

Synergies between GEI, SCP and other Initiatives

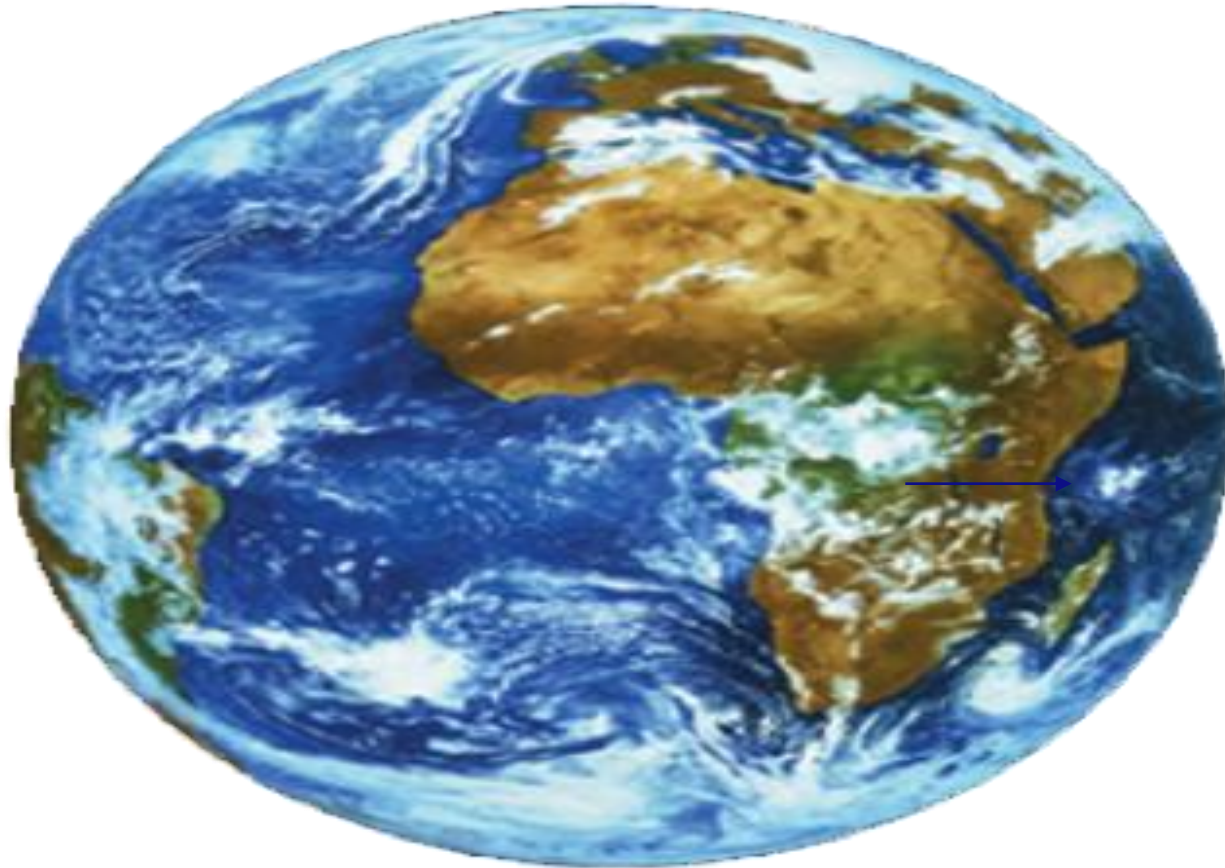
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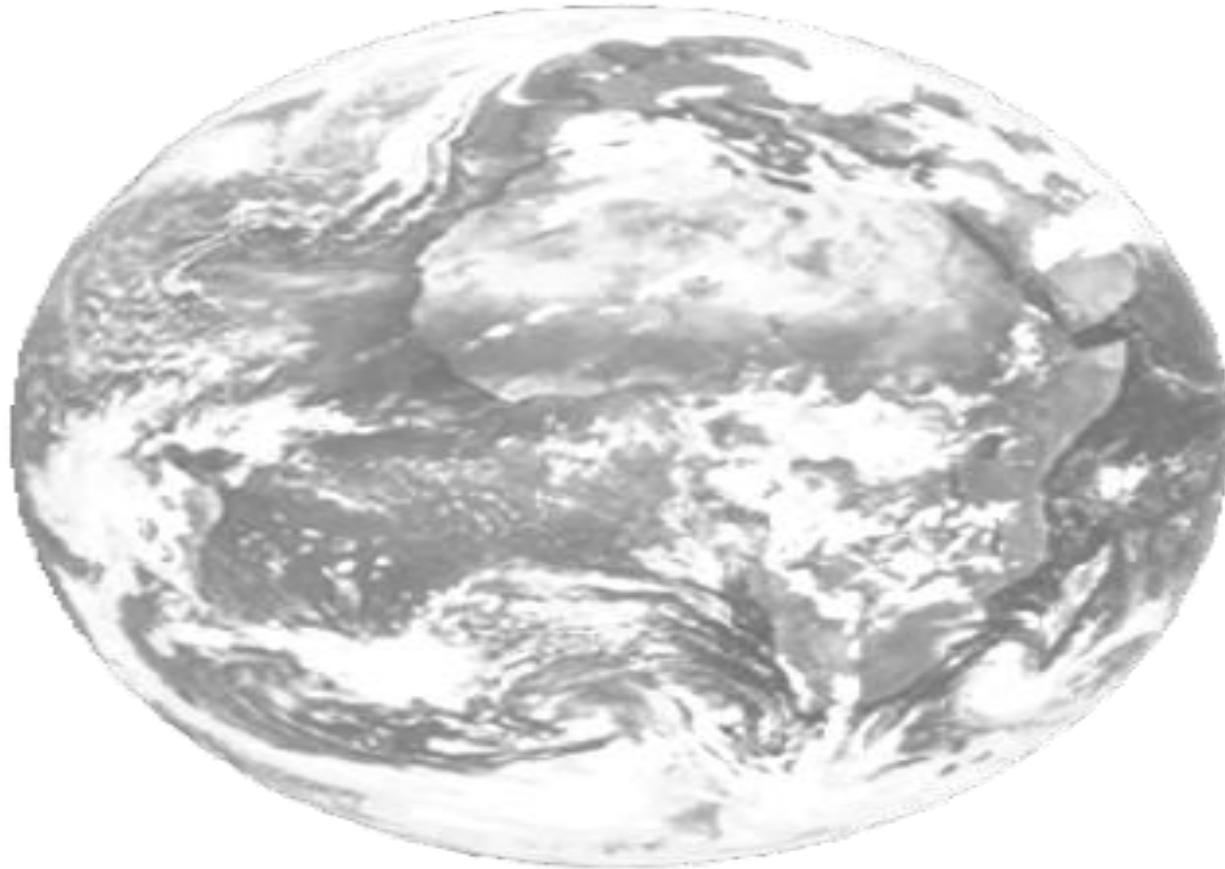
TNO | Kennis voor zaken



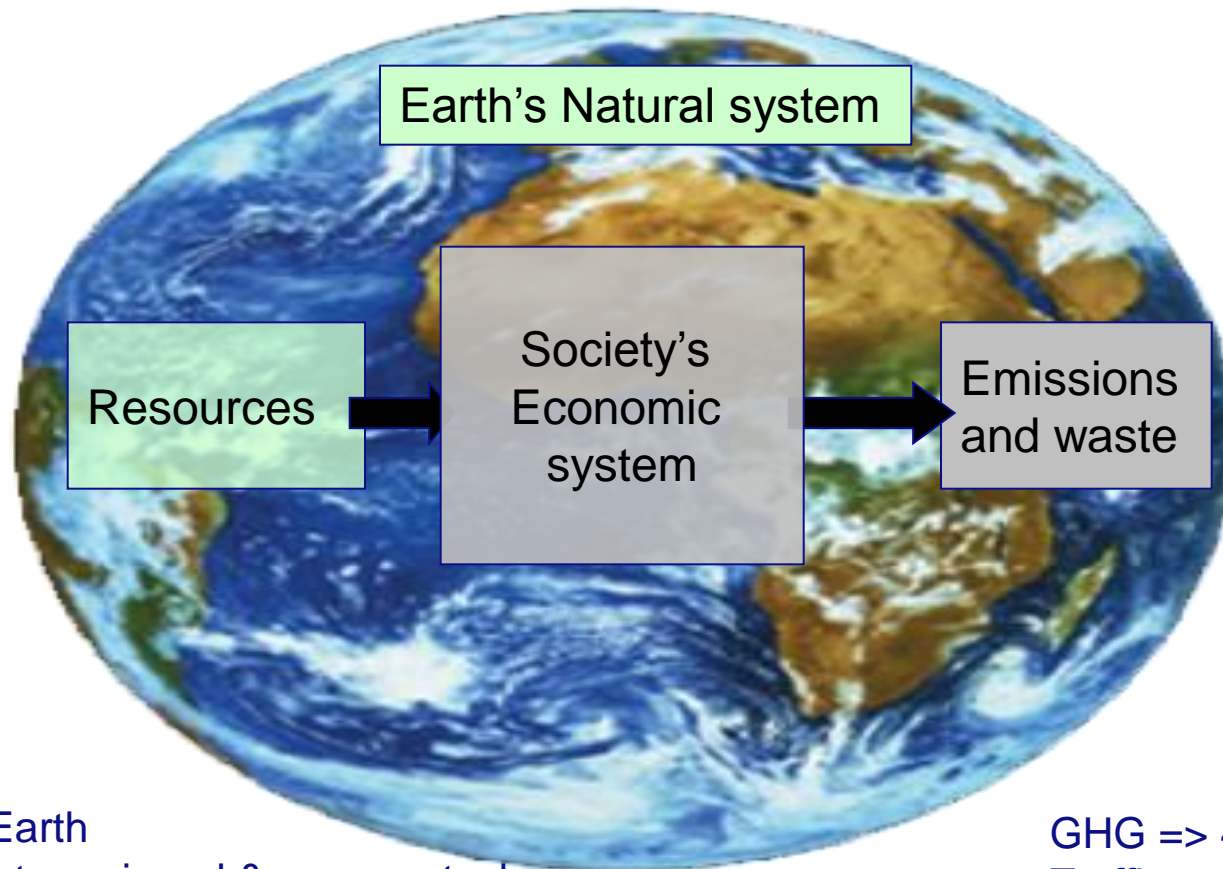
The Earth as we like it.....



The Earth as we'll have it....



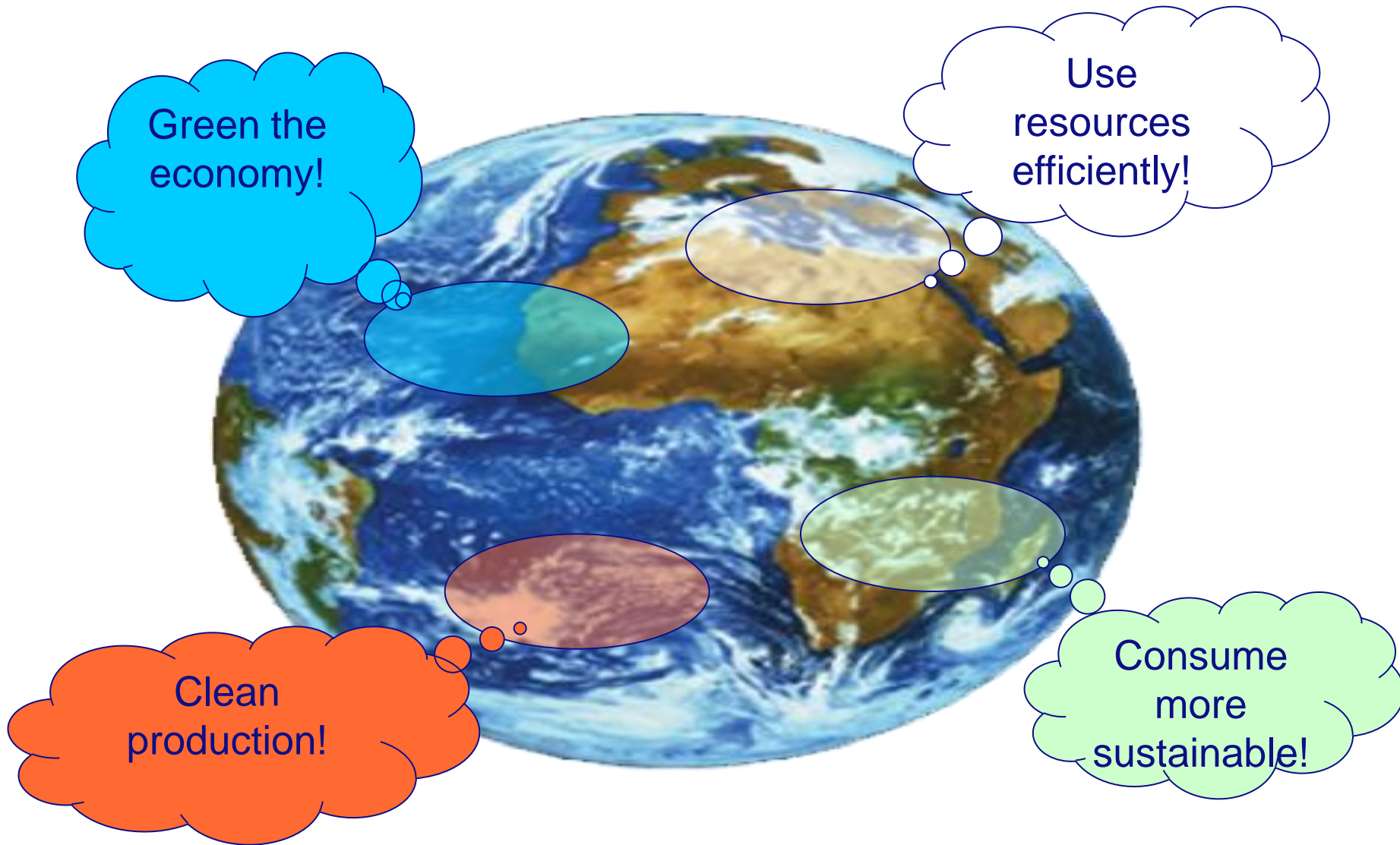
...and why this happens



Footprint > 1 Earth
We deplete water, mineral & energy stocks
We use 35 % of biomass production
We have depleted fish stocks

GHG => 4-6 °C temp. Rise
Traffic emissions...
...etc.

Many initiatives try to do something about it



But if all do the same we get....

Green the economy!

Use resources efficiently!

Clean production!

Consume more sustainable!

We better make the puzzle fit !

Green the economy!

Use resources efficiently!

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Consume more sustainable!



Our main problem: how do we foster action?

1. 'We have to be so convincing, that we can explain it to my mother' (prof. Mike Young, GEI-SCP workshop, November 2009, Geneva)
2. Key proposition elements :
 - **What** - What do we want to achieve?
 - **Why** - Why can't we achieve it business as usual? Why do we need to change direction?
 - **How** – How could we change direction?
 - **Proof** - Is there proof such ideas work? Can we help others to follow good examples?

How pieces of the puzzle could fit

What are win-win's?
What are costs of
(in)action?
How does the economy
benefit from nature?
Does our economic
system give prosperity?
=> GEI, GEO 2050,
Ecological Economics

What are planetary
limits? Which economic
activities cause most
problems?
=> Resource Panel,
IPCC, MEA

Why ?

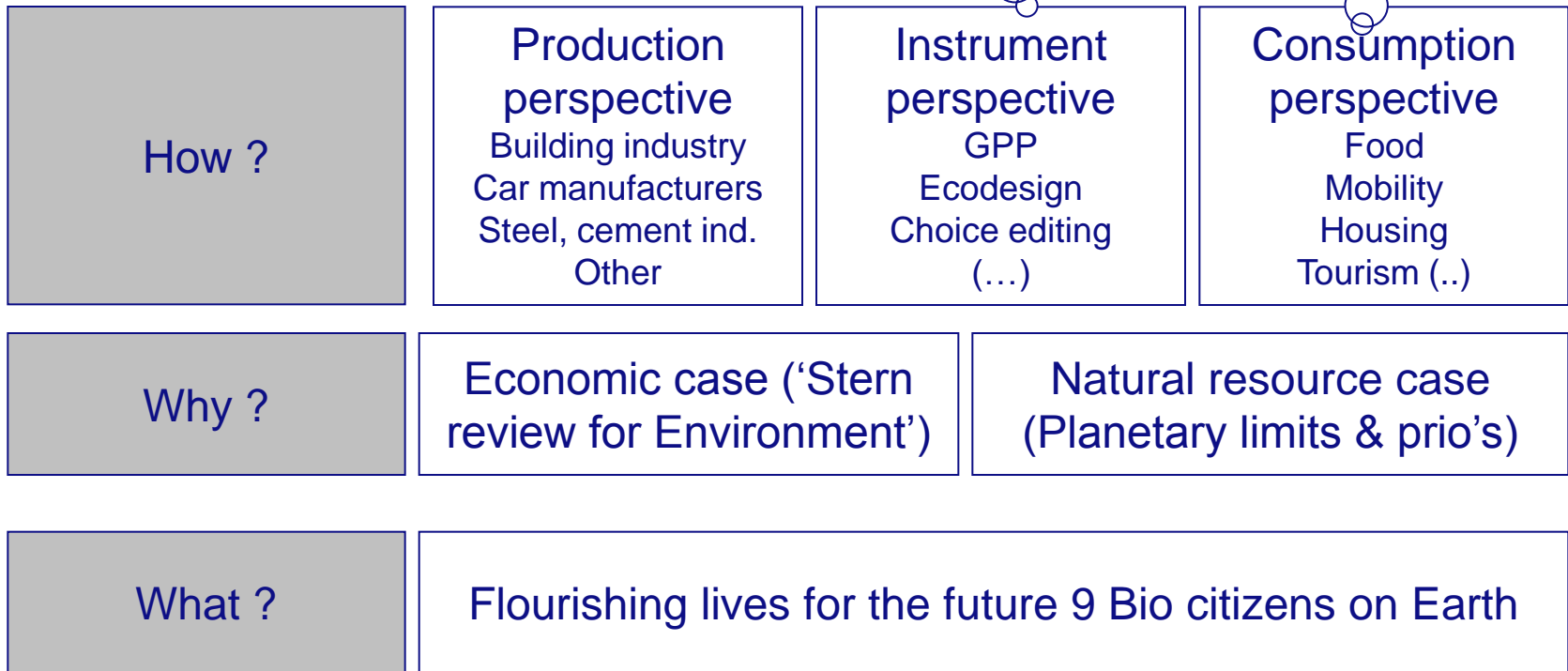
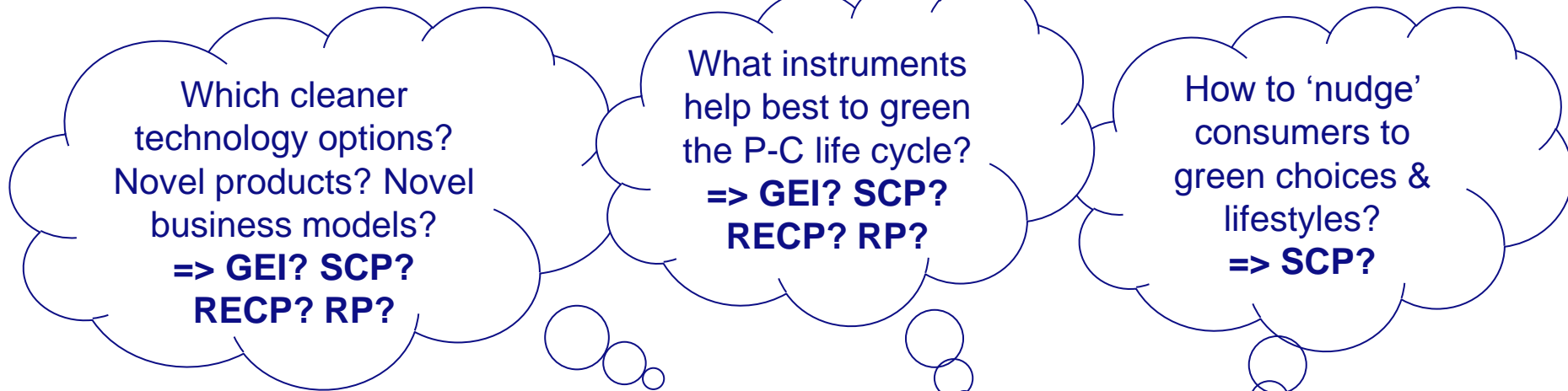
Economic case ('Stern
review for Environment')

Natural resource case
(Planetary limits & prio's)

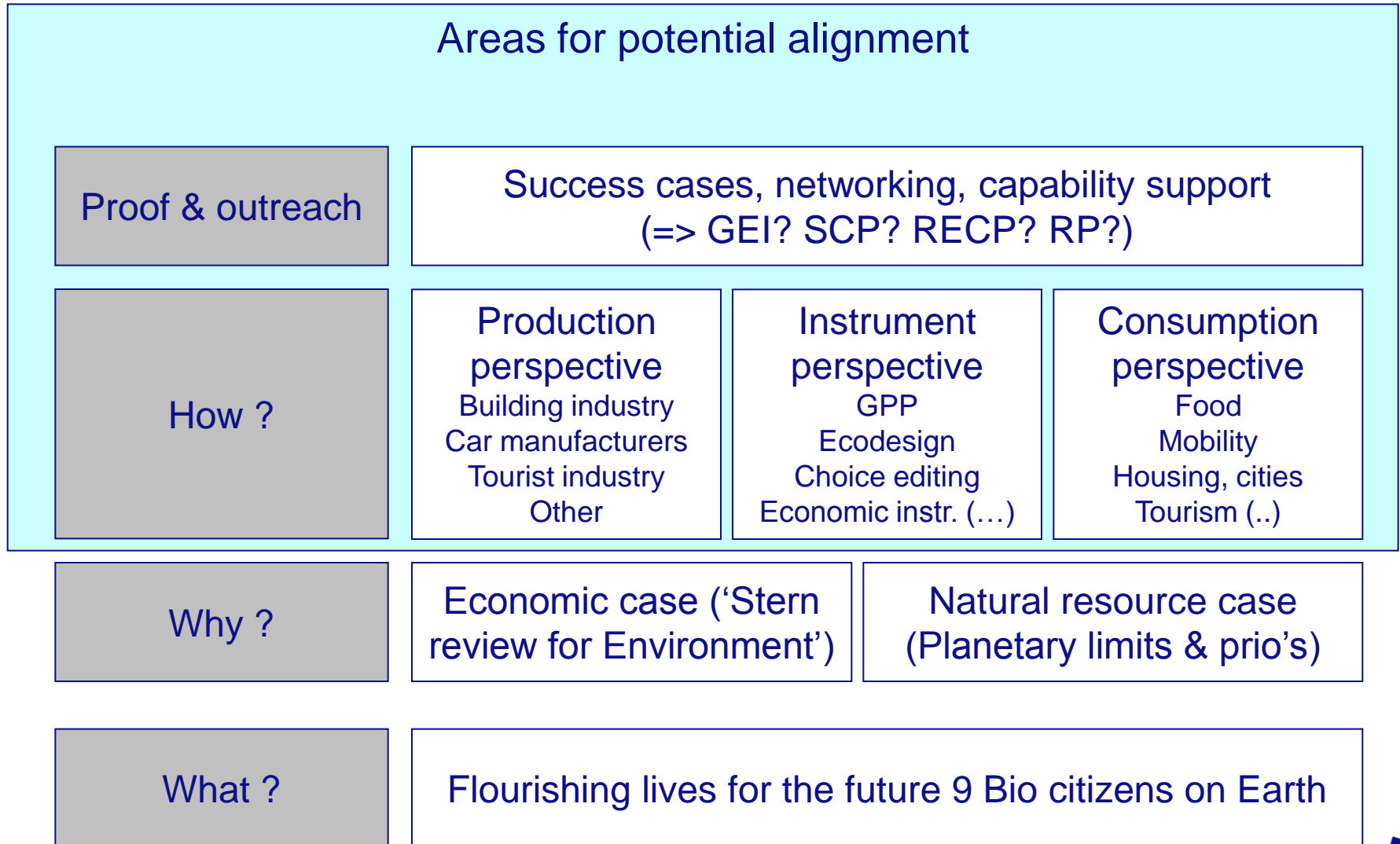
What ?

Flourishing lives for the future 9 Bio citizens on Earth

How pieces of the puzzle could fit



How pieces of the puzzle could fit



Thanks for your attention!

'How' revisited: production, consumption, instruments

