



Towards Decoupling Growth from Resource Depletion – Strategic Transformation for China

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WWF International
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WWF

REPORT



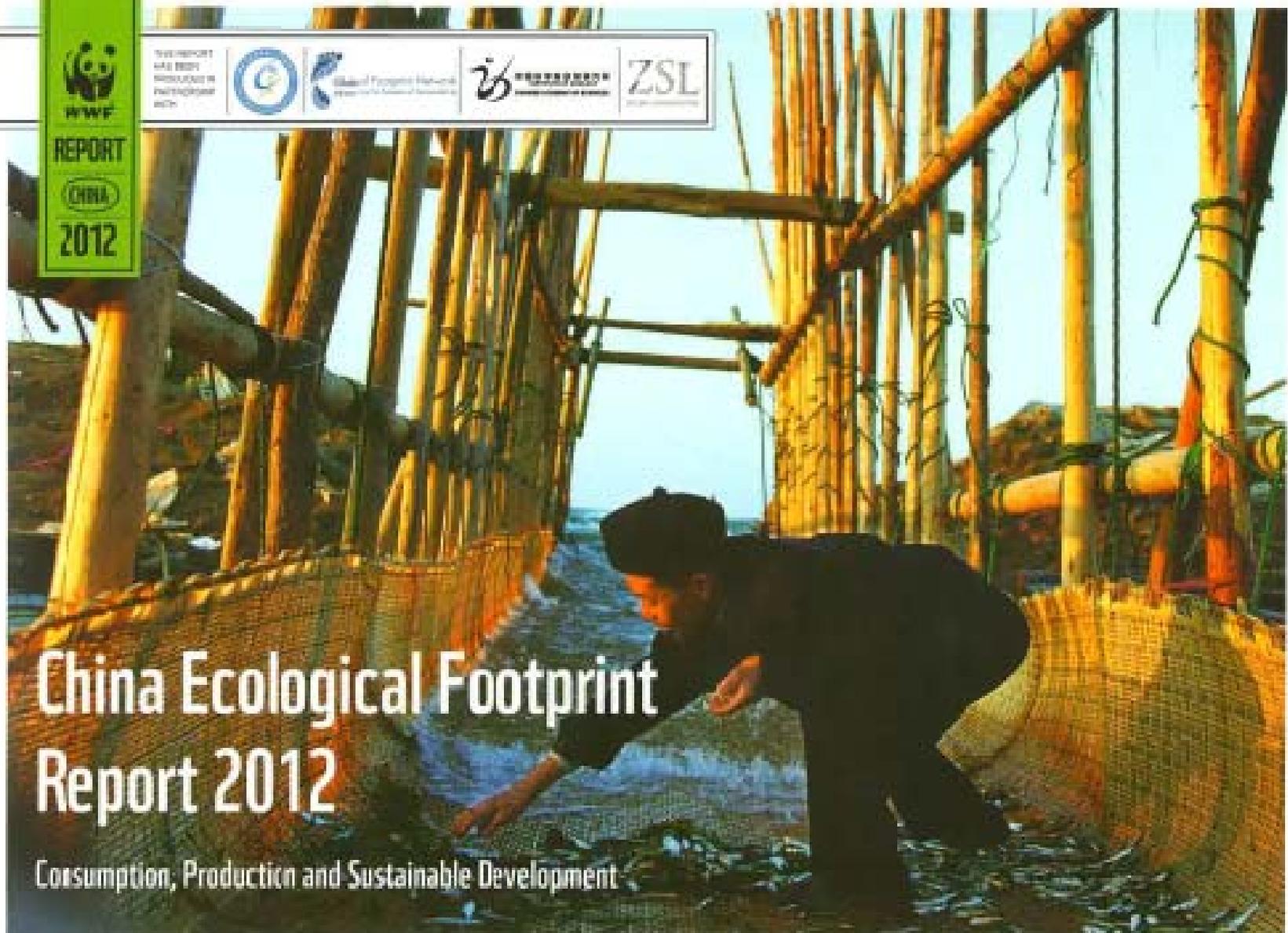
2012

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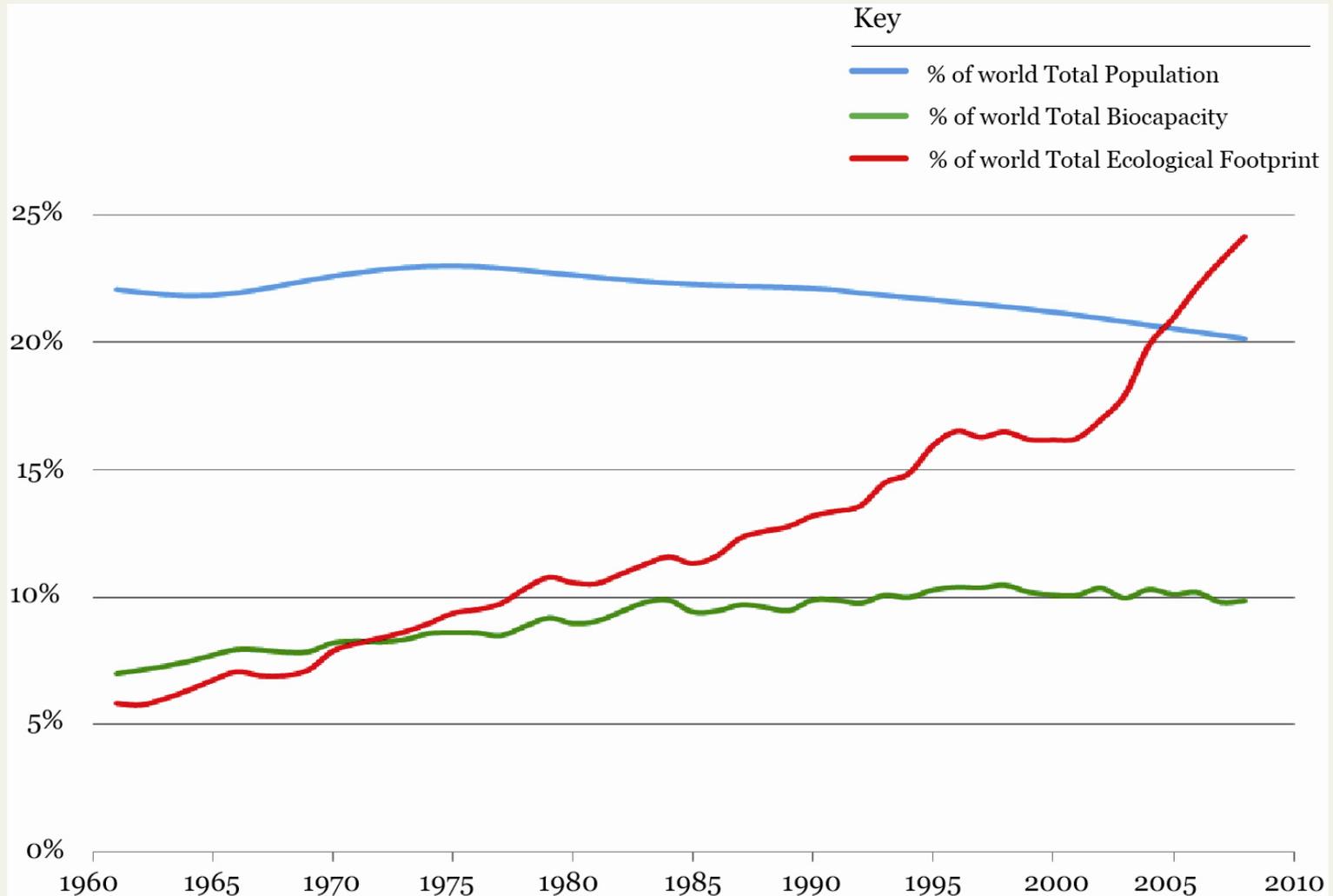
China Ecological Footprint Report 2012

Consumption, Production and Sustainable Development



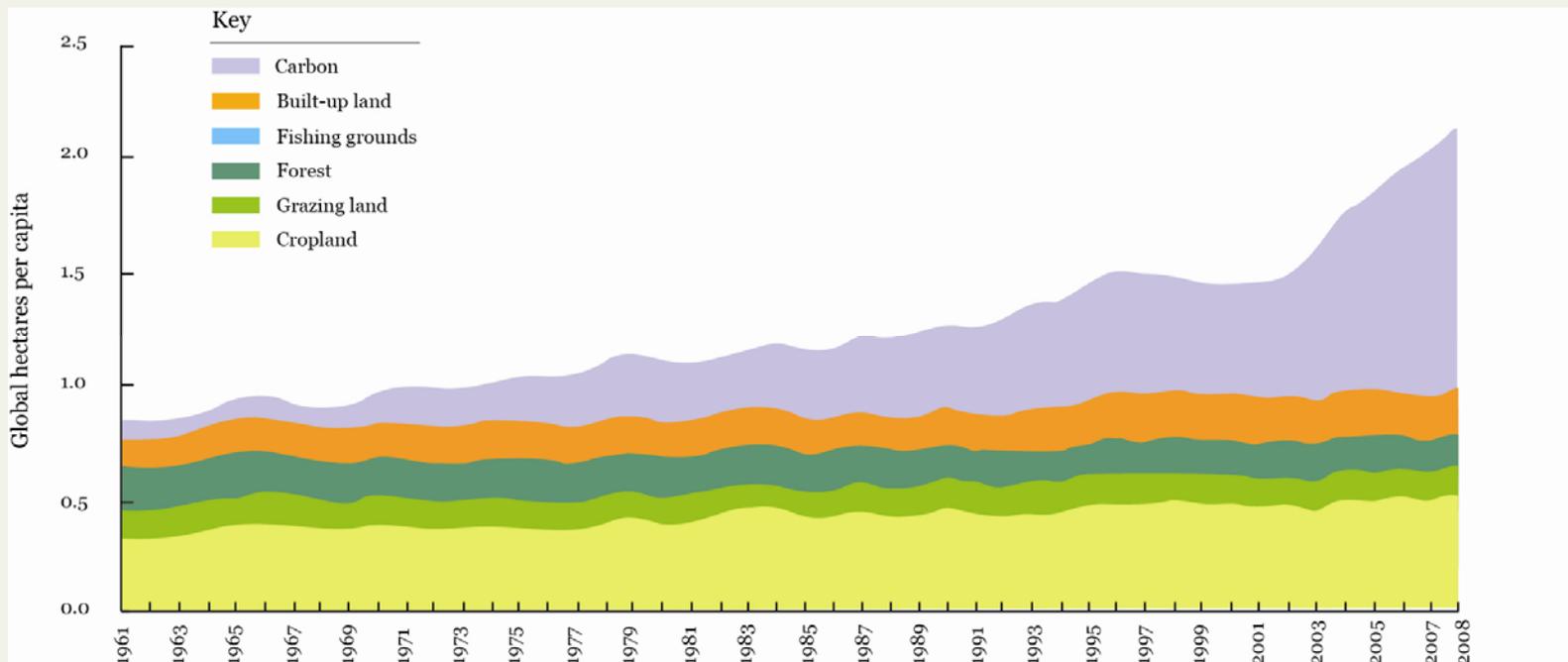


China now has the world's largest footprint





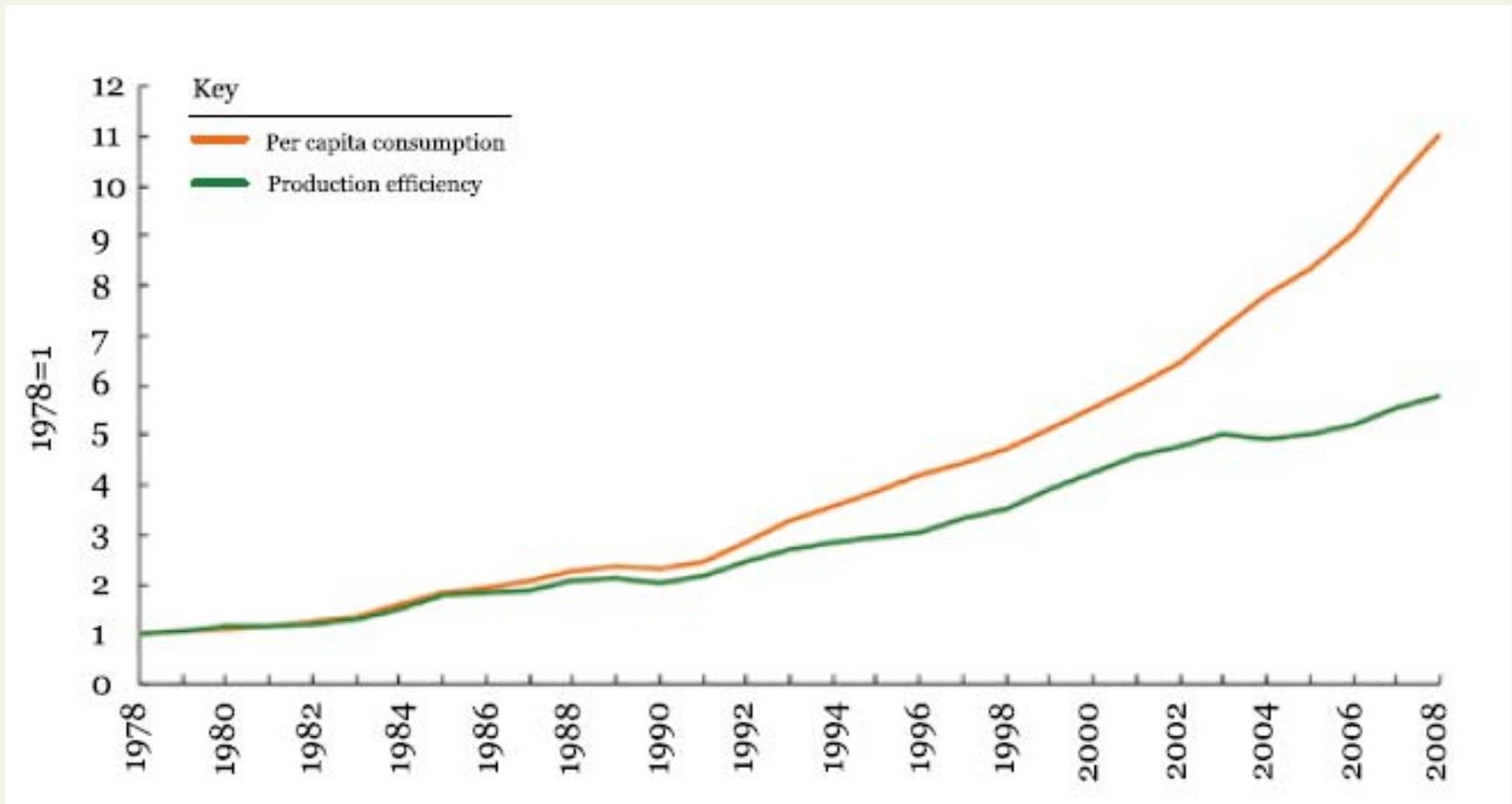
54% of China's footprint is carbon



Carbon footprint has become the largest component in Ecological Footprint and the fastest growing component over the past 50 years, from 10% in 1961 to 54% in 2008.



Increase in per capita consumption has exceeded production efficiency since 1985



Valuing natural capital



**300,000
hectares
restored**



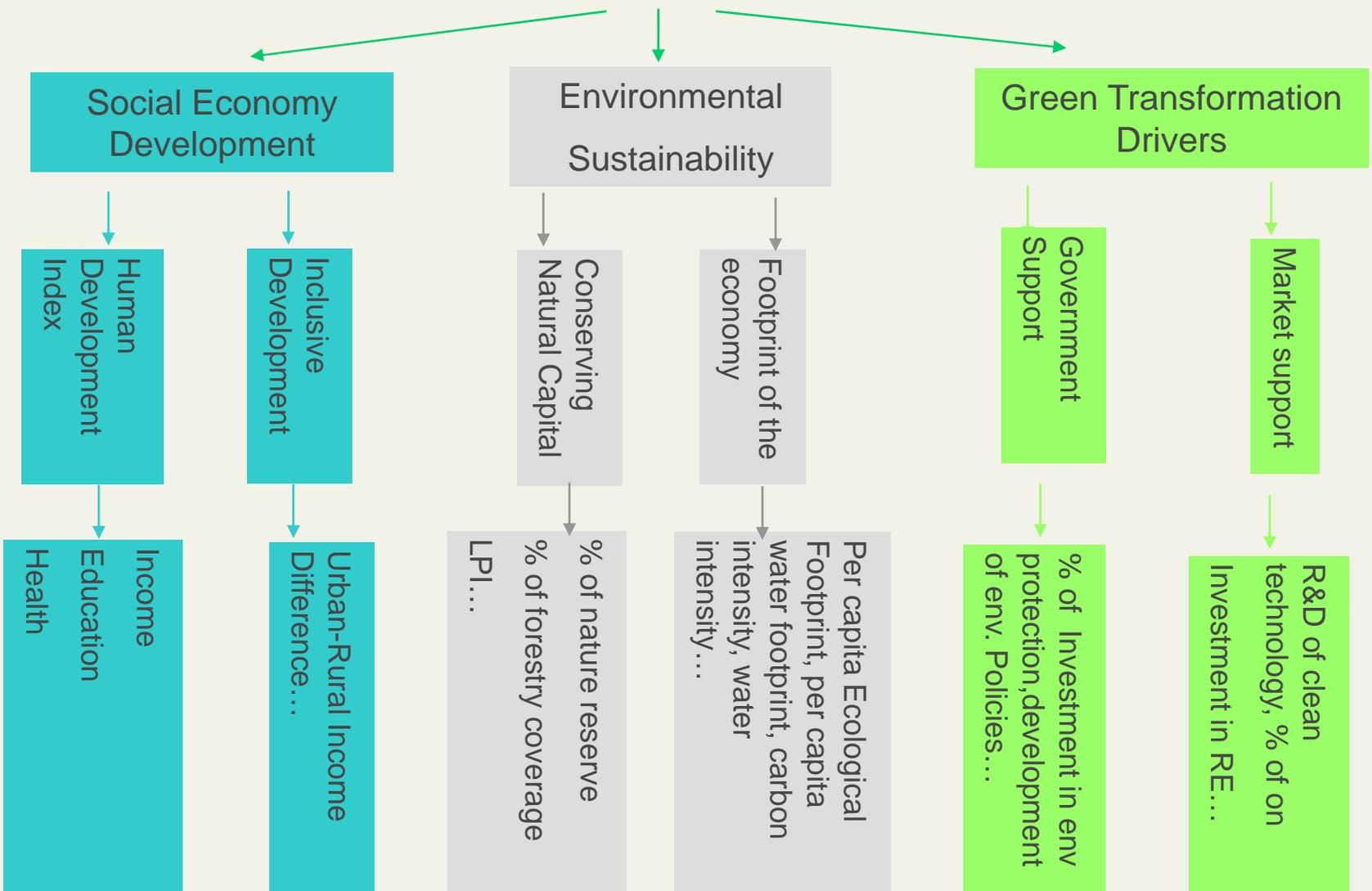


Measuring progress beyond GDP



Beyond GDP: Green Economy Indicators for China

Green Economy Indicator System



Drawing an
ecological 'red line'



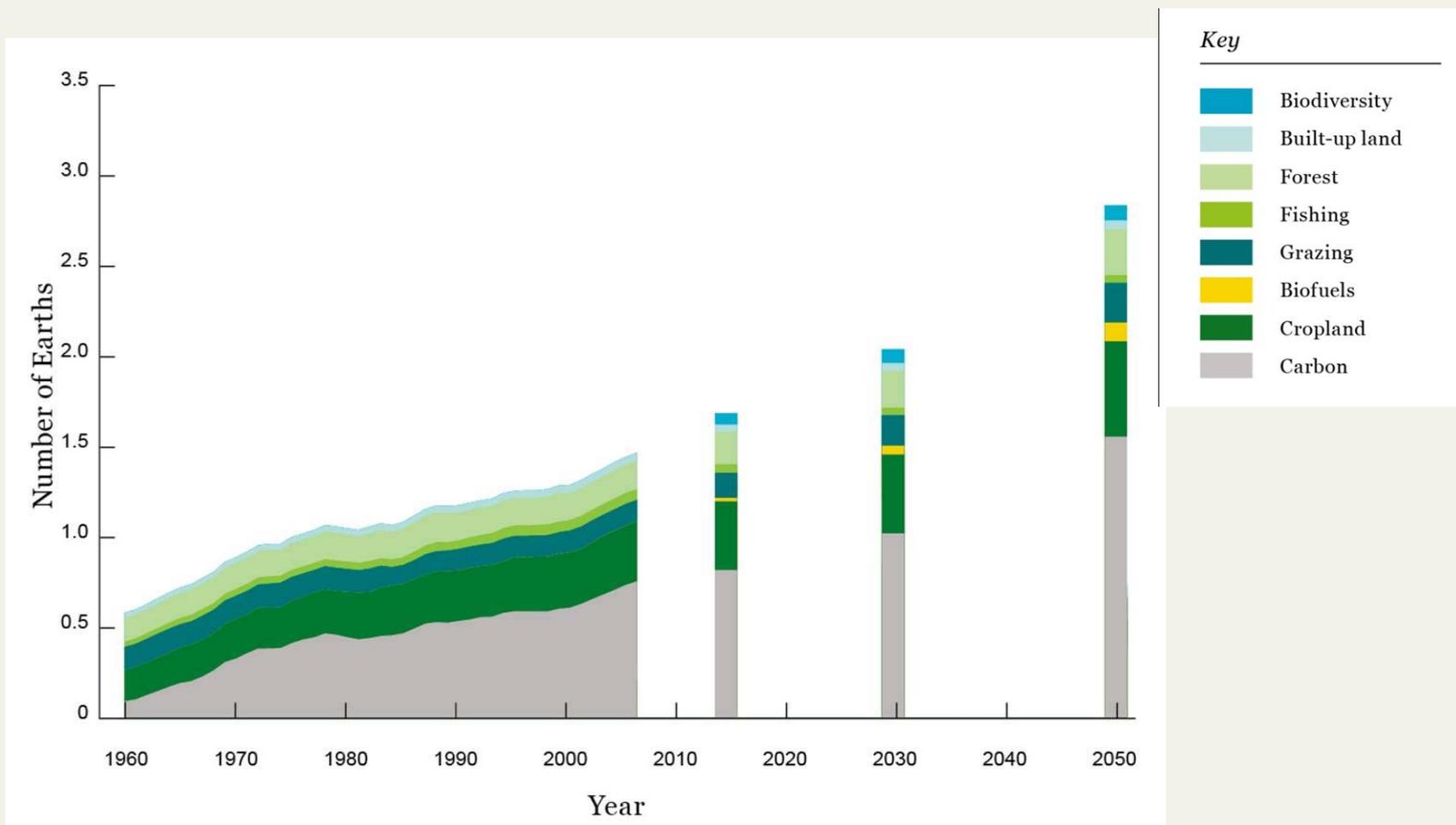
Appropriate consumption





LPR Scenarios – Modelling the Future

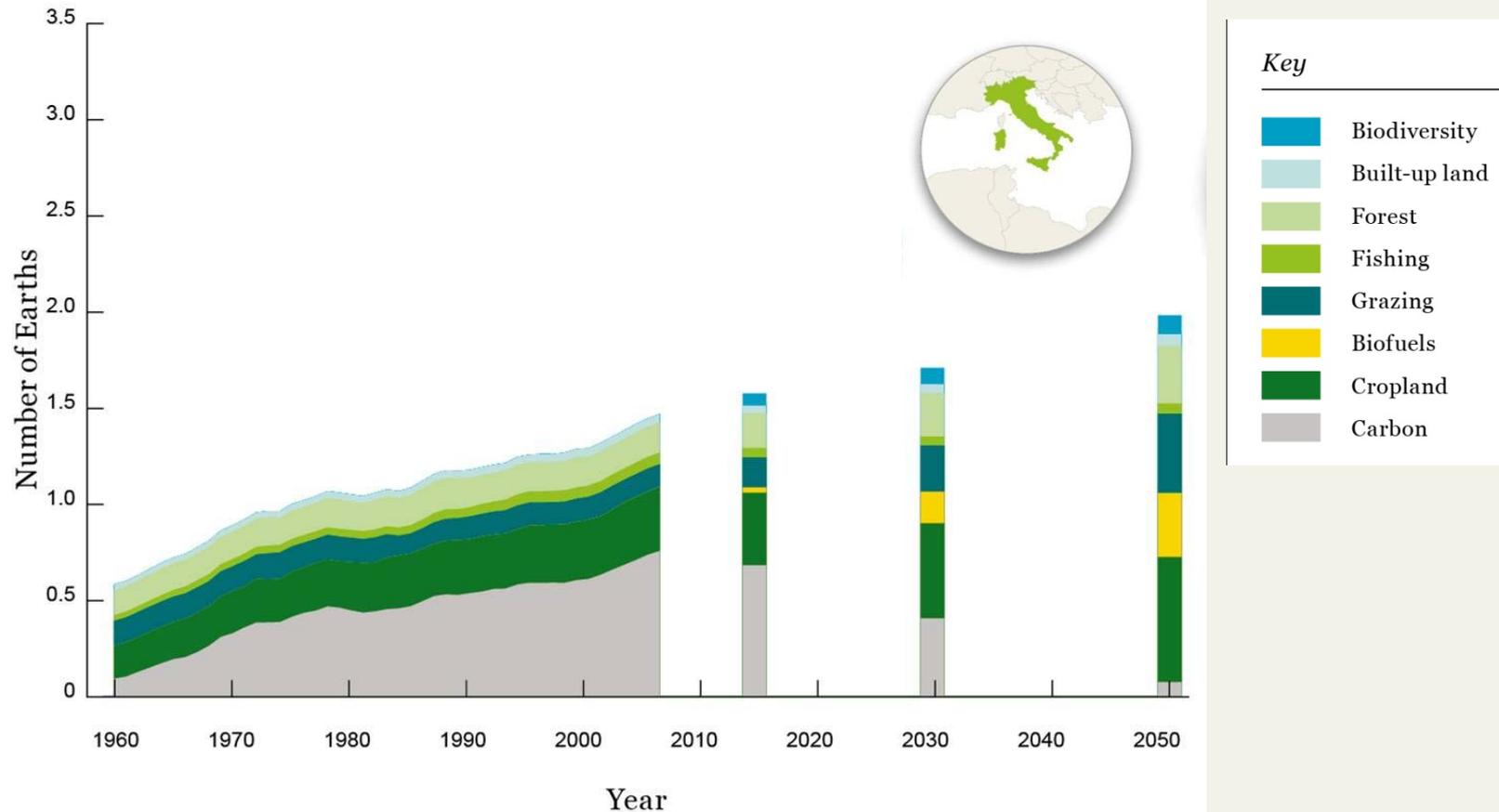
“Business As Usual” projections





LPR Scenarios – Modelling the Future

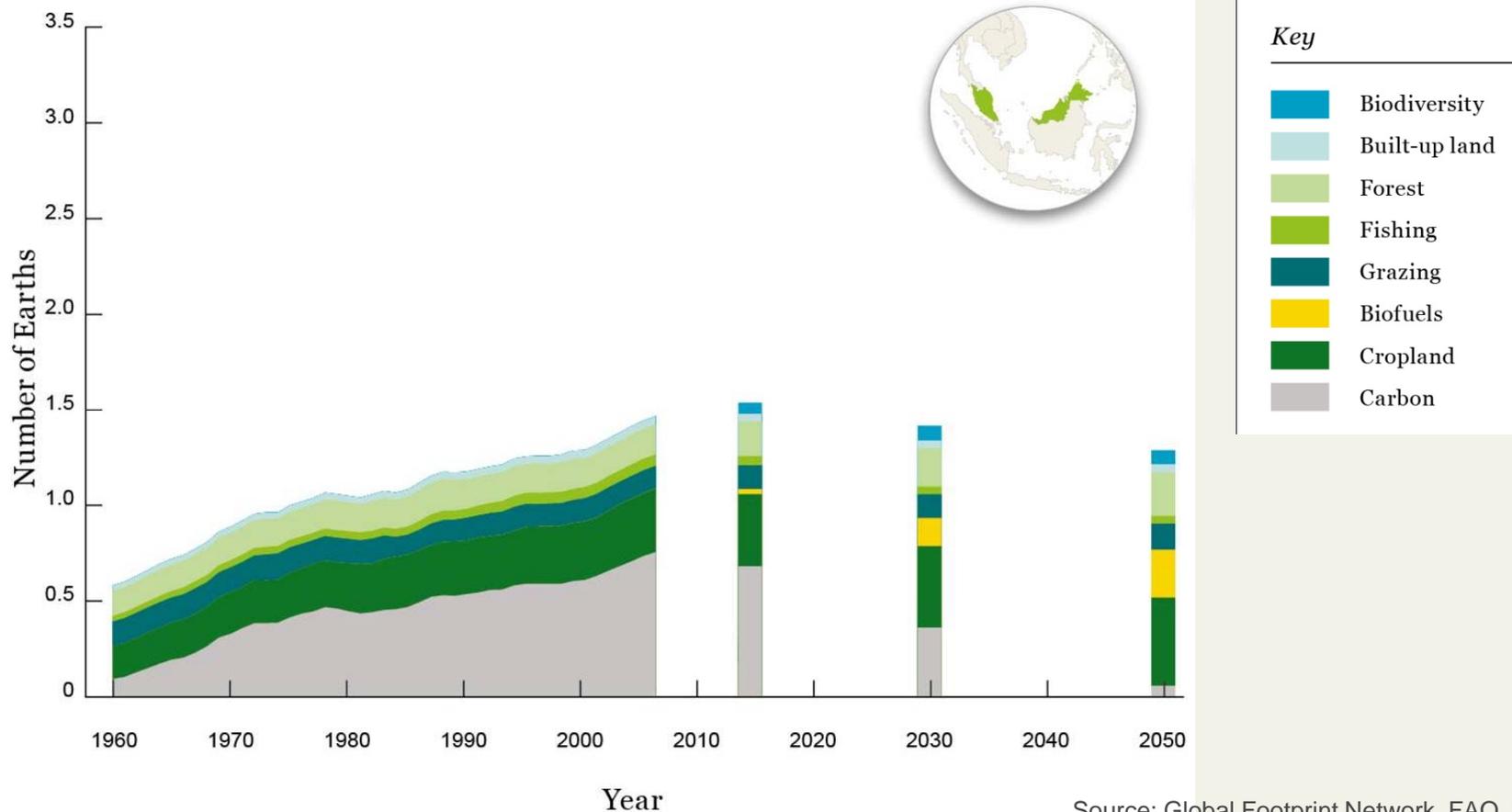
Projection based on the Ecological Footprint combining 95% renewable energy scenario with a global average diet similar to an average Italian diet





LPR Scenarios – Modelling the Future

Projection based on the Ecological Footprint combining 95% renewable energy scenario with a global average diet similar to an average Malaysian diet



Source: Global Footprint Network, FAO, 2006

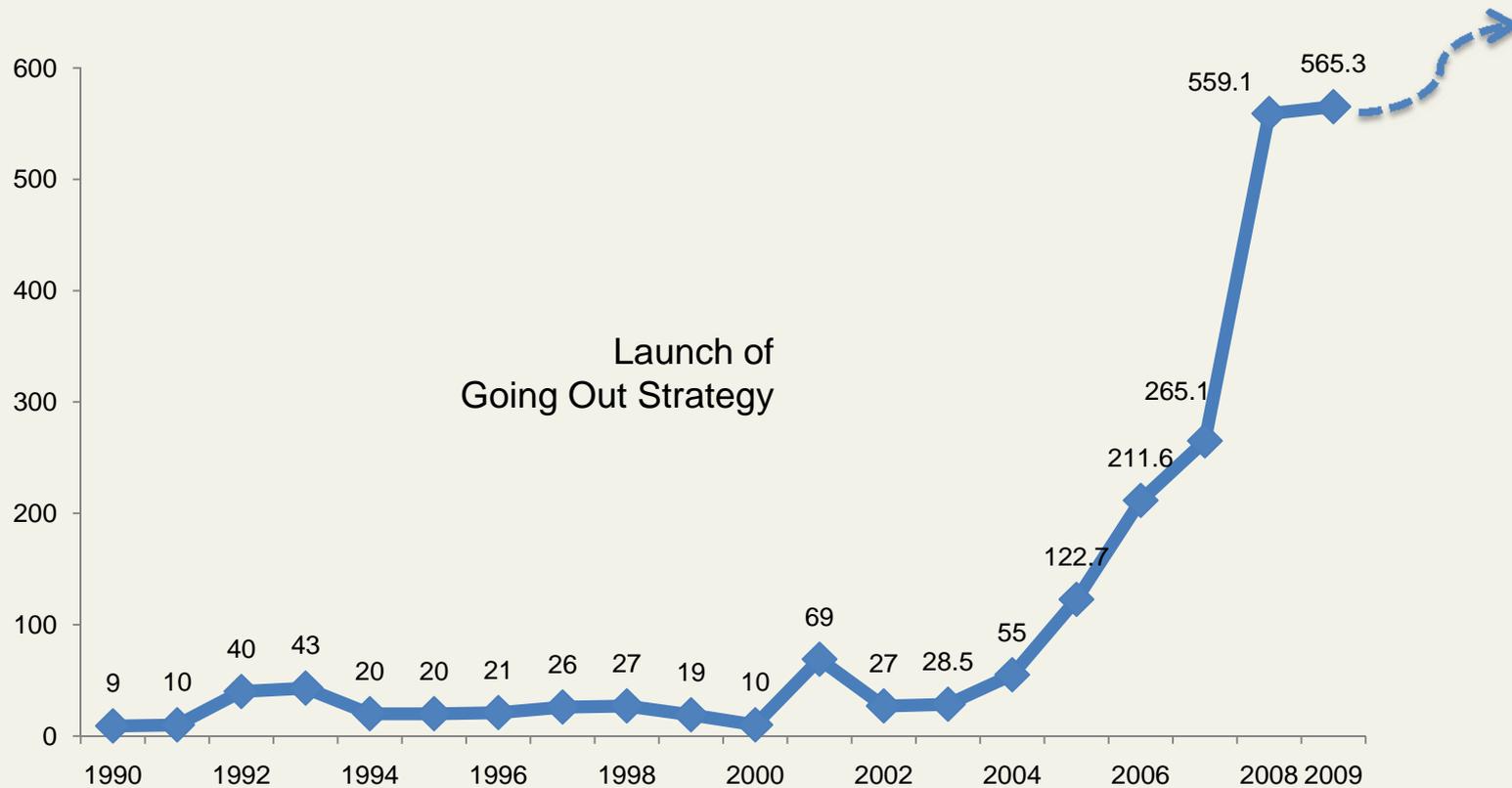


Exporting the
'ecological civilization'



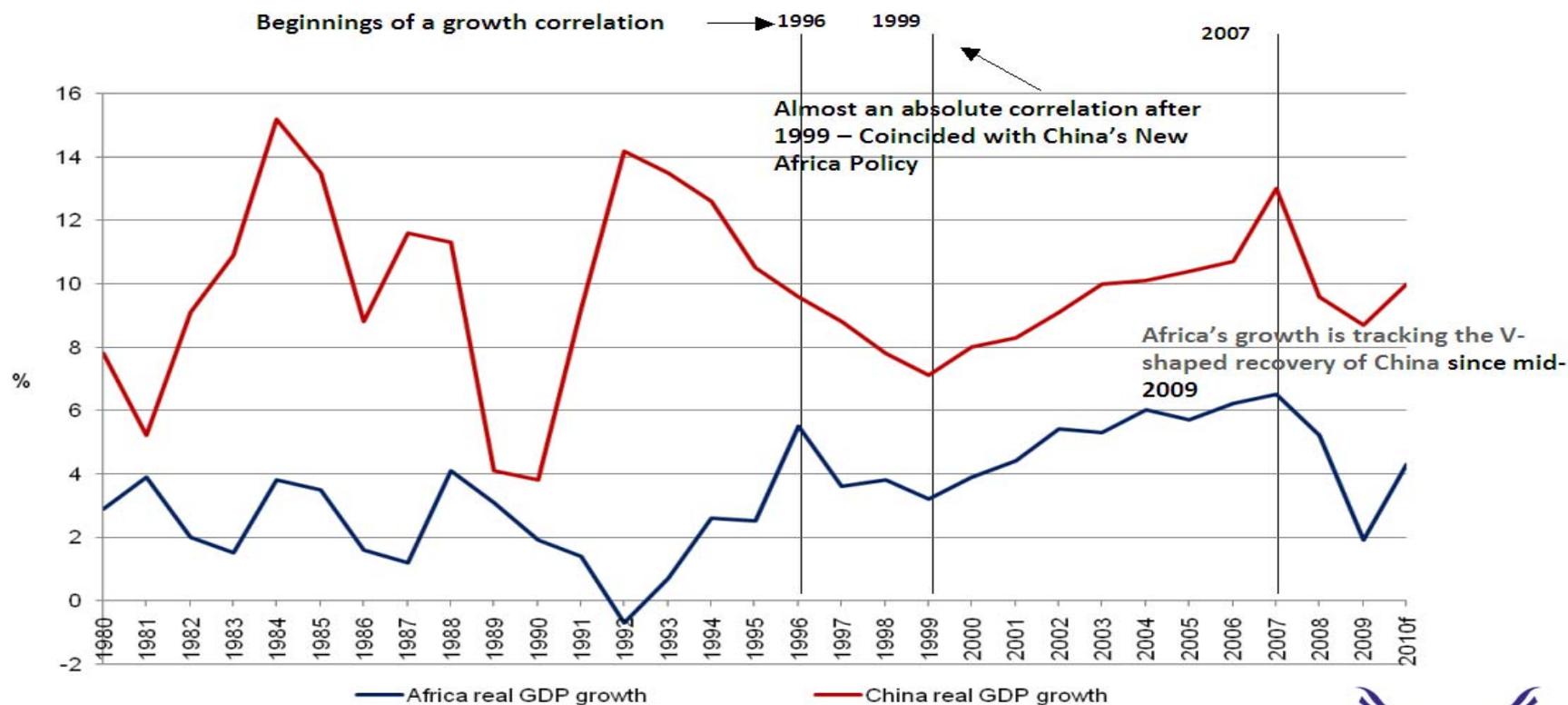
Increasingly, China is meeting the world

China ODI 1990-2009 (USD 100 millions)



Source: 2009 Bulletin of China's Outward Foreign Direct Investment

China & Africa New Growth Coupling



Source: IMF, EIU, Frontier Advisory analysis

30 ANS DE COOPERATION SINO-GABONAISE

1974-2004

125F

POSTE 2004



REPUBLIQUE GABONAISE

Bringing 'ecological progress'
to markets







The Consumer Goods FORUM



The Global Network Serving Shopper & Consumer Needs





pulp & paper



soy



The Consumer Goods **F O R U M**

The Global Network Serving Shopper & Consumer Needs



palm oil



beef



timber



TESCO



百联集团
BAILIAN GROUP



China Sustainable Retail Roundtable



中粮
COFCO
自然之源 重塑你我



WAL★MART®





Thank you!
谢谢!



