers. Our goal is to make full use of this impressive line-up by convening highly interactive and catalytic roundtables and workshops. Our first roundtable will occur at the Sustainable Brands conference in Monterey in May 2009. Later in the year we will host our second international conference: **Footprint Forum, The Opportunity of Limits**, set to take place in **September 2009** in Siena, Italy.

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At more than 100-strong, our Partner Network remains one of our greatest assets. Our partners consist of the world's leading Footprint experts, working with business, government and individuals to enhance decision-making. This year we will launch **Partner Network 2.0** – a re-design of the network to provide customized services to partners based on their needs.

---

Our **Corporate Circle** is a select group of companies at the forefront of innovation and sustainability – organizations that are deeply engaged in the question of how ecological limits factor into business strategy, both within and beyond their own sectors. Members of this circle not only address their own issues of sustainability through robust business models, they will also be engaged with us on a wider range of initiatives.

---

We've worked in over 25 nations with individuals employed by national governments who are directly involved in bringing the Ecological Footprint to their government. For the first time, these individuals will come together as the **Working Group on National Competitiveness** to share successes, challenges and strategies. As facilitator of this group, Global Footprint Network will be more effective in instigating steps to end overshoot that go beyond the 10-in-10 campaign. The first meeting of this group will take place in September 2009, in Siena, Italy.

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As part of our increased role in convening world leaders, we will be encouraging greater involvement of the individuals who make up our advisory council. To signify their increased role in ending overshoot, we will be giving the council a new name – **Visionaries Council** – as well as increasing its number of members.

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With new methodological standards for the Footprint of products and organizations to be released in 2009, our next phase will involve launching the **Delivery Partner Network** – a training and certification program that will empower organizations to do Ecological Footprint projects for cities and businesses. This is a key part of our strategy to get maximum reach around the world in order for the Ecological Footprint to go to scale.

---

Through these collaborations we can encourage real solutions to our most pressing ecological challenges – such as climate change – in a way that does not simply transfer demand from one part of the planet to another.

With continued support from donors, funders, volunteers, partners, research associates, clients, board members and staff, we continue to grow and increase our impact – all with the overarching mission of creating a world where we can all live well, within the means of our one planet.

**OCT 30**

For the first time in 17 years the U.S. gross domestic product shrinks, dropping 0.3%.

“We have the time and knowledge to act. But only if we act internationally, strongly and urgently... The benefits of strong and early action far outweigh the economic costs of not acting.”

— **UK’s Stern Review, endorsed by dozens of nobel laureates**

**DEC 2**

A white lemuroid possum native to Australia becomes the first mammal to become extinct due to climate change. Experts cite a temperature rise of up to 0.8C as the cause.



**DEC 1-12**

The UN Climate Change Conference 2008 is held in Poznań, Poland.

**DEC 18**

Global investment in clean tech companies reaches record of US \$4.6 billion in first three quarters of 2008, up 86% from the previous year.



Global Footprint Network  
Advancing the Science of Sustainability

If you would like to learn more about Global Footprint Network or how you can support our work, please contact us at:

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