



Report Highlights

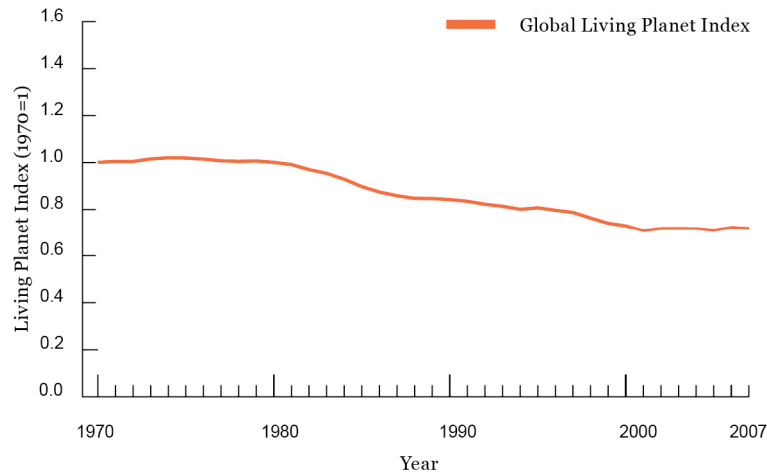
2010 Living Planet Report

Overview

The *Living Planet Report* is WWF's global report on biodiversity and consumption trends at the national and global levels, based on the Living Planet Index (LPI) and Ecological Footprint. The LPI measures the rise or fall in "natural capital stocks", based on 7,000 populations of over 2,500 species. The Ecological Footprint is measured by assessing how much area, per person, is needed to support each citizen's consumption.

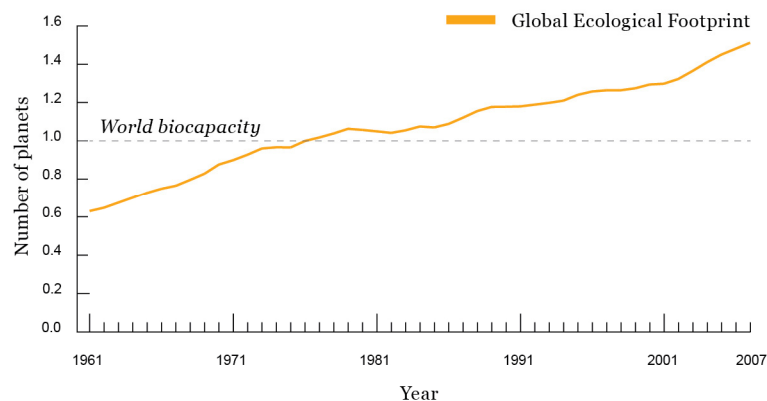
Living Planet Index

The global index shows that vertebrate species populations declined by almost 30 per cent between 1970 and 2007 (ZSL/WWF, 2010)



Global Ecological Footprint

Human demand on the biosphere more than doubled between 1961 and 2007 (Global Footprint Network, 2010)





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Global Footprint

- The LPI fell by 30% during the period 1970-2008, which is a major loss of natural capital
- During the same time, Ecological Footprint has doubled, and is 50% greater than the ecological productivity generated by the Earth each year
- It takes 2.7 hectares of lands and waters to support the average person's consumption, yet the Earth has only 1.8 hectares per person
 - In other words, our consumption outstrips natural productivity by 50%, and we are eating into capital that should be conserved over the long-term, not consumed
 - Overall, we need 1.5 Earths to support the consumption of all humans

Canada's Footprint

- Canadians have the 7th largest ecological footprint of 130 nations surveyed
 - It takes ~7 hectares of land and water to support the average Canadian's lifestyle
 - This is about 2.5 times the average global citizen's consumption rate and ~4 times what the Earth can produce on an annual basis
 - If everyone on Earth consumed resources at the same rate as Canadians, it would take 4 Earths to meet this demand
- More than half of Canada's total footprint is a result of its carbon footprint, derived predominately from fossil fuel use
 - The majority of this energy is used in transportation, heating and electricity consumption
- Canada also has the 16th largest water footprint of 130 nations measured
 - For example, the water footprint of a cup of black coffee is 140 litres, which includes: growth, harvesting, packaging, transportation, selling and brewing
- While Canada has large volumes of freshwater on a per capita basis, the challenge is that the vast majority of this water is not easily accessible to most Canadians
 - In other words, our water is distributed throughout the northern parts of our country while our population is in a thin band along the US-Canada border. Accordingly, there are regional water shortages, for both humans and species

Solutions

To invest in our natural capital, Canada must:

- Resolve the energy dilemma and reduce our carbon footprint
- Increase the proportion of Protected Areas to a minimum of 15% across all ecoregions, with the goal of protecting ecologically viable portions of all habitats and species
- Halt overuse of water and fragmentation of freshwater systems
- Eliminate over-fishing and destructive fishing practices



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To reduce Canada's ecological footprint, WWF-Canada is calling on:

- **The Canadian Government** to work to aggressively reduce Canada's carbon footprint by implementing measures that would predictably reduce greenhouse gas emissions, such as increasing energy efficiency standards
- **Canadian Industry** to become more efficient in how resources are used – especially carbon and water
- **Individual Canadians** to take responsibility for our own consumption and reduce our ecological footprint through such actions as joining WWF's [Living Planet Community](#) at [wwf.ca](#)

About the Living Planet Report

WWF's *Living Planet Report* has been published every two years since 1998 and has become accepted as a leading statement on the planet's health. It describes the changing state of global biodiversity and the pressure on the planet arising from human consumption of natural resources.

It is built around two indicators:

- The Living Planet Index, which reflects the health of the planet's ecosystems
- The Ecological Footprint, which shows the extent of human demand on these ecosystems and the state of the planet's ability to provide biological goods and services

These measures are tracked over several decades to reveal past trends and provide insight into what might lie ahead. The *Living Planet Report* is produced with the Zoological Society of London (ZSL) and the Global Footprint Network (GFN). Visit www.panda.org/lpr for more information and the complete report.

About WWF

WWF is one of the world's most respected independent conservation organizations, with almost 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth'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, and promoting the reduction of pollution and wasteful consumption. Visit www.panda.org/media for latest news and media resources.

About ZSL

Founded in 1826, the Zoological Society of London (ZSL) is an international scientific, conservation and educational charity: our key role is the conservation of animals and their habitats. ZSL runs ZSL London Zoo and ZSL Whipsnade Zoo, carries out scientific research in the Institute of Zoology and is actively involved in field conservation in over 50 countries worldwide. www.zsl.org



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About GFN

The Global Footprint Network promotes a sustainable economy by advancing the Ecological Footprint, a tool that makes sustainability measurable. Together with its partners, the network coordinates research, develops methodological standards, and provides decision makers with robust resource accounts to help the human economy operate within the Earth's ecological limits. www.footprintnetwork.org