

Make Sustainability An Accountable Goal

We will achieve sustainability when everyone can lead *a satisfying life* within the *Earth's biological capacity*. These are identifiable and measurable criteria.

Ecological Footprint Accounts compute humanity's demand on nature in specific, understandable terms. They use the best available scientific data. People can use the Ecological Footprint to hold individuals, organizations, businesses, and governments accountable for their sustainability performance.

More Information
www.RedefiningProgress.org/ecologicalfootprint

Measure Your Footprint
www.myfootprint.org

The Ecological Footprint: We Have Only One Earth

The Ecological Footprint measures how much productive land and water area a population (an individual, a city, a country, or all of humanity) requires for the resources it consumes and for the absorption of its waste, using prevailing technology.

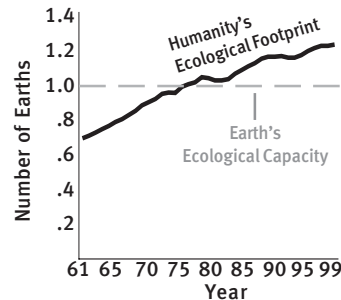
The world average Ecological Footprint is 2.3 global hectares. But, there is only an average of 1.9 hectares of biologically productive land and sea area for each person (not counting the space needed by other species).



The Ecological Footprint...

- Shows the effect of aggregate resource use on climate, ocean habitats, forests, farmland, and urban areas.
- Uses official government data.
- Involves a comprehensive data set of renewable and nonrenewable resources.
- Reflects advances in resource efficiency and technology in its yearly updates.

The Ecological Footprint Exceeds Earth's Capacity



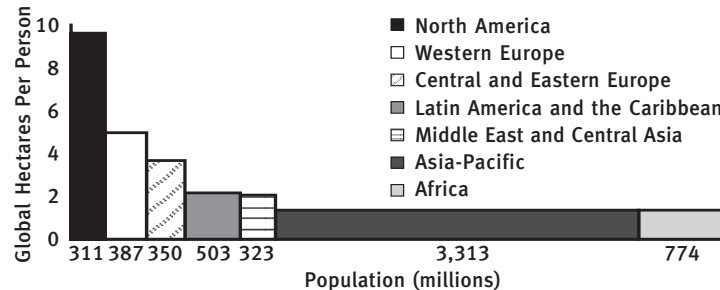
Human consumption and waste production today exceed the earth's capacity to create new resources and absorb waste. We are liquidating natural capital to support current resource use, reducing the earth's ability to support future life.

Budgeting for the Planet: Equity and Sustainability

The Ecological Footprint provides a budgeting framework for our natural resource use. The Footprint measure allows people to make decisions that recognize our need to live on the Earth's (ecological) interest rather than liquidating its natural capital.

Footprint analysis spotlights intergenerational equity, national and international resource use, and pressure on biodiversity.

Ecological Footprint By Region



Governments Must Commit To Targets and Timetables

To be sustainable, nations need to eliminate their ecological deficits, or overshoot. The first step requires keeping track of ecological accounts like the Footprint measurement.

Failing to keep a reliable and comprehensive accounting of our ecological expenditure will lead inevitably to *ecological bankruptcy*.

Sustainability talk is meaningless unless it is backed up by **specific measurable commitments and timetables** for implementation.

It is time, in other words, to move beyond the unmeasurable *Brundtland* sustainability definition.

What You Can Do

We can eliminate humanity's ecological deficit by making wise choices about population, consumption, technological efficiency, and ecosystem protection.

Organizations and individuals must advocate for responsible governance and the adoption of specific targets and timetables.

The Ecological Footprint helps us define the targets.

Measure Your Ecological Footprint
www.myfootprint.org

About Us

REDEFINING PROGRESS is an independent public policy organization advancing economic, social, and environmental sustainability.

www.RedefiningProgress.org

EARTH DAY NETWORK is an alliance of 5,000 groups in 184 countries working to promote a healthy environment and a peaceful, just, sustainable world.

www.earthday.net

WWF INTERNATIONAL's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.panda.org/livingplanet

YOUR ECOLOGICAL FOOTPRINT

Moving *SUSTAINABILITY*
 From Abstract *CONCEPT*
 To Concrete *GOAL*

