



# A One Planet Future





If everyone in the world lived as we do in the UK, we would need three planets to support us. WWF works for a world where everyone thrives within their fair share of the Earth's resources, while leaving space for wilderness and wildlife. Ours is a vision for humanity as much as for the environment that surrounds us. It is a vision that requires a transformation in the way we live.

Founded in 1961, WWF works with governments, business and communities in more than 90 countries around the world. Our mission is to stop the degradation of the planet's environment and to build a future in which humans live in harmony with the natural world.

WWF's programmes – whether focused on species or forests, freshwater and marine environments or climate change – always seek benefits for people and nature together. Our campaigns press governments and companies to make real changes that contribute to this mission.

#### ***WWF's One Planet Future campaign***

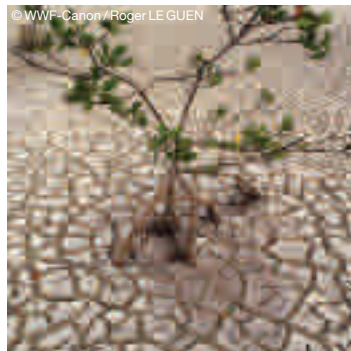
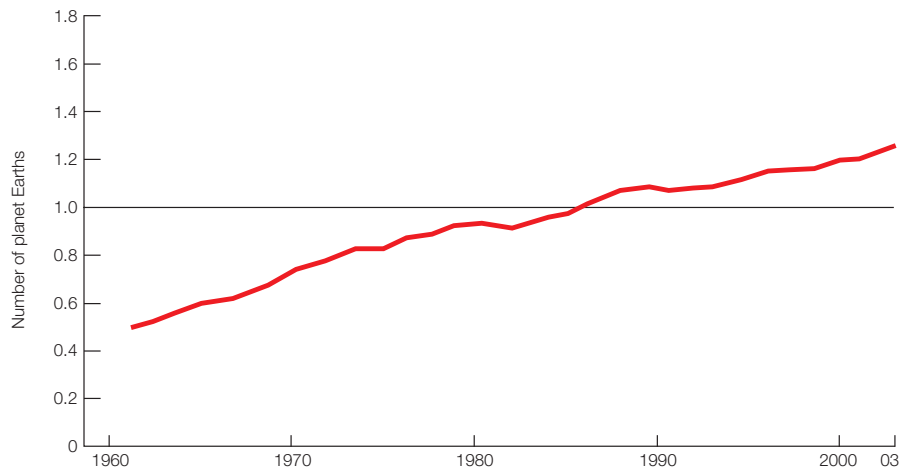
Nobody gets up in the morning and decides to contribute to climate change, to help cut down a tropical rainforest, or to deprive people in other parts of the world of a decent standard of living. But our apparently innocent daily decisions all too often have these invisible consequences. These are some of the hidden costs of "three planet living" for all of us in the UK.

WWF's One Planet Future campaign aims to bring people together to make changes in our lives, moving us from a three planet lifestyle closer to a one planet lifestyle. These changes will be magnified by sending a clear message to government and business: we will only vote for and buy from those who also commit to meaningful change.

Many people already recognise that we need to change our patterns of consumption and our lifestyles. A central message of the campaign is that these changes can leave us better off. We can have better lives through securing well-insulated homes and lower energy bills, spending less time in traffic jams and eating less processed food. And making the right changes in the UK can enable people in poorer countries to improve the quality of their lives faster, as well.

[www.wwf.org.uk/oneplanetfuture](http://www.wwf.org.uk/oneplanetfuture)

**HUMANITY'S ECOLOGICAL FOOTPRINT 1961-2003**



**Living as if we had another planet to go to**

Until relatively recently, the Earth's natural resources have been more than sufficient to support human needs. In the past, our human activities rarely had global consequences – and the daily struggle by millions of people to secure food, clean water or firewood was never driven by global limits.

Since 1998, WWF's biennial Living Planet Report has shown how this has changed – and the 2006 Report concluded that we are now living in severe ecological overshoot. Worldwide, people are consuming about 25% more natural resources than the planet can replace. We are living on ecological credit, drawing down the stock of natural capital while our overall consumption exceeds the planet's ecological limits. As with an increasing bank overdraft, this cannot go on for ever.

Our planet is buckling under the weight of the demands we are making on it. The world's population is set to increase to nine billion by 2050 and global consumption levels are already five times what they were just 50 years ago. This overconsumption is leading directly to climate change and species extinctions. We are losing some of

the world's richest forests; we are degrading soil and sources of fresh water faster than ever before.

While we in the UK live as if we had three planet Earths, two billion people live on less than two dollars a day. While the average British person uses about 150 litres of pure water each day, over a billion people have no access to clean water at all. Yet the consequences of our overconsumption already fall most heavily on the poorest countries.

The impacts on human societies across the world will continue to worsen unless we make some rapid changes. Sir Nicholas Stern, a former World Bank chief economist, argued in his 2006 Review of the Economics of Climate Change that "business as usual" could cause economic impacts greater in scale than the two world wars and the Great Depression put together.

Almost every indicator of the health of our planet's natural systems shows that they are no longer able to adjust to the consequences of human activities. From the collapse of fisheries to the destruction of irreplaceable forests, we are seeing the decline in the Earth's natural capital accelerating alarmingly.

**Why do we call this an emergency?**

This acceleration is caused not only by ever more extravagant overuse in the rich world, but also by increasing numbers of people in poorer countries becoming able to afford a better standard of living. The consequences of this spiralling mismatch between human demand and planetary limits are most starkly illustrated by climate change.

Most climate scientists agree that if we allow global temperatures to rise by more than 2°C above pre-industrial levels, the risk of severe and irreversible changes in the Earth's natural systems becomes increasingly likely. On the face of it, 2°C may not seem like a huge rise. But beyond this limit, truly devastating consequences are expected for humans and the natural systems that sustain us. Even approaching this threshold, some of Africa's poorest people, living in the arid countries around the Sahara desert, will face impossible pressures on their already insecure livelihoods. Water will become more scarce and desertification will take yet more of their land.

Beyond the 2°C limit, falling crop yields will affect many more developing countries. The Himalayan glaciers – the vital dry-season source of fresh water for over a billion people in south Asia – will disappear. Beyond the 2°C limit, the melting of the Greenland ice sheet will become irreversible, accelerating sea level rises that will affect hundreds of millions of people in coastal cities worldwide, including London.

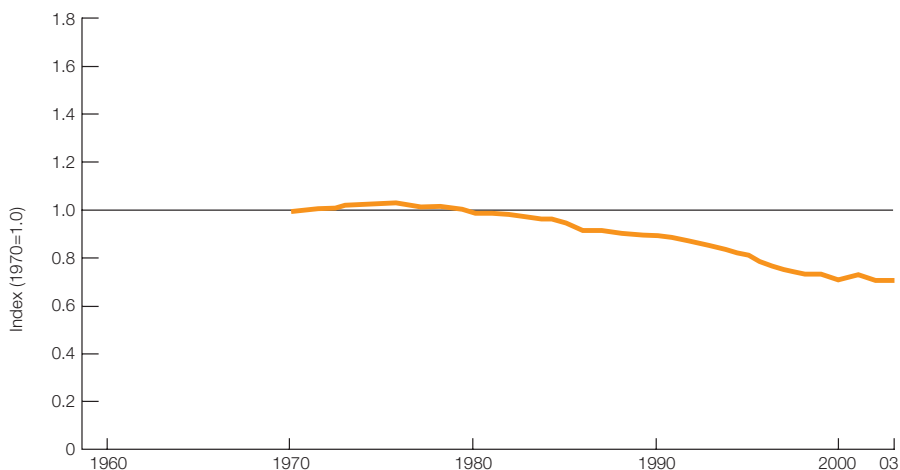
Coral reef ecosystems will already have been lost. The Amazon rainforest will be permanently damaged and the rate of species extinction will increase dramatically.

Scientists have repeatedly warned that to stay below 2°C global warming, the world's emissions of greenhouse gases will need to peak and start to decline within the next 10 or 15 years. We do not have the luxury of time to prepare more evidence or to wait for others to act first. Every person, every company, every government on the planet has a duty to act now to prevent a crisis that we are causing. But that duty falls most strongly on those of us in the rich countries who are overwhelmingly responsible for emissions.

The choices we make today will shape our opportunities far into the future. The cities, power stations and homes we build today could lock human society into wasteful use of energy and other resources beyond our lifetimes. Or they could begin to propel us and future generations towards a new way of more balanced living.



**LIVING PLANET INDEX 1970-2003**



**The importance of technology – and its limits**

More than two centuries ago, the British economist Thomas Malthus argued that increases in population would eventually overwhelm the ability of the world to feed itself. He showed that the development of new land for crops could never keep up with population growth, but he did not foresee the extraordinary potential of technology to increase the productivity of agricultural land. The world’s population today is around seven times larger than when Malthus wrote his famous essay, yet there is still no global shortage of food.

It is sometimes suggested that today’s environmentalists are making a similar mistake to that of Malthus. Future generations will have access to technologies we cannot even imagine. Surely new technology, along with economic growth, will save us from the dangers documented in the Living Planet Report?



Technology will of course be vital in tackling climate change and global poverty. But we are waking up to an emergency quite different from the problems we have solved in the past through science and economic development. It is too simple to say that we are running out of resources: the threat we face is greater than this. For the first time in history, human beings have acquired the power to undermine the natural systems that sustain life on Earth. Our prosperity – and the fight against poverty around the world – demand that we understand our power and use it more wisely.

From wealthy traders in the City of London to the poorest farmers in Malawi, everyone’s livelihood depends ultimately on the services given to us free of charge by the Earth’s natural systems. How would we keep our air breathable without the world’s trees? How would farmers artificially pollinate their crops without the help of insects? How much would it cost to purify all our water without evaporation and rain to do the job for us?

The questions are impossible to answer. Technological solutions are themselves founded on the power of plants to turn sunlight into food, on the power of nature to recycle our dirty water and waste,

**“Technological solutions are themselves founded on the power of plants to turn sunlight into food, on the power of nature to recycle our dirty water and waste, on the power of the oceans and forests to regulate our climate and atmosphere.”**



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**“Is growth sustainable if development in the developing world merely mirrors the experience of the developed? It is not just that Third World households may not be able to afford western consumption standards, our planet would not be able to do so.”**

Dr Manmohan Singh, Prime Minister of India,  
December 2006

### **A better quality of life – for all, for ever**

We are driven by a sense of urgency – but not overwhelmed by it. The kind of action needed will not be generated by guilt, nor by fear. Just as obesity is best overcome by adopting a nutritious, varied, tasty diet and a healthier lifestyle, so too our global overconsumption will be solved by moving to different – but better, healthier and happier – ways of living.

WWF’s vision is for a better quality of life for everyone now and for future generations. People’s wellbeing can be improved at the same time as we ease the pressure on the Earth’s natural systems. And this can be done while ensuring that our grandchildren will live their lives better than we do ours.

It is because we want everyone to have a better quality of life that we promote a shift towards lighter living, using fewer resources. Reducing the resources needed to attain a higher quality of life is essential for the eradication of poverty in today’s world and will be the foundation for the good quality of life to be enjoyed by future generations. But as long as poverty eradication remains linked to rapidly rising resource use, it will be held back by planetary limits.



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### **An environmental success story**

In recent years we have heard little news of the hole in the Earth's ozone layer: it's difficult to make the headlines with a good news story on the environment. Yet two decades on from the signing of the 1987 Montreal Protocol to control substances that deplete the ozone layer, the worldwide production and use of those substances has been cut by well over 90%. Atmospheric concentrations of the most damaging chemicals have already levelled off or fallen, and NASA reports that the "ozone layer appears to be on the road to recovery". More than 190 countries have worked together to achieve this.



### **Lighter living**

Reversing the collapse of the ozone layer required action on a global scale and the experience offers some valuable lessons. First, governments, businesses and consumers can successfully collaborate to change entire global markets in the face of an ecological threat. It took action by governments to ensure that there was real pressure on companies to invest in alternatives to ozone-depleting chemicals. Shoppers buying ozone-friendly products could not have solved this problem alone.

Second, the cost of achieving this was far lower than many had predicted. Just as we now hear extravagant estimates of the price of giving up our dependence on fossil fuel, so too in the early 1980s some analysts foresaw vast costs in abandoning ozone depleting chemicals. In fact many companies have reported spin-off benefits arising from the investments they made in alternative processes. Chinese refrigerator manufacturers such as Huarì, for example, were able to achieve significant improvements in productivity alongside the elimination of CFCs.

Third, most of us haven't noticed the difference. The chemicals that were phased out were not just in aerosols: they were widely used in agriculture, refrigeration, the processing of tobacco, the manufacture of foam and in countless industrial chemical processes. Yet businesses rapidly seized new market opportunities to develop alternatives, which have met the same needs in different ways.

Careful shopping has a role to play, but it can only ever be one part of the solution. In 2006, the UK Sustainable Development Commission published its report *I Will If You Will*, showing how ethical changes in consumer behaviour had to be underpinned by both government and business action. People need to know that their personal choices are being matched by others, including those with power. More fundamentally, real market transformation doesn't happen simply as a result of consumers changing their habits. Other, deeper changes are needed.

However, pioneering ethical shoppers will often begin the process of pressing companies to make less damaging products available. In the 1970s, for example, some shoppers were already beginning to avoid buying aerosol sprays as scientists proved the link with damage to the ozone layer.

In 1987 the Montreal Protocol on Substances that Deplete the Ozone Layer created a market for completely new products – although this only happened once governments and consumers had compelled companies to take responsibility for the problem. Meeting the new demand of the entire global CFC-free economy proved to be a business opportunity, enabling companies to replace ozone-depleting chemicals rapidly. Economies of scale meant the costs were much lower than if products had been developed only for those shoppers who wanted to avoid buying damaging aerosol sprays.



### **The Marine Stewardship Council: ethical shopping and beyond**

Seafood is enjoyed by millions of people in almost every country of the world. For many it is a vital source of protein, healthy oils and vitamins. But the oceans have been overfished for years and some of our favourite fish are now under threat. Overfishing is also damaging fishing industries and marine environments.

The Marine Stewardship Council (MSC) is a global, non-profit organisation set up by WWF and Unilever to find a solution to this problem. It is now fully independent.

The MSC has developed an international standard for sustainable and well-managed fisheries. This standard is based on scientific assessment of the sustainability of the target species, each fishery's management practices and the impacts of fishing on the wider ecosystem.

The MSC's distinctive blue label rewards and distinguishes environmentally responsible fisheries management. Shoppers can now choose seafood products that have been independently assessed against strong environmental standards – and labelled to prove it.

[www.msc.org](http://www.msc.org)

### A route-map towards a low-Footprint Scotland

Every individual, household, business, town and country consumes resources. The amount we use to support our lifestyles and the amount of pollution we produce can be determined. Our Ecological Footprint is a measure of these combined impacts.

WWF Scotland and its partners have published a framework outlining five elements in a plan to reduce Scotland's Footprint by 75% by 2050. It proposes that Scotland should first adopt Ecological Footprint as a national indicator, enabling a clearer understanding of the country's current ecological impacts. These impacts should be clearly communicated through the Scottish Executive's It's Our Future campaign and a strong community education programme to engage people in the changes needed.

Each new infrastructure development should be assessed in relation to its effect on Scotland's Footprint: these decisions are a priority for early action, as they have long-lasting effects. Finally, the framework proposes changing financial instruments to reward behaviour that contributes to lowering Scotland's Footprint and to remove unsustainable incentives.

[www.scotlandsfootprint.org](http://www.scotlandsfootprint.org)



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Elsewhere, the Marine Stewardship Council goes beyond individual choices. It has established a clear standard for what counts as a well-managed fishery, cutting through the problems facing shoppers in distinguishing between green claims and genuine change. This is a step towards the transformation of markets, guaranteeing a reliable return for companies that invest in good practices. Too often, ethical consumption is seen to be about giving up harmful products. The MSC offers shoppers a different, positive choice to help build a new sustainable market.

Market transformation must go even further. It needs to find ways to reduce the absolute demand for resources worldwide, while still generating profits and improving the quality of people's lives. Can businesses profit from reducing demand? The answer is absolutely "yes" – if government, businesses and individuals work together to change our approach to production and how we consume.



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### One Planet Business

Business is the biggest consumer of resources in any economy. Business makes the decisions that can lead to the provision of new products and services, using fewer resources. Those decisions are guided by the choices made by individual customers, but governments also have a strong influence over business decision-making. There is great potential for these different groups to work together to explore new ways of creating jobs, profit and human wellbeing, while reducing carbon emissions and the use of natural resources.

WWF put this approach at the heart of its campaign for One Million Sustainable Homes. It showed how rapid progress can be made when the government, companies, consumers and NGOs work together to understand, then overcome, the barriers to change. The campaign has had a significant and lasting influence.

To take this collaboration into new areas, WWF brings together leading companies and others to explore ways of meeting human needs as part of a major new initiative called One Planet Business. This strong and passionate forum for debate will lead to a plan for change that will help drive down carbon emissions and resource use while still creating value. The initiative is looking at issues such as mobility, food and homes.

Many companies are already shifting from providing things (which use up resources) towards meeting underlying human needs (which need not be so resource-intensive). For example, instead of solely supplying gas and heaters, an energy service company would focus on the underlying need (for warmth) and could offer more efficient solutions, including insulation and support for behaviour changes, meeting the need at a lower environmental and economic cost. This principle offers enormous potential for the creation of jobs and profit while reducing overall resource use.

Another simple move away from intensive resource use is found in UK businesses' shift to meet the growing demand for quality goods and services, which may be more profitable than selling high volumes of cheap goods.

For example, where people are able to spend more of their income on good, locally-produced fruit, vegetables and meat, producers and consumers alike can gain while overall consumption of resources shrinks. And analysis of our obesity epidemic confirms that it is not only richer families who benefit from spending their food budgets on "less but better" meat.



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### One Million Sustainable Homes

WWF's One Million Sustainable Homes campaign worked for five years with government, industry and consumers to move sustainable homes from the fringes to the mainstream of the housing sector.

The campaign used the inspiration of pioneering low-carbon, low-resource developments to promote the adoption of new standards and practices in all new house-building. It showed how developers could generate new sources of value out of the sustainability agenda. It also helped bring together government and businesses in designing regulation that improved environmental standards while meeting the needs of companies, consumers and communities alike.

The campaign helped bring about a change in the law through its sponsorship of the Sustainable and Secure Buildings Act. This now requires UK Buildings Regulations (which govern how buildings are developed) to address sustainability issues for the first time.

At the final campaign event in 2006, Ruth Kelly, Secretary of State for Communities and Local Government, launched the Code for Sustainable Homes and consultations on further policies for low-carbon development. These measures were among the campaign's top demands. Taken together with the new Act, the development of more sustainable homes across England and Wales is now a reality rather than theory.

[www.wwf.org.uk/oneplanet/homes.asp](http://www.wwf.org.uk/oneplanet/homes.asp)



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### One Planet Business takes on personal mobility

The first One Planet Business project aims to inspire and support new ways of providing personal mobility within ecological limits.

Passenger transport is putting more and more pressure on resources and on our climate. The demand for personal mobility currently causes about a quarter of the world's carbon dioxide emissions, and this is set to increase. Today's technological advances are not keeping pace with the rate of growth or the scale of the challenge.

Why does the initiative focus on "mobility" rather than "transport"? One of the important principles behind One Planet Business is basing the analysis on human needs in a world where ways of being in touch with each other are rapidly changing. Entirely new solutions often emerge from this thinking – for example, the design of communities and provision of services in ways that lead to a reduction in the use of transport.

The project aims to identify the barriers holding back a technological revolution towards low-carbon mobility. More than 30 organisations representing transport users, providers and governments across the EU are collaborating to tackle the changes needed in market frameworks. They are also working together towards sustainable innovations, such as business models for low carbon shopping and an inspirational tool box for sustainable urban transport.

[www.wwflearning.org.uk/one-planet-business](http://www.wwflearning.org.uk/one-planet-business)

## A One Planet Economy

Securing the Future, the UK government's Sustainable Development Strategy, followed a WWF recommendation and included an entire chapter on moving towards a "One Planet Economy". What do we mean by this?

Economic growth indicates an increasing level of activity in an economy. It does not distinguish between activities that improve human wellbeing and those that cause harm – either immediately, or to future generations. Many forms of crime contribute to economic growth. So do the most wasteful and polluting industries: yet at no point in the calculation of our national accounts is any assessment made of the future costs of the water shortages, the pollution or the climate change they are causing.

Lighter living, and the kind of market transformation we seek through One Planet Business, are compatible with economic growth. But a One Planet view focuses much more on growing our capacity to improve human wellbeing in harmony with nature. When economic growth is emphasised as the primary measure of a nation's success, policy choices are often made that obstruct the changes needed to secure a better quality of life for all, now and into the future.

A One Planet Economy will require a wide-ranging and innovative set of policies, tax changes and investments at every level. These are needed to promote low-impact technologies, integrated supply chains and sustainable consumption. Achieving a One Planet Economy will involve new arrangements between public, private and community sectors. It will have to be financially viable, socially responsible, and suitable for practical action.

### Bringing together the economic strands

A One Planet Economy should:

- enhance the wellbeing of an ever-increasing proportion of people on the Earth;
- reduce the material and energy needed to create any given level of wellbeing;
- reuse and recycle resources, minimising waste;
- avoid the use of toxic materials and the generation of toxic waste;
- restore the Earth's natural systems, where we have already damaged them;
- respect the rights of communities to own and use natural resources where they live; and
- ensure the use of natural resources is governed in ways accountable to those most affected by their use.





### One Planet Living communities

WWF and BioRegional are supporting the development of One Planet Living communities around the world. These communities – in the UK, Australia, China, Portugal, South Africa and the US – show how it's possible to live within ecological limits while improving the quality of people's lives.

One Planet Living communities aim to put 10 principles into practice:

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

The project in Mata de Sesimbra near Lisbon, for example, will replace 11 quarries and will build 8,000 zero-carbon and zero-waste houses with shops, schools and hotels around eco-friendly public transport facilities. It will also set up one of the largest privately funded reforestation projects in Europe.

[www.oneplanetliving.org/portugal](http://www.oneplanetliving.org/portugal)



### Ecological Budget UK

To use resources more efficiently, we need to understand their flows through the economy and the ultimate impacts of their use. Together with the Stockholm Environmental Institute and Biffaward, WWF has developed Ecological Budget UK – also known as EcoBudget.

EcoBudget provides accessible, well-researched information about the flow of resources through the UK economy and measures the impact of consumption in three ways:

- It calculates each UK region's Ecological Footprint in great detail;
- it measures each region's consumption and production of CO2; and
- it maps UK "material flows" – the interrelated "life cycles" of various natural resources: where they come from and where they are used, for example.

Linked to EcoBudget is the Resource and Energy Analysis Programme (REAP) – a powerful software tool that gives decision-makers at all levels the chance to test the environmental impacts of proposed policy changes. WWF is helping local authorities use this tool to develop their own strategies for sustainable development.

[www.wwflearning.org.uk/ecological-budget](http://www.wwflearning.org.uk/ecological-budget)

## Revolutions in resource use

At present, it's easy to waste natural resources, because their price rarely reflects their true value and almost never reflects the long-term costs of over-use and pollution. Paradoxically, the ease with which we have wasted energy and other resources gives us a great opportunity to make rapid progress. The untapped potential for efficiency savings is at the heart of our vision.

However, improved efficiency does not automatically lead to reduced resource use: the reverse has often been the case. Ever more efficient airlines, for example, have been able to reduce the price of flights over recent years, and aviation is now the fastest growing source of carbon emissions. We cannot evade the urgency of reducing overall resource use. So we need changes that "use less to do more" – thereby enabling us to increase human wellbeing while using fewer resources.

Energy is the first priority for such savings. It's wasted not only in homes, offices and factories, but also through centralised generation and long-distance transmission. Valuable heat produced in power stations is often wasted because large installations cannot usually be sited close to the communities that could make use of the heat generated. The structure of the UK electricity market itself offers few incentives to reduce energy wastage and consumption, as the supply companies make their profits by selling as many units of electricity as possible.

Freshwater is wasted because there is little incentive to save it. In the UK, we waste most of the expensively purified drinking water that comes into our homes. Many of our European neighbours find it incredible that our houses are not fitted with water meters as standard.

Worldwide, improvements in agriculture offer another huge opportunity to save water. Agriculture uses 70% of the world's freshwater supply. Yet much of it is currently lost in transit to the field, through inappropriate irrigation methods, and by growing crops that are not suited to the local environment.

Many countries have already gone through revolutions in efficiency during their economic development. The focus has been on making work more productive – or on achieving the same things with fewer hours of labour. We see the potential for further revolutions in efficiency, but focused on making resources more productive – or on generating the same amount of human wellbeing using fewer resources.

There is every opportunity for this to become an agenda for employment growth. And the opportunity to make rapid economic, social and environmental gains along this path is open to countries at every stage of economic development.



### *Buy warmth and light, not electricity and gas*

There is no reason why electricity suppliers should have to make money purely by selling as many units of electricity as they can. We are used to this way of organising the market: it reminds us of the simple way we do business when buying groceries. But the source of our electricity varies from hour to hour, and the company we pay may well be different from the company which owns the cables that run down our street. The market is artificial and we can choose to set it up in a different way.

What if the government introduced a policy to limit the total amount of electricity and gas that could be supplied to the whole energy market for homes and offices in the UK? The limit would be huge – but it would be fixed, and no company would be able to supply more than its share of the limit each year. How would companies make their profits in this system? Not by increasing the amount of electricity and gas they supply, but by meeting real human needs (such as warm and well-lit homes) using as little electricity and gas as possible.

Every unit of electricity or gas saved would mean extra profit for them, so companies would invest heavily in new energy efficiency technologies. The whole market would change, creating new sources of profit consistent with a carbon-constrained world.



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### *Virtual water – more important than food miles?*

Some shoppers in the UK now consider the carbon emissions needed to fly vegetables thousands of miles from hot countries – yet few realise that the social and ecological impact of the water used in growing those vegetables can be many times greater than the damage done by the “food miles” themselves. Many people in poorer countries depend on agriculture for their livelihoods, but farming can cause water pollution, with fertilisers and pesticides running off fields and back into rivers. Conflicts over access to water are also frequent, particularly where crops are grown for export.

Virtual water is the amount of irrigation and rain water used in growing and producing a crop: its analysis helps us assess our role in water use around the world. It takes around a tonne of water to produce 1kg of wheat. Beef fed with supplemental feed such as soy can require 15 tonnes of water to produce 1kg of meat. But these statistics don’t show where the water came from: rainwater is altogether different from irrigation that drains important wetlands or rivers.

Many of the flowers produced around Lake Naivasha in Kenya end up in UK shops. They are an important source of income for farmers and other workers in the region, and generate huge foreign exchange earnings for Kenya. However, Lake Naivasha’s water level has fallen and pollution has increased. These threats to farmers, workers and their families may undermine the whole basis of this new economy a few years from now. These complexities offer no easy choices for consumers or policy-makers. But it is vital to explore whether and how flower production can be put on a sound footing so that it benefits local communities, both now and in decades to come.



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### WWF and equality

Inequality is an implicit concern within WWF's mission. We seek a future in which people live in harmony with nature; inequalities erode harmonious living. High levels of inequality can also cause greater pollution and wasteful consumption of resources, because inequality leads to inefficient and unaccountable resource use. The richest people can most easily ignore the costs of resources and can find ways to evade rules governing their use. But very poor people are driven to focus on short-term survival, sometimes giving up sustainable ways of managing limited resources that have been refined over generations.

The wealthy countries' past development path – a model now being adopted by many developing countries – is based on a false promise. It is a myth that more than a minority of the world's population can improve their quality of life through wasteful overuse of resources. It is not egalitarian to assert that every Chinese family should be able to eat as much fish as a Japanese family does today, when the farming of that much fish would cause devastating pollution of freshwater supplies. It is not egalitarian to pretend there is a future in which each Bangladeshi person could use as much energy as each British person does now, when that future would leave tens of millions of Bangladeshi families' homes under the sea.

To reverse the growth in carbon emissions we will need a redistribution of use of that carbon, both within and between countries. We will need to shrink and share our use of the world's resources. This perspective also suggests that rich countries should be supporting altogether different development paths with their overseas aid budgets.



Poor people and poor countries may need to increase their consumption of resources to improve their quality of life. Even with large cuts in resource use in rich countries, growth in wellbeing (if it is to be available for everyone across the developing world) will still need to be based on far more resource-efficient solutions. Careful choices – for example in infrastructure development, power generation, water use and which crops to grow and export – will help a country build a good life for all its people. And those choices will influence future generations' ability to share in that wellbeing.





### ***Reduction in Ecological Footprint – is it compatible with poverty eradication?***

Should UK pensioners living on less than £4,000 a year be compelled to cut their energy use through price rises? Should poor farmers in developing countries be trying to reduce their resource use?

Our approach is to help the poorest groups in society gain the same benefit from fewer resources – primarily to improve their quality of life, not to cut their Footprint. Reduction in Footprint needs to be matched with equal attention to redistributing the use of resources. Environmentalists rarely talk about redistribution, but the challenge of living within ecological limits will not be met without it.

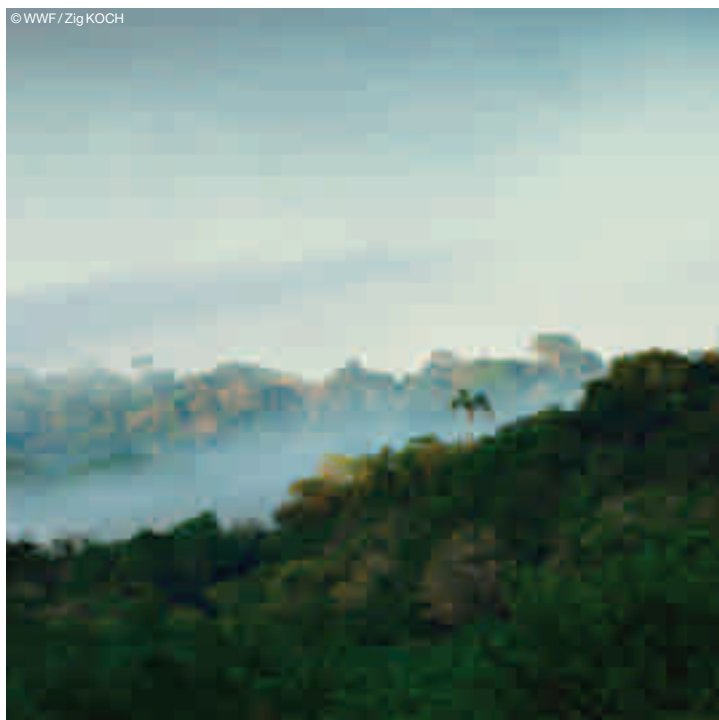


### ***The Better Sugarcane Initiative***

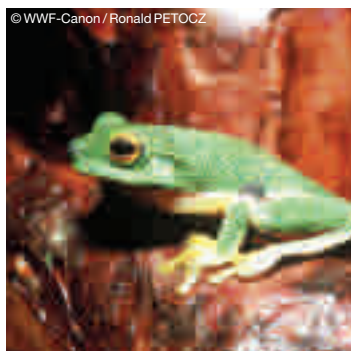
Sugarcane is grown in more than 100 countries. It is an important source of income for many of them, but it has high social and environmental costs. Jobs in sugarcane are among the most hazardous in agriculture. Sugarcane cultivation requires large volumes of water, often taken at the expense of local communities whose land rights can also be threatened by the drive to expand production. This expansion has often led to the clearance of irreplaceable tropical forests. All these problems could become worse in the global rush to increase biofuel production.

The Better Sugarcane Initiative is a global forum in which the industry, farmers, WWF and other NGOs work together to secure measurable improvements for producers, farm workers, communities and nature. It has a practical focus on better ways of producing sugarcane that will balance these different interests, as well as ultimately enabling consumers to buy mass-market sugar that benefits people and nature. Better practices include ways of cutting pesticide and water use, with cost savings for farmers. The initiative also explores how those efficiency savings can be shared fairly among all those with a role in sugarcane production.

<http://tinyurl.com/yo zgop>



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### **A global step change**

Some elements of a One Planet Future might, for a few more years, appear quite radical. For all the new opportunities, this is also an agenda with some costs. It requires investment. For those who equate their quality of life with extravagant use of resources, change will be unwelcome. Political leaders will need the strength to mobilise support for action that will not always benefit voters within the timeframes of parliamentary elections.

Yet all the changes outlined here have already begun. Many people are now exploring lighter ways of living, out of moral conviction or simply because they recognise the improvements in their quality of life which can result. Many companies have changed their approach to production: some are simply making savings through

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All the changes summarised in these pages aim for a world where everyone thrives within their fair share of the Earth's resources, while leaving space for wilderness and wildlife. For this we need a global step change in our relationship with other people and with the natural systems that sustain human society:

- we have to step more lightly, reducing the total level of resources used to meet our needs and aspirations;
- we have to step more carefully, reducing our demands on more sensitive ecosystems and exploited people;
- we have to step in the right direction, increasing the flow of resources towards creating enduring means of meeting human needs in lighter ways; and
- we have to help others to step forward together, supporting those who are working out how to step more lightly and carefully in the right direction.

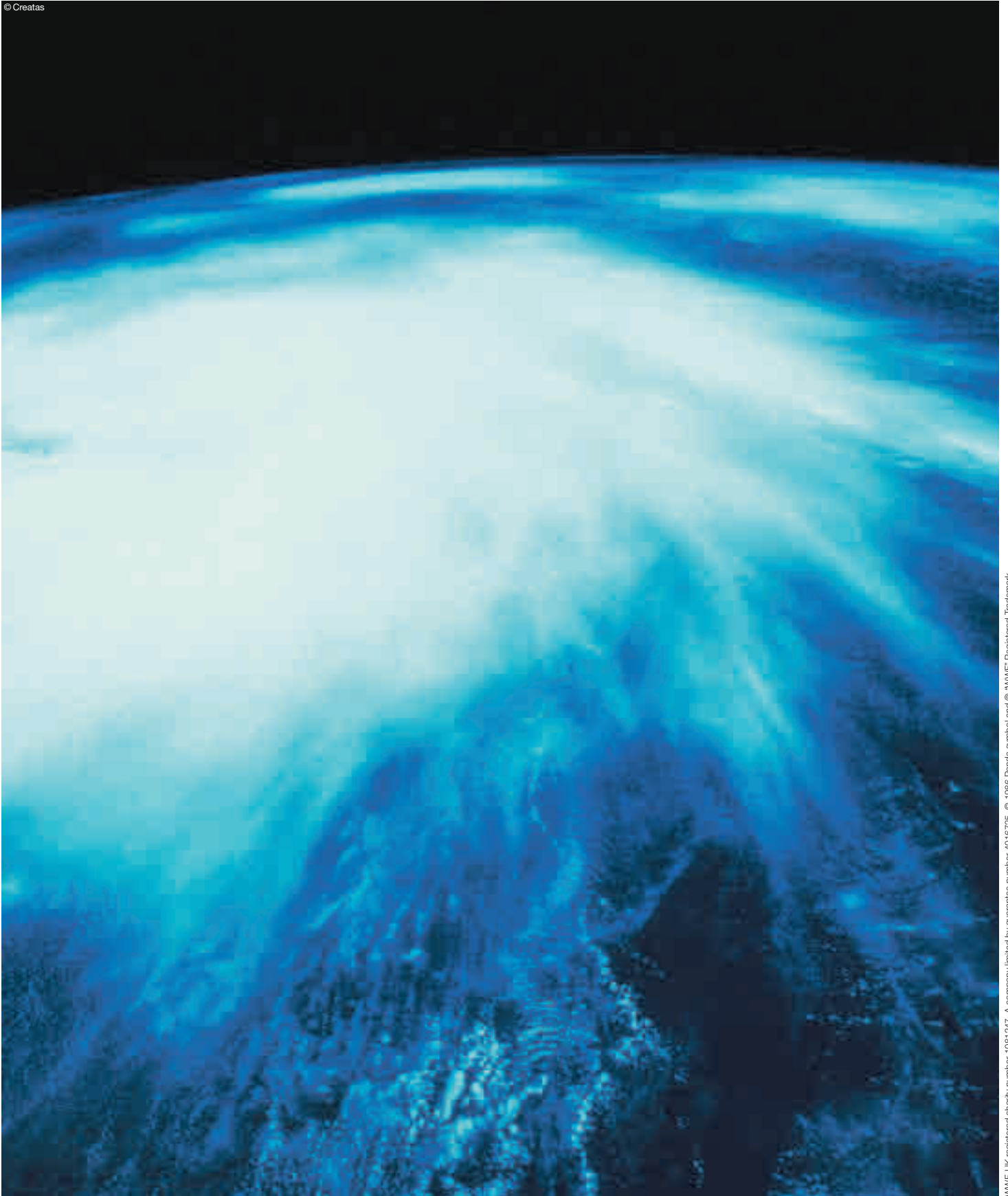
more efficient use of resources, or starting to provide high-value services rather than resource-intensive goods. Others are taking up the challenge of the shift to a One Planet Economy as a defining feature of their brand.

Ultimately, this approach can succeed because it is founded on values that many people already share. Most of us want a good quality of life, to be happy, healthy and secure, with our children having a strong chance of achieving the same or better. Many people aspire to live in and pass on a beautiful world. People from very different societies around the world also share a belief in the intrinsic value of nature, going beyond its material worth.

Only recently has it become possible to understand the full scale of human influence on the Earth's natural systems. There will be only a short time between this discovery and a future when it will be too late to reverse the most destructive effects.

We have been born into a decisive period in human history. It is an extraordinary privilege to know that our choices will make such a difference to the people and other species that will share this planet's future. We should make the most of it.





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

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- reducing pollution and wasteful consumption

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