



#LivingPlanet  
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# Messages from WWF and Living Planet Report

Håkan Wirtén, CEO/Secretary General Världsnaturfonden WWF

# Anthropocene – a new geological era



“We are entering a new era in Earth’s history, the Anthropocene. An era in which humans rather than natural forces are the primary drivers of planetary change. But we can also redefine our relationship with our planet, from a wasteful, unsustainable and predatory one, to one where people and nature can coexist in harmony.”

Marco Lambertini, Director General WWF International

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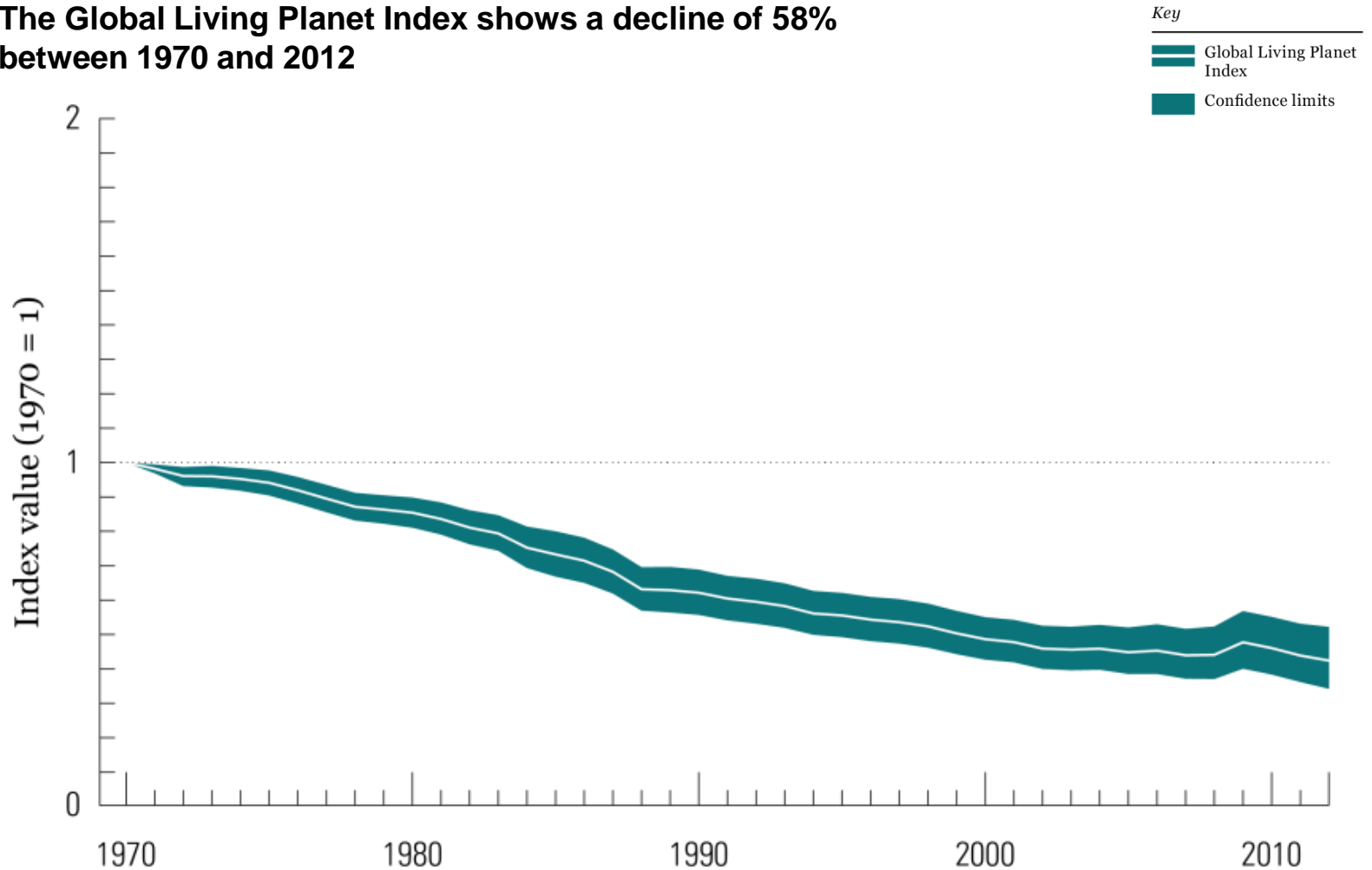


# I. State of the natural planet

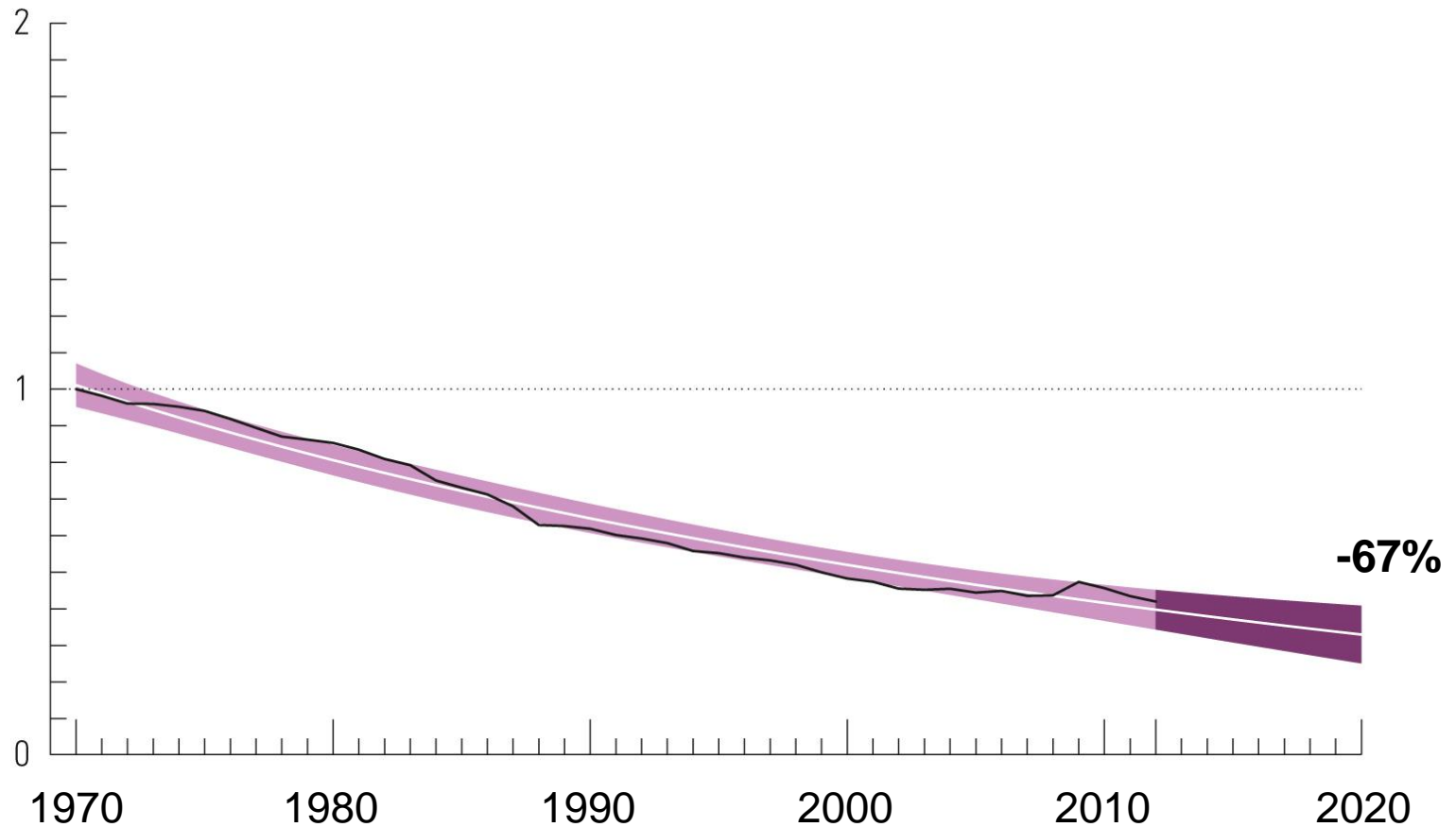


# Living Planet Index in steady decline

The Global Living Planet Index shows a decline of 58% between 1970 and 2012



# .....business as usual Biodiversity decline



# State of the natural planet

Different threat types in the Living Planet Index database



Habitat loss and degradation



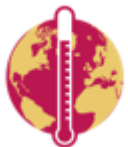
Species overexploitation



Pollution



Invasive species and diseases



Climate change







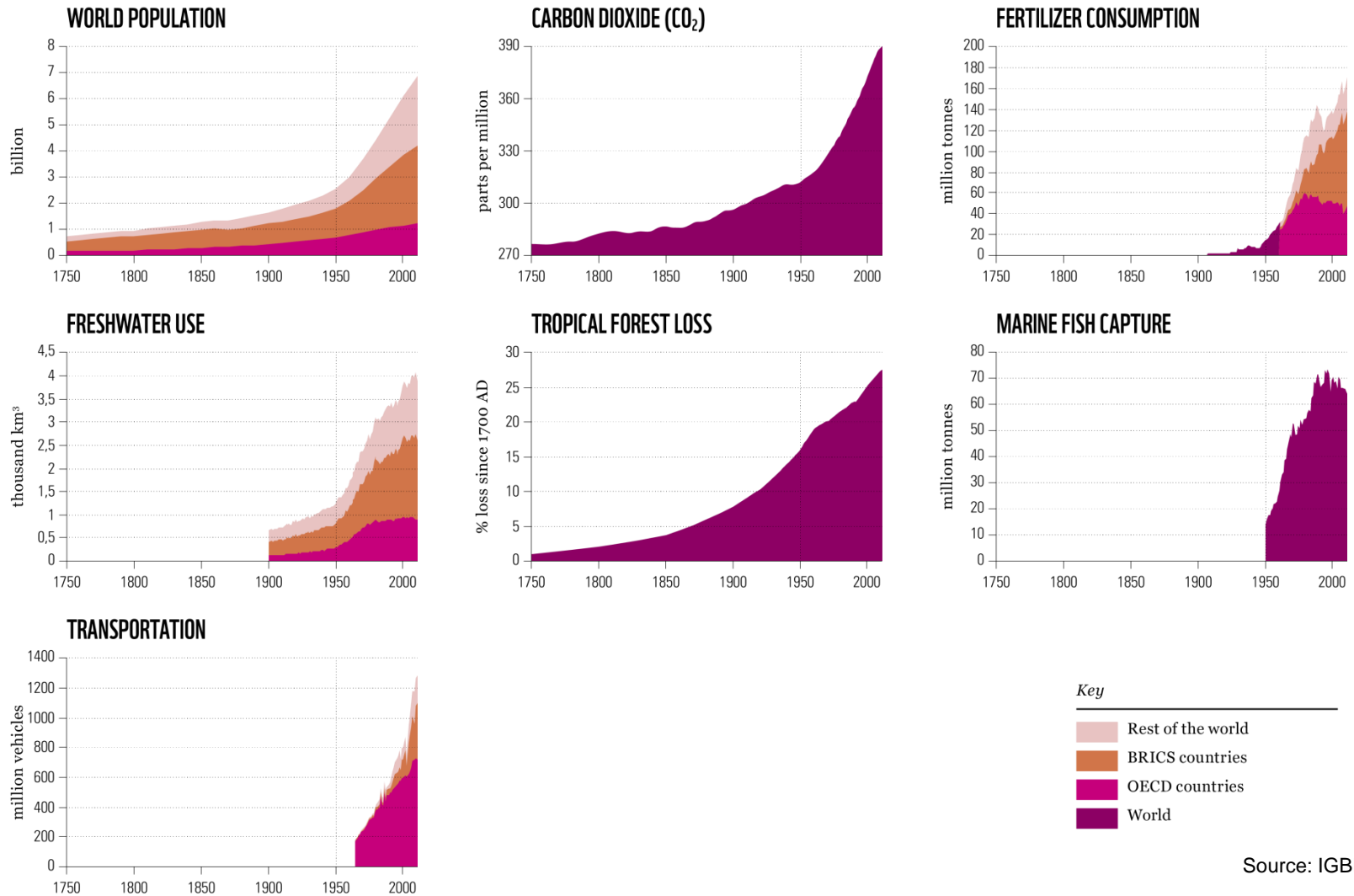


## II. Human impacts on the planet



# Context and change of human impact

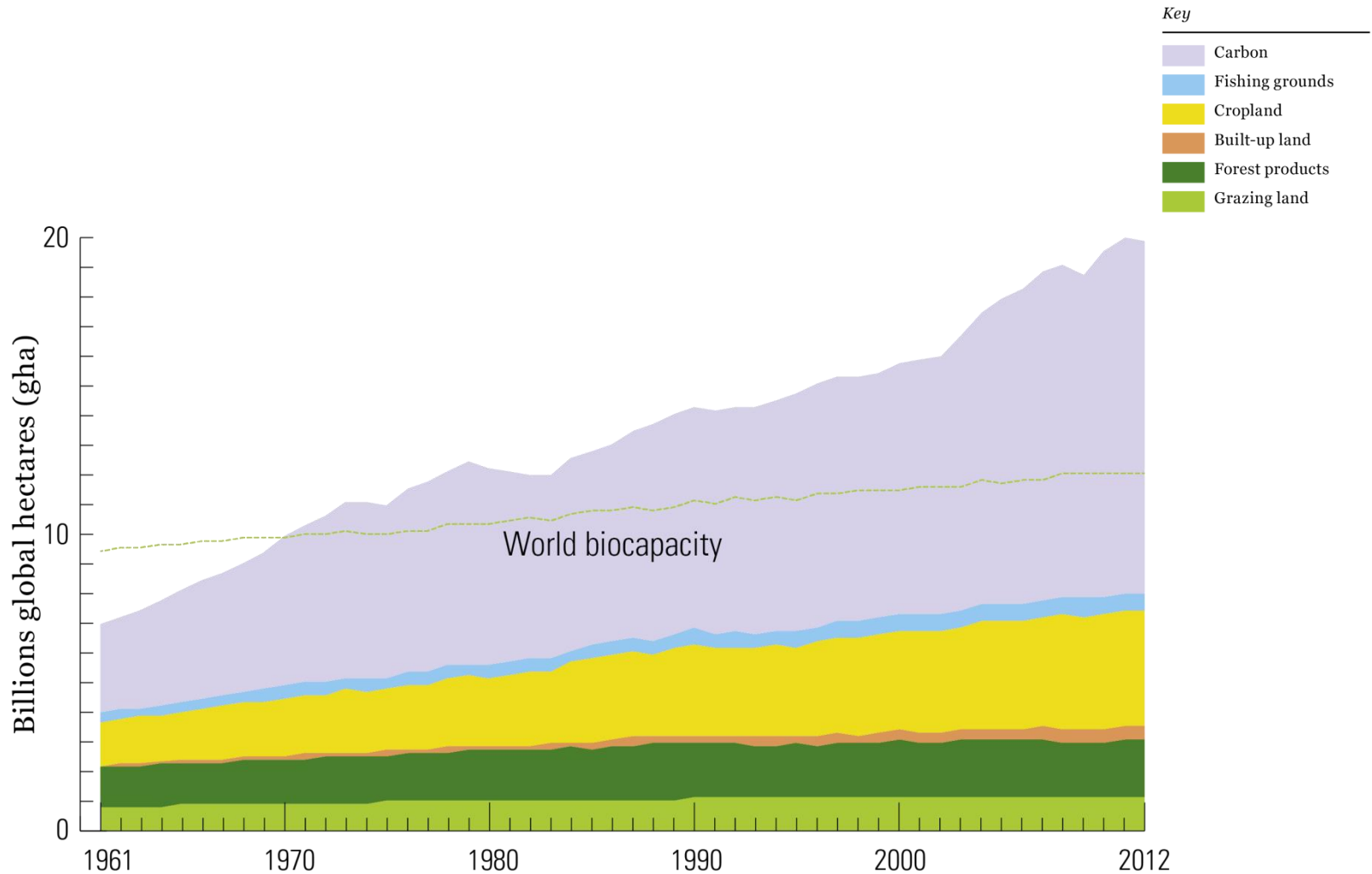
## The «Great acceleration» from 1950





# Global Ecological Footprint demands 1,6 planets

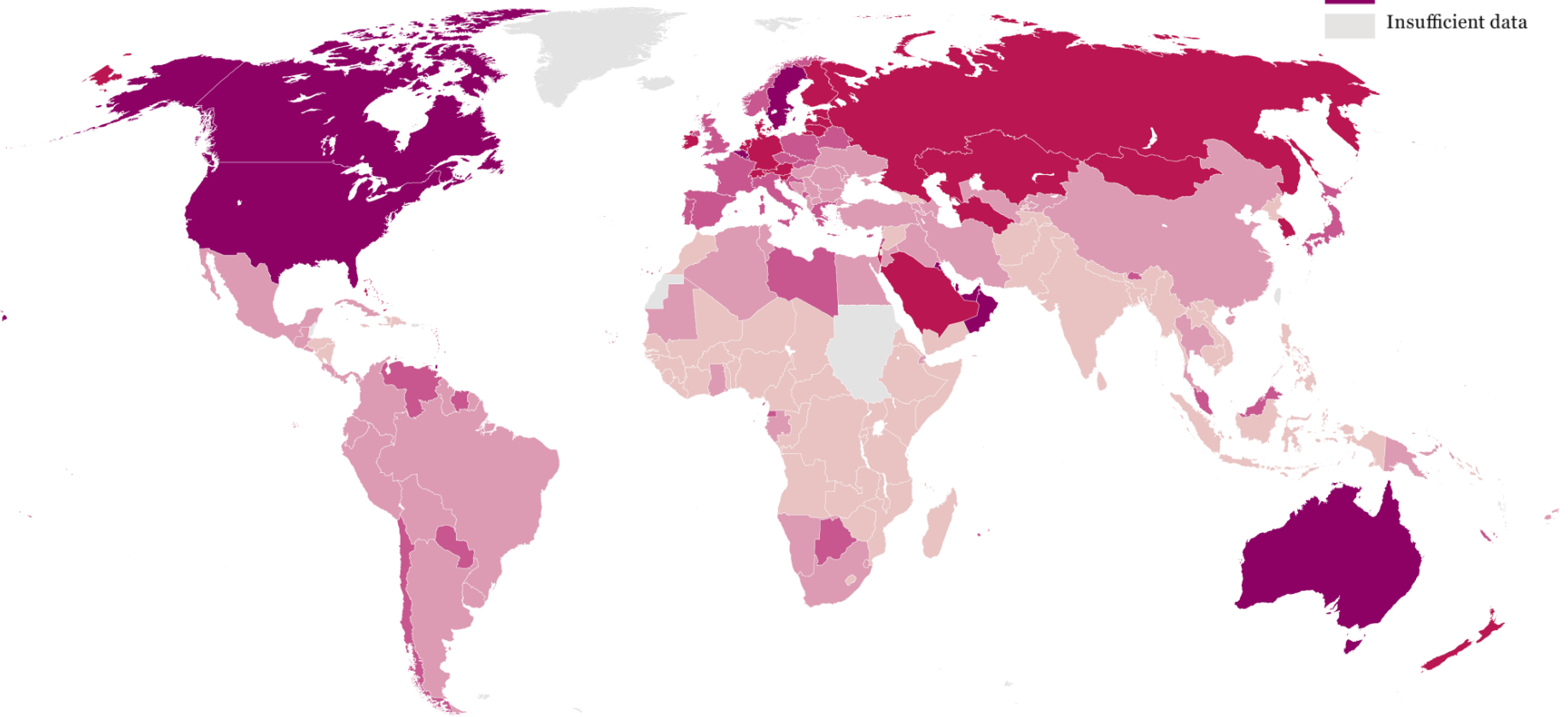
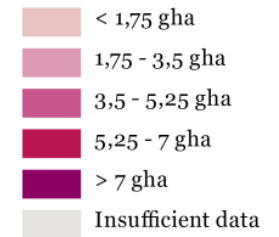
## Ecological Footprint vs Earth biocapacity, 1961-2012



# Huge differences in per capita footprint

**Average Ecological Footprint in global hectares per person per country, in 2012**

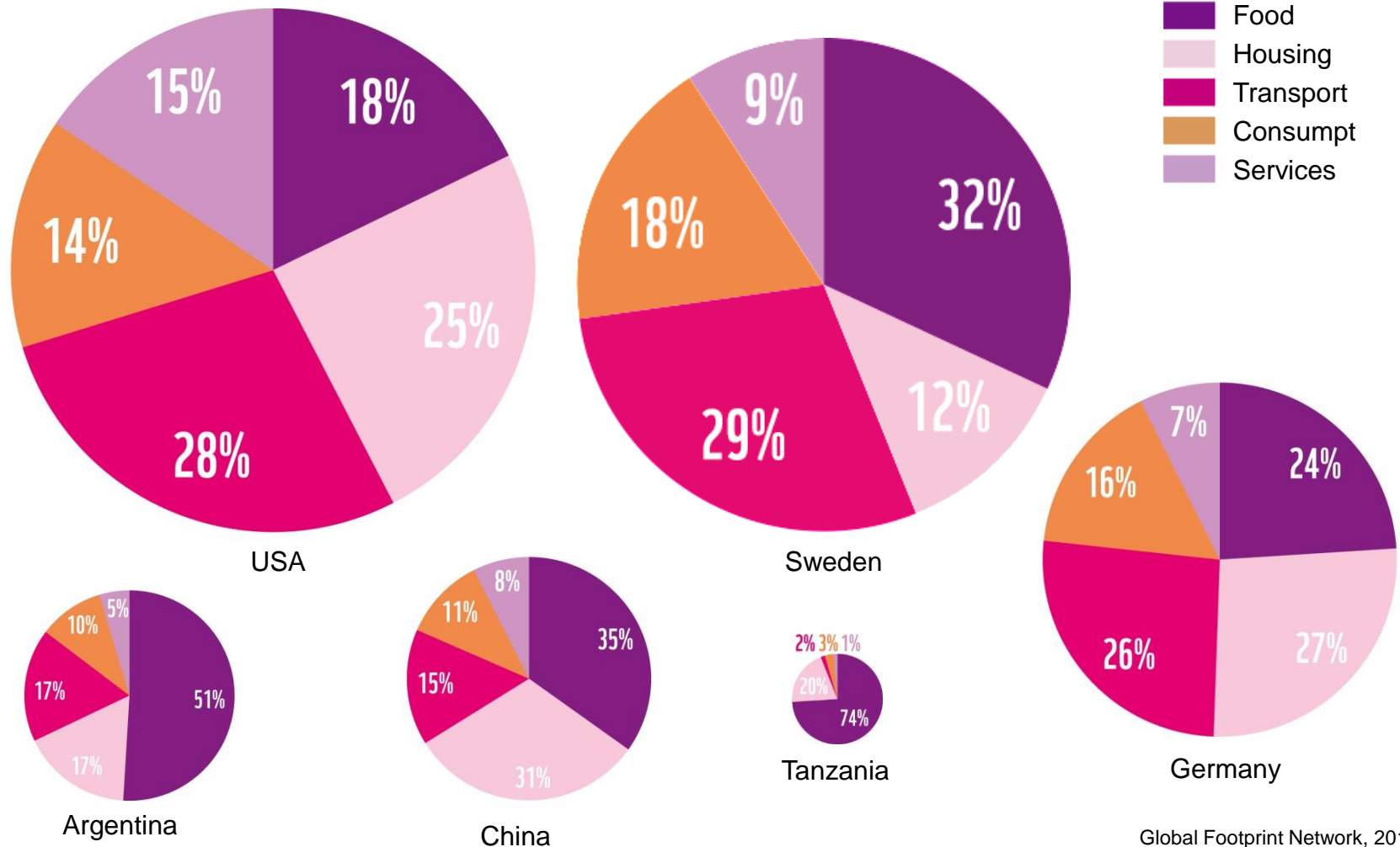
*Key*





# Consumption patterns examples

Ecological footprints distributed on sectors of consumption (2012)



# Key messages from Living Planet Report

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- 1. Preserve the planet's natural capital**
- 2. More equitable resource governance**
- 3. Redirect financial flows**
- 4. Produce and consume within planetary boundaries**



# Two important areas for sustainable production and consumption

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Food



Energy





# Cities are global hotspots

- > 50% to (projected) 70% of global population in 2050
- > 70% of global CO2 emissions
- ~ 70% of global energy consumption
- ~ 70% of world's GDP







# And arenas for positive change!



# Moving forward – what can Sweden do?

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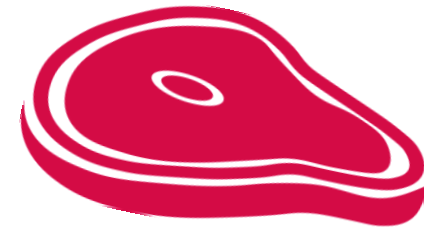
## 1. CONSUMPTION PERSPECTIVE

Target consumption based emissions



## 2. ONE PLANET FOOD

Strategy for halving meat consumption



## 3. TRANSPORT SECTOR TRANSFORMATION

Phase out fossil fuel cars asap (2025?)



# What can I do?

## THINC

1. Transportation



2. Housing



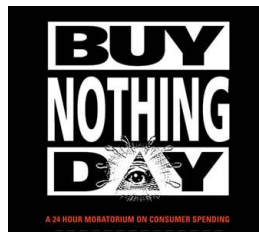
3. Investments



4. Nutrition



5. Consumption



## BBBBB

1. Bilen

2. Bostaden

3. Börsen

4. Biffen

5. Butiken



# Thank you!



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