

We can energize a successful transition to a sustainable future...

Consider where we are going...

Shrink & Share your Footprint...

... to eliminate Eco-Debt and Risk

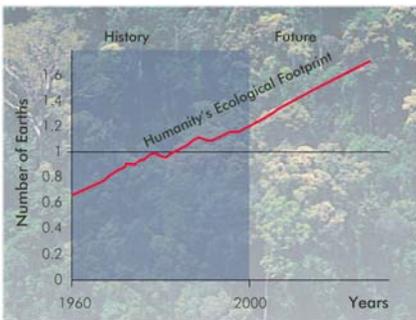


Figure 2: World Ecological Footprint versus World Biocapacity

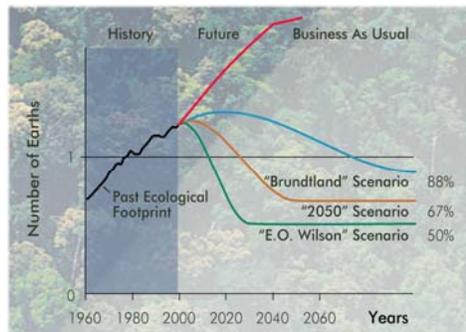


Figure 1: Business as Usual versus Three S&S Scenarios

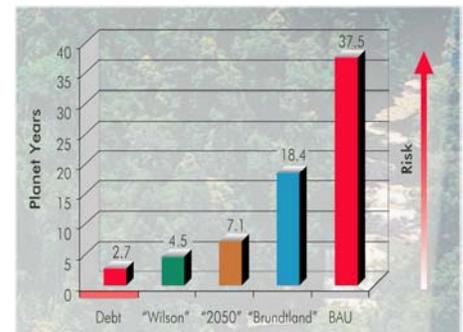


Figure 3: Actual and Projected Levels of Ecological debt and Risk

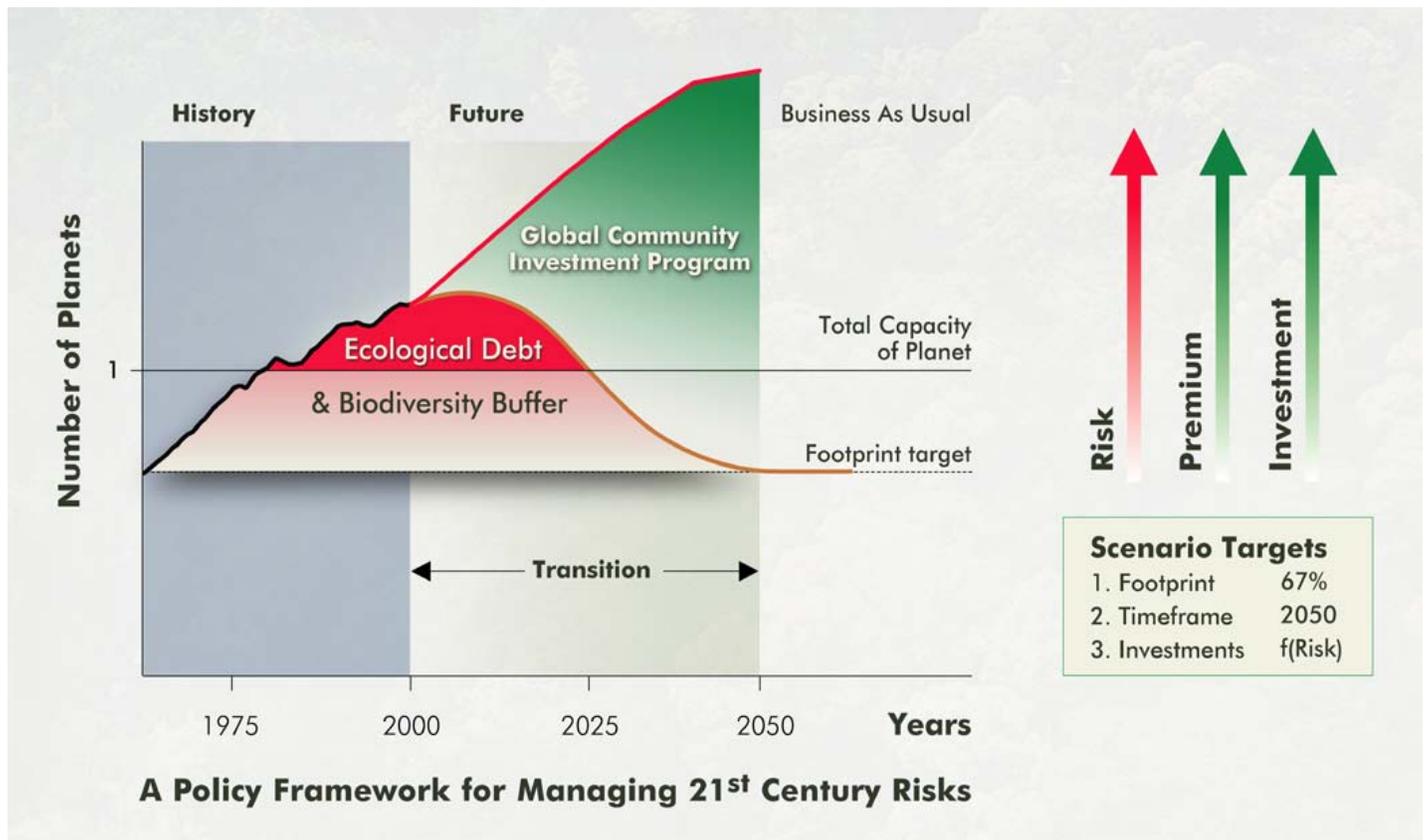
The Earth's ability to sustain life for all is threatened by global overshoot: human demand exceeding the regenerative capacity of the biosphere. Today, it takes one year and over two months to regenerate what humanity uses. This ecological overshoot, which liquidates ecological assets, continues to grow unless precautionary measures are taken. (figure 1)

With the Ecological Footprint metrics, shrink and share scenarios (S&S) can make alternative development paths visible which are consistent with the reality of one planet. It requires setting clear targets for humanity's Footprint (what percentage of biocapacity?) and the timeframe (by when?) to achieve it. (figure 2)

Different development paths result in corresponding levels of ecological debt and associated risks (figure 3)

Our challenge during the first decades of 21st Century will be to take decisive steps towards achieving a balanced ecological budget. Ecological Footprint metrics, the shrink and share approach and Eco-Insurance --- which monetizes ecological risk --- are key building blocks for a fiscally prudent and financially sound policy framework for proactive management of ecological debt and its associated risks to economic, environmental and human security.

If we use smart incentives to invest in our life-supporting ecosystems



Life-supporting ecosystems provide goods and services that have been valued at a multiple of world GDP. Nevertheless, we are only investing a fraction of what is reasonably required to properly maintain and restore the functions of the ecosystems that sustain our economies, a healthy environment, and life itself; this 'eco-investment gap' amounts exceeds \$ 100 billion per year.

- **The Eco-Insurance Initiative** proposes to mobilize a small per capita premium from people and organizations for their investment in the **Planet2025 Fund**, a large-scale catalytic Global Community Investment Program in **water, energy; health, agriculture and biodiversity** focused on stabilizing life-supporting ecosystems by 2025.
- Eco-Insurance is proposed to be mobilized on a voluntary basis using the **EcoSmartCard**.™ Premium levels will be based on Ecological Footprint data, levels of income, and the investments level required for achieving desired targets. The costs are modest as percentage of incomes and often tax deductible. OECD citizens would typically pay and invest an average of \$ 50 per year, while non-OECD citizens would pay less than \$ 2.00 per year.
- Eco-Insurance -- a home insurance plan for the planet, internalizes the principles of **precaution, equity, efficiency** and **choice**. It introduces an important feedback mechanism into our economic system which stimulates people, organizations and nations to price and invest in what is priceless – a sustainable future for all.

Please consult our website for contact info, the latest updates, to subscribe to **Eco-Insurance eNews**, and/or to participate in the **Planet2025 Forum**. For sources and references please download our recent consultation paper *Eco-Insurance: Risk Management for the 21st Century --- Towards a Policy Framework for a Sustainable Future*.