



ONE PLANET LIVING



a joint initiative:





The community at Beddington Zero (fossil) Energy Development (BedZED), the UK's largest eco-village developed by the Peabody Trust in partnership with BioRegional. Residents can join the car club, which gives them access to a car when they really need one; otherwise they can make good use of the public transport links and cycling facilities. There are fresh local, organic fruit and vegetable deliveries each week, and recycling is made easy with segregated bins in the kitchens and recycling points close by. The homes are highly energy efficient and renewable energy is generated on site. All this helps create a real sense of community. To make BedZED a reality required a large number of partners to be brought together – this was done by BioRegional, supported by WWF.



One Planet Living

Globally we are consuming resources at a faster rate than the planet can replenish them, causing problems such as disappearing forests, declining fisheries and climate change. If everyone in the world lived as most Europeans do, we would need three planets to support us. People in other parts of the world are consuming natural resources and polluting the environment at different levels. For example, the average North American lifestyle requires the equivalent of five planets. China, although currently at the one planet level, has such a large population that its rapid development is likely to lead to a massive increase in its impact upon the planet's natural resources.

The challenge that faces us all, therefore, is: how can people everywhere enjoy a high quality of life, within the carrying capacity of one planet?

For people living in developed countries, this means finding ways to reduce their impact or 'ecological footprint'. In Europe a two thirds' reduction in consumption of fossil fuels and virgin materials is needed to achieve a sustainable and globally equitable level. For developing countries it means enabling growth, but in a sustainable way that has the advantage of avoiding the problems now being experienced in places such as Europe, North America and Australia.

If One Planet Living is to become the norm around the world, it must be affordable and attractive to a diverse range of people and cultures. It must address key human needs including housing, clothing, food, healthcare, education, energy, transport and leisure. One Planet Living must also be easy – few people actually want to live unsustainably. However, it is often too easy to make decisions that have damaging, unsustainable consequences, and too difficult to choose more sustainable options. To live at a one planet level, we need to be able to change the 'defaults' of our daily lifestyle decisions to ones which are sustainable.



One Planet Living (OPL) is a joint initiative of BioRegional and WWF. It aims to make sustainable living easy, attractive and affordable throughout the world.

The vision of One Planet Living is: A world in which people everywhere can lead happy, healthy lives within their fair share of the Earth's resources.

The aims are to:

Build a worldwide network of **One Planet Living Communities** to demonstrate One Planet Living in action

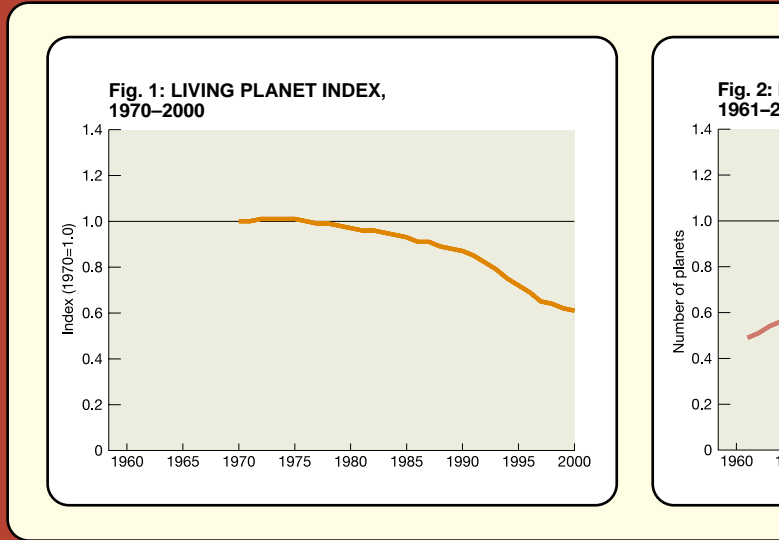
Establish **One Planet Living Centres** in each OPL community as a focus for education and training

Promote One Planet Living and its guiding **principles** to bring about change among governments, businesses and individuals.

One Planet Living Communities

One Planet Living Communities will encompass not only homes and workspace, but also shared facilities such as schools, factories, health and leisure facilities, transport and food links. This kind of development will make it possible to show that people can live within their fair share of the Earth's resources.

OPL will facilitate the development of these Communities, by forming partnerships with sufficient capacity and expertise to deliver them. Typically partners may include the relevant local or regional government authority, local community representatives, developers, architects, engineers, financiers, and providers of key infrastructure and services related to transport, energy, waste and food. OPL will bring skills and know-how about sustainable living and sustainable development.

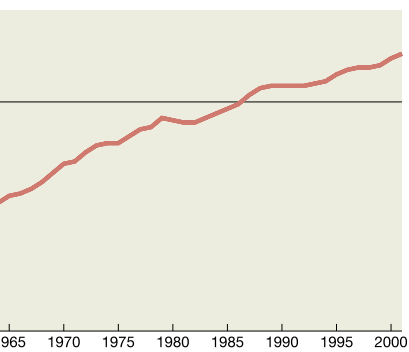


It will be the catalyst and inspiration for making One Planet Living Communities a reality, whether they are new developments or major regeneration and refurbishment projects.



The Mata de Sesimbra eco-tourism project by developer Pelicano in Portugal is being developed and managed following the One Planet Living principles. The project will create the world's first integrated sustainable building, tourism, nature conservation and reforestation programme. The total investment is more than €1 billion. This 5,200-hectare site will combine a 4,800-hectare nature reserve and cork forest restoration project with a 500-hectare tourism development comprising 6,000 units. Pelicano expects to start building on site in 2005.

HUMANITY'S ECOLOGICAL FOOTPRINT, 001



Graphs from WWF's Living Planet Report 2004. The Ecological Footprint graph shows us that globally, humans are consuming 20% more resources than the planet can sustain in the long term. The Living Planet Index shows the corresponding decline in terrestrial, marine and freshwater species.

Each community will be developed following an OPL sustainability action plan which covers all ten principles and includes targets for achieving them by the time the development is completed and fully functioning. The Communities will also promote the OPL principles to surrounding areas and throughout the countries in which OPL will operate.

The aim is to establish One Planet Living Communities in at least five countries around the world by 2009. Focal countries include:

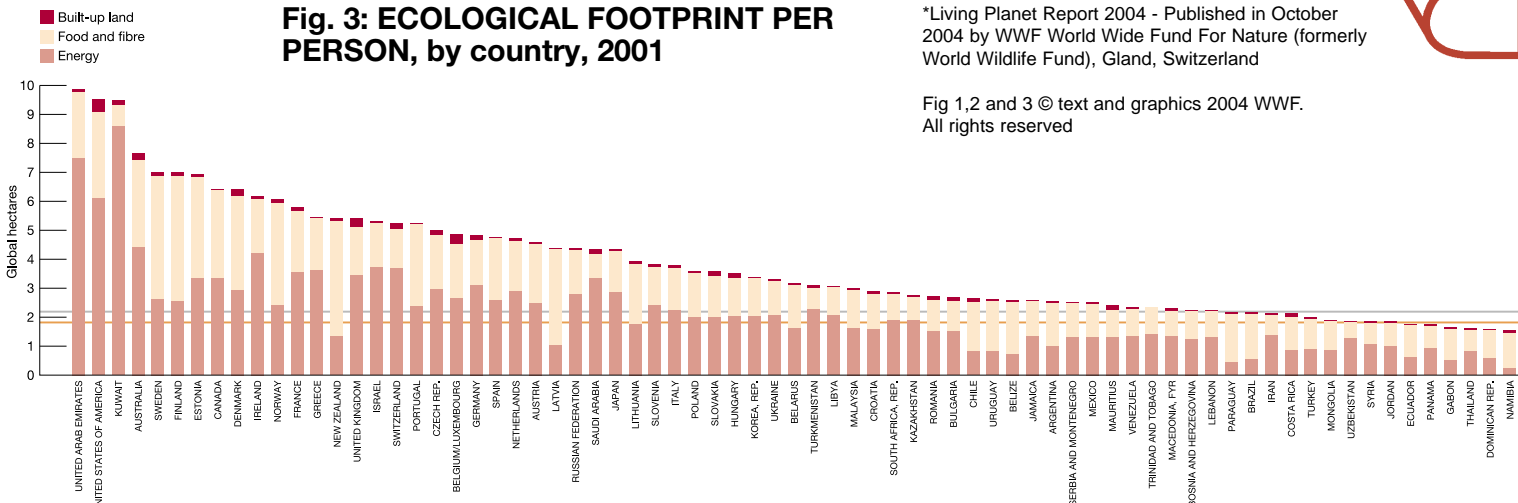
One Planet Living Communities will adopt the following guiding principles:

- 1 Zero Carbon
- 2 Zero Waste
- 3 Sustainable Transport
- 4 Local and Sustainable Materials
- 5 Local and Sustainable Food
- 6 Sustainable Water
- 7 Natural Habitats and Wildlife
- 8 Culture and Heritage
- 9 Equity and Fair Trade
- 10 Health and Happiness

- Europe
- Asia
- Africa
- Americas
- Australasia
- UK and Portugal
- China
- South Africa
- Canada / US
- Australia

Chris Martin, WWF/Canon

Fig. 3: ECOLOGICAL FOOTPRINT PER PERSON, by country, 2001



*Living Planet Report 2004 - Published in October 2004 by WWF World Wide Fund For Nature (formerly World Wildlife Fund), Gland, Switzerland

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One Planet Living Centres

One Planet Living Centres will be at the heart of the Communities. They will provide education and training about OPL to industry professionals and the public. They will also showcase products and services that will make it easier for people to choose a more sustainable way of life.

For example, at BedZED an OPL Centre and permanent exhibition space have been set up. The Centre provides professional training courses for architects, planners and engineers, as well as guided tours which introduce sustainability, ecological footprinting and the principles of OPL.



Sustainable housing project at Ivory Park township, South Africa for the World Summit on Sustainable Development 2002. The project was built by the City of Johannesburg EcoCity initiative supported by BioRegional, WWF, ARUP, Bill Dunster Architects, Lafarge, Kingfisher Group and The Body Shop Foundation.



Chief Emeka Anyaoku, President WWF International and UN Secretary-General Kofi Annan discussing the state of the planet at the World Summit on Sustainable Development 2002, Johannesburg – South Africa

Promoting One Planet Living principles to catalyse change with governments, businesses and individuals.

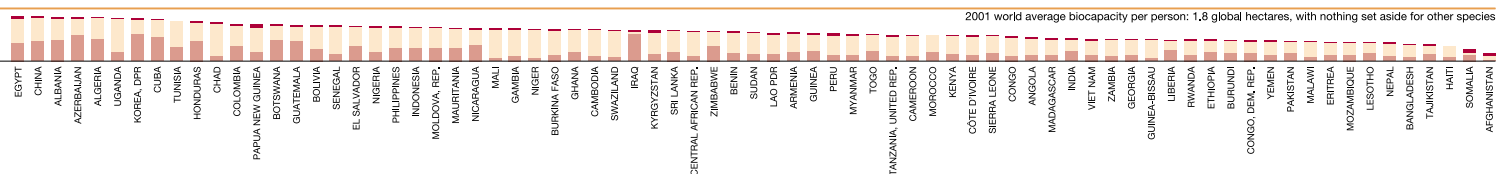
The OPL Principles are the keystones of a philosophy for sustainable living. As OPL Communities and Centres progress and grow, lessons will be learned about the social, economic and environmental costs and benefits of the OPL approach. These lessons will help inform the decisions of governments, businesses, non-governmental organisations and individuals.

Ecological Footprint

The Ecological Footprint is one way of measuring how our lifestyles impact not only on the planet, but also on other people. It calculates how much productive land, freshwater and sea is needed to feed us and provide all the energy, water and materials we use in our everyday lives. It also calculates the emissions generated from the oil, coal and gas we burn at ever-increasing rates, and it determines how much land is required to absorb our waste. Reducing our ecological footprint is a key aim of One Planet Living. A one planet lifestyle means having a footprint of less than 1.8 global hectares per person.

World average Ecological Footprint

2002 world average biocapacity per person: 1.8 global hectares, with nothing set aside for other species



How can I support One Planet Living?

OPL is looking for prospective Community partners in the focal countries listed earlier – including relevant national, regional or local government, developers, businesses, community groups and non-governmental organisations.

OPL is also seeking to identify a small number of Founding Global Partners to support the core staff and organisation of the programme.

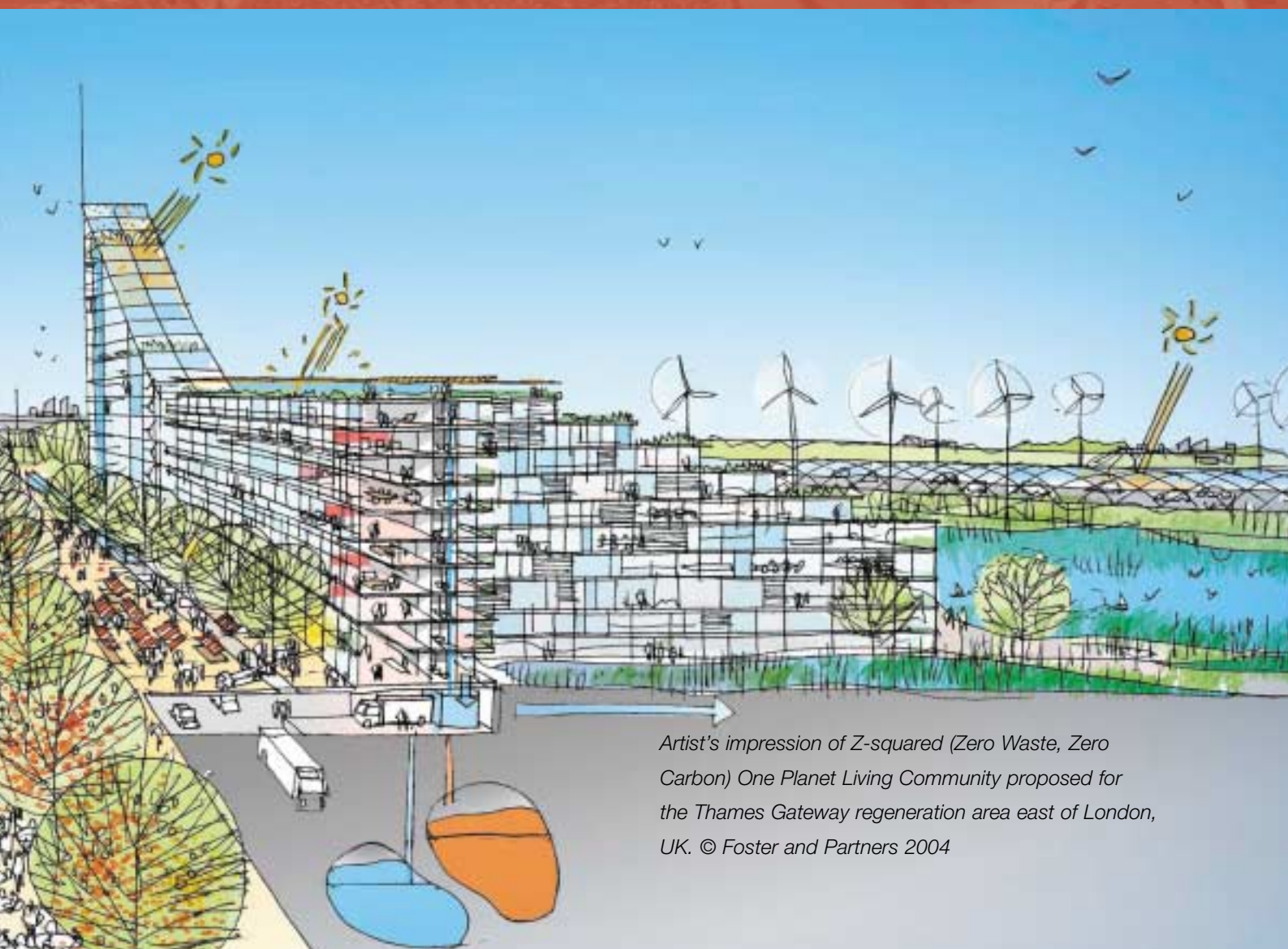
If you would like to find out more about becoming a partner in one of the planned OPL Communities, or are interested in supporting OPL as a Founding Global Partner, please contact:

One Planet Living

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Artist's impression of Z-squared (Zero Waste, Zero Carbon) One Planet Living Community proposed for the Thames Gateway regeneration area east of London, UK. © Foster and Partners 2004



A world in which people everywhere can lead happy, healthy lives within their fair share of the Earth's resources



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One Planet Living Partners

One Planet Living is a joint initiative of BioRegional and WWF.

BioRegional is a visionary environmental organisation, dedicated to developing practical solutions for sustainable living. It has established a strong track record of forming highly effective teams to deliver its products and services which help people to significantly reduce their ecological footprint. These technologies and ideas are relevant to and transferable between different countries.

WWF, the global conservation organisation, complements the strengths of BioRegional perfectly. WWF represents a global convenor of partners, bringing a scientific approach to conservation and development based on its strong policy and field programmes worldwide. WWF's reputation provides high-level access to decision-makers, business leaders and the world's media. Its track record of developing powerful private sector partnerships means that it has access to both funding and expertise.

One Planet Living represents an exciting new venture that builds on the unique strengths of BioRegional and WWF. Specifically, OPL will further the experience of projects such as BedZED, the WWF One Million Sustainable Homes Campaign, the Living Planet Report, and the work of both organisations to promote the concepts of sustainable development and ecological footprinting.



One Planet Living

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