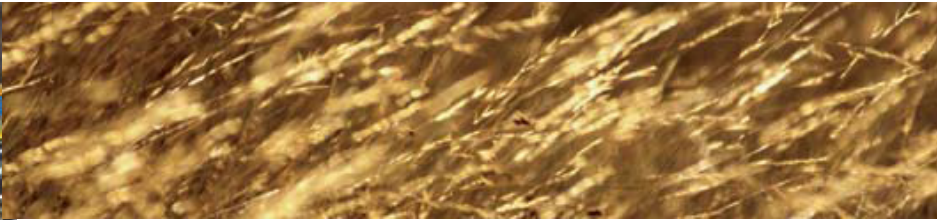




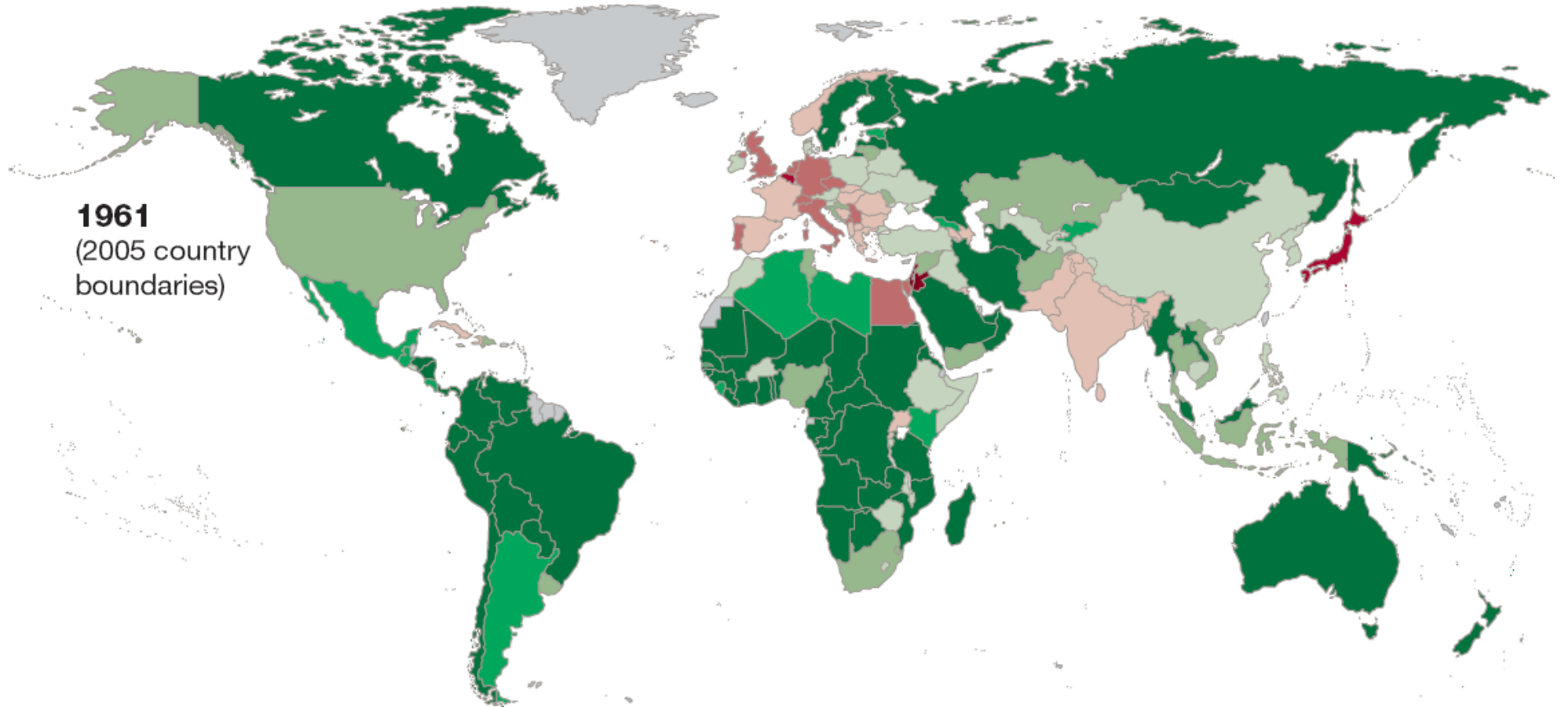
THE ECOLOGICAL FOOTPRINT

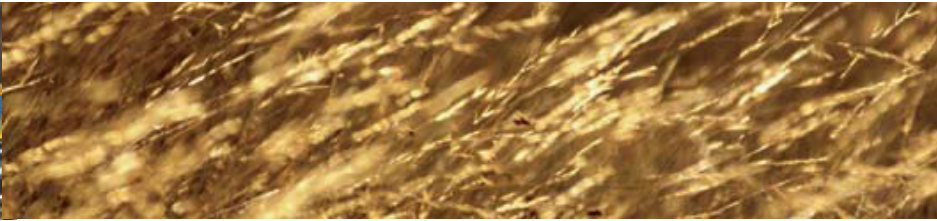
A TOOL FOR NAVIGATING TOUGH DECISIONS IN A
SEVERELY RESOURCE CONSTRAINED WORLD



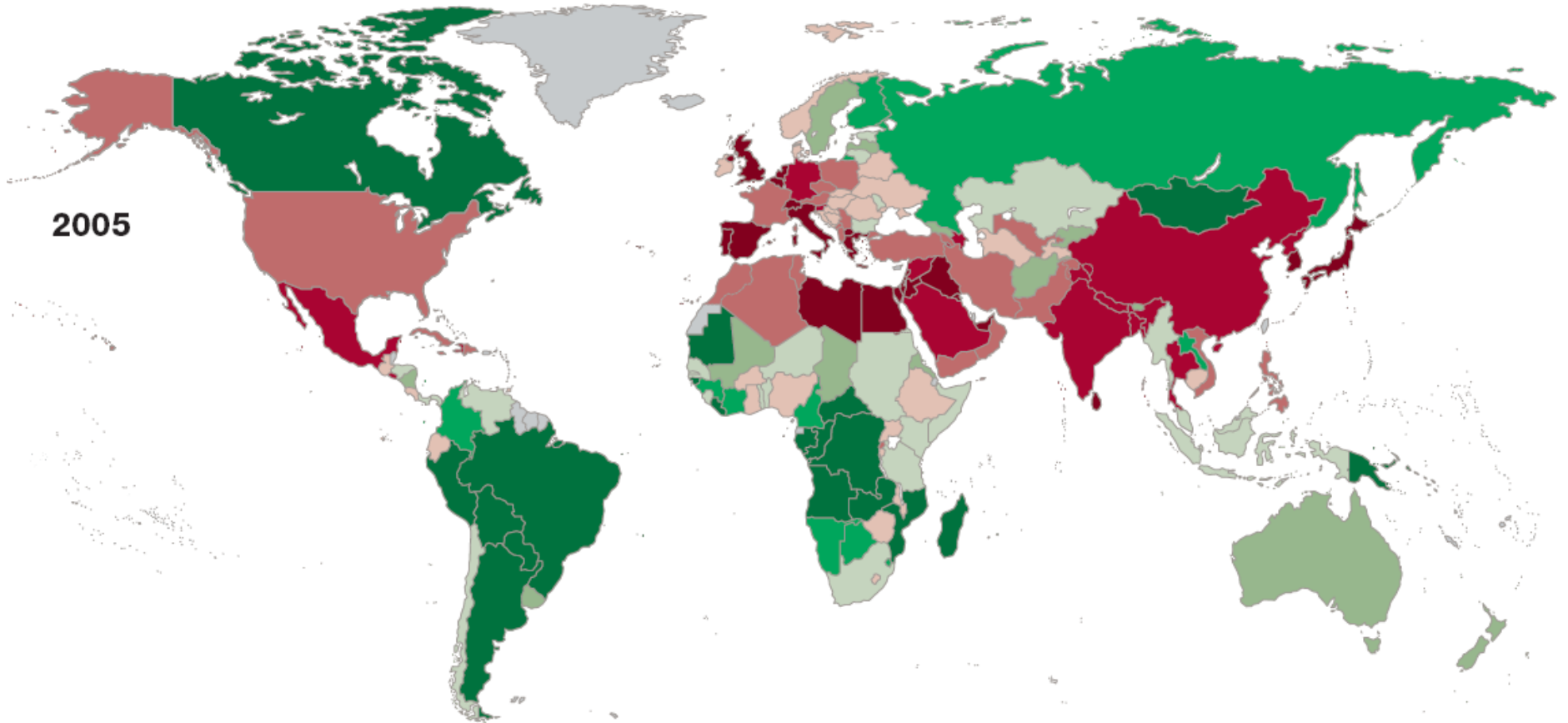


Ecological Creditors and Ecological Debtors





Ecological Creditors and Ecological Debtors



The Ecological Footprint



URBAN land

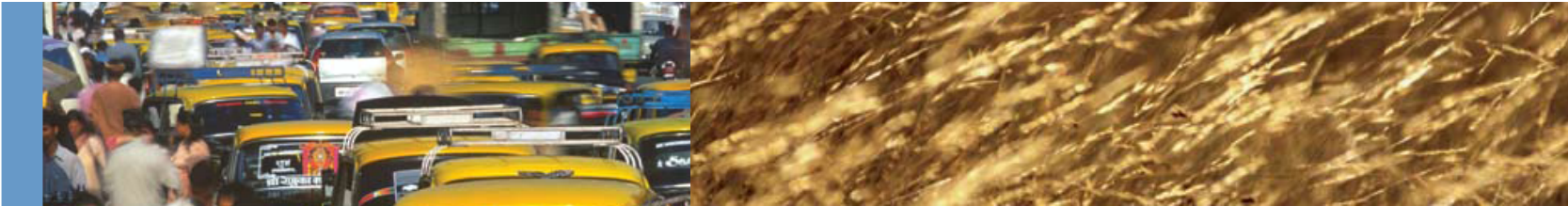
GRAZING land

FOREST land

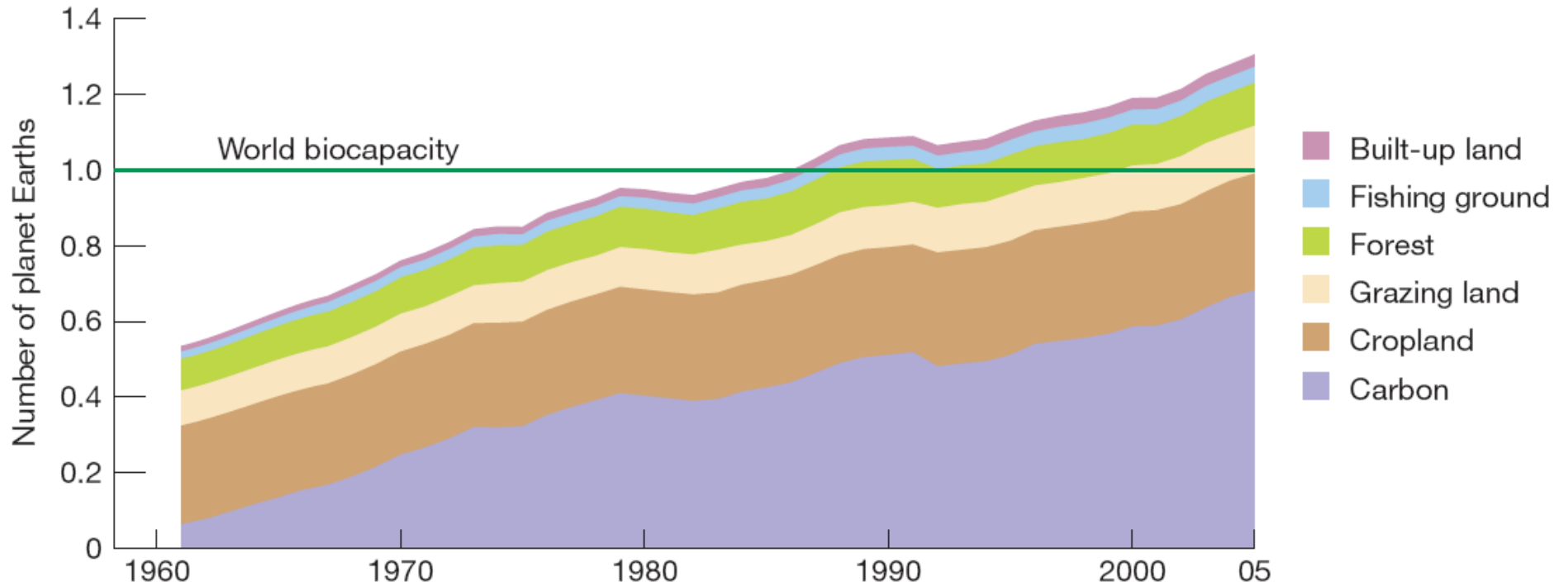
CARBON footprint

CROP land

FISHING land



Humanity's Ecological Footprint (1961 – 2005)





THE BOTTOMLINE

In a severely resource constrained world (“peak everything”), we cannot be competitive with expanding ecological deficits.

It is a matter of core strategy, not merely “being nice”.