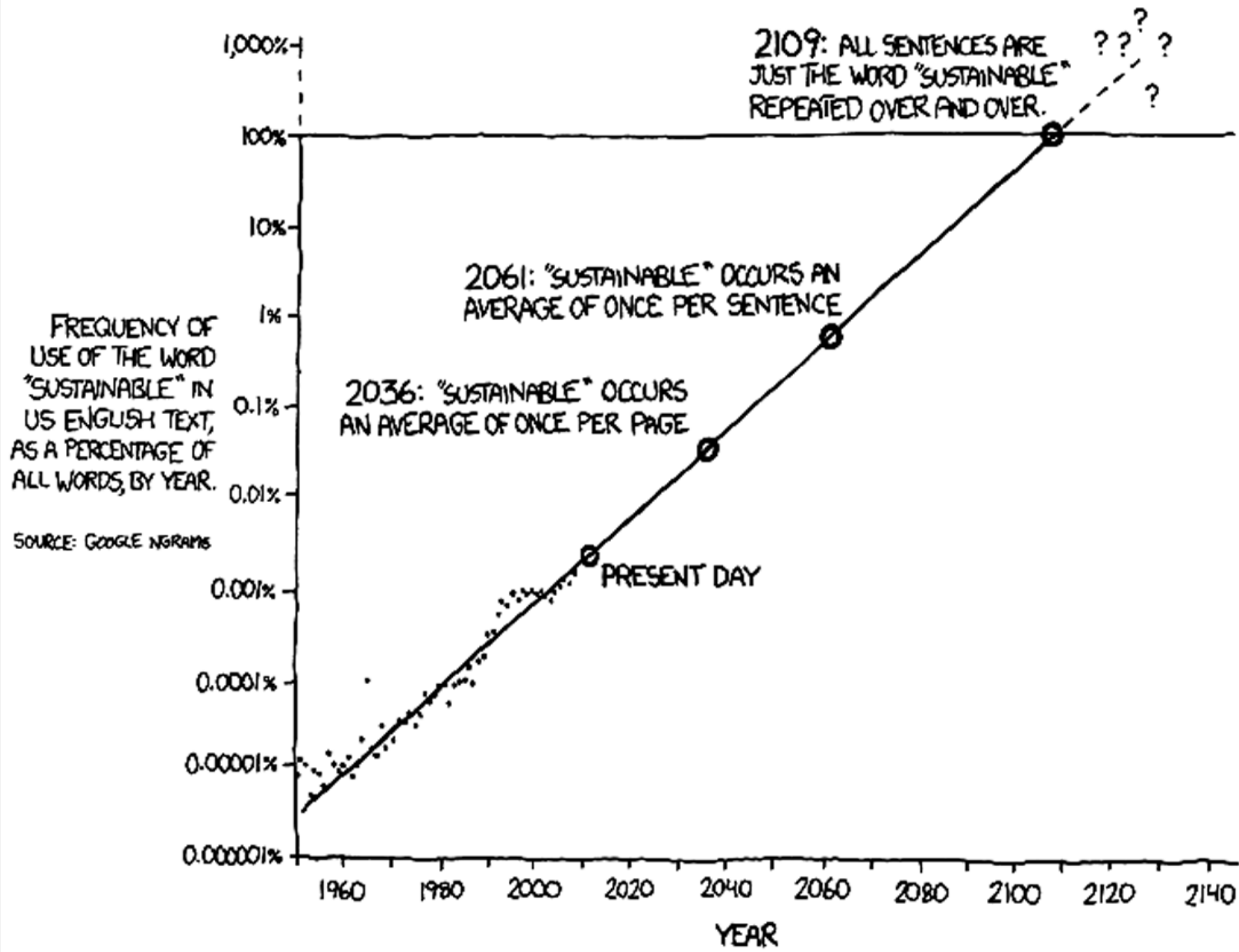


State of the World 2013

IS
SUSTAINABILITY
Still Possible?



THE WORLDWATCH INSTITUTE

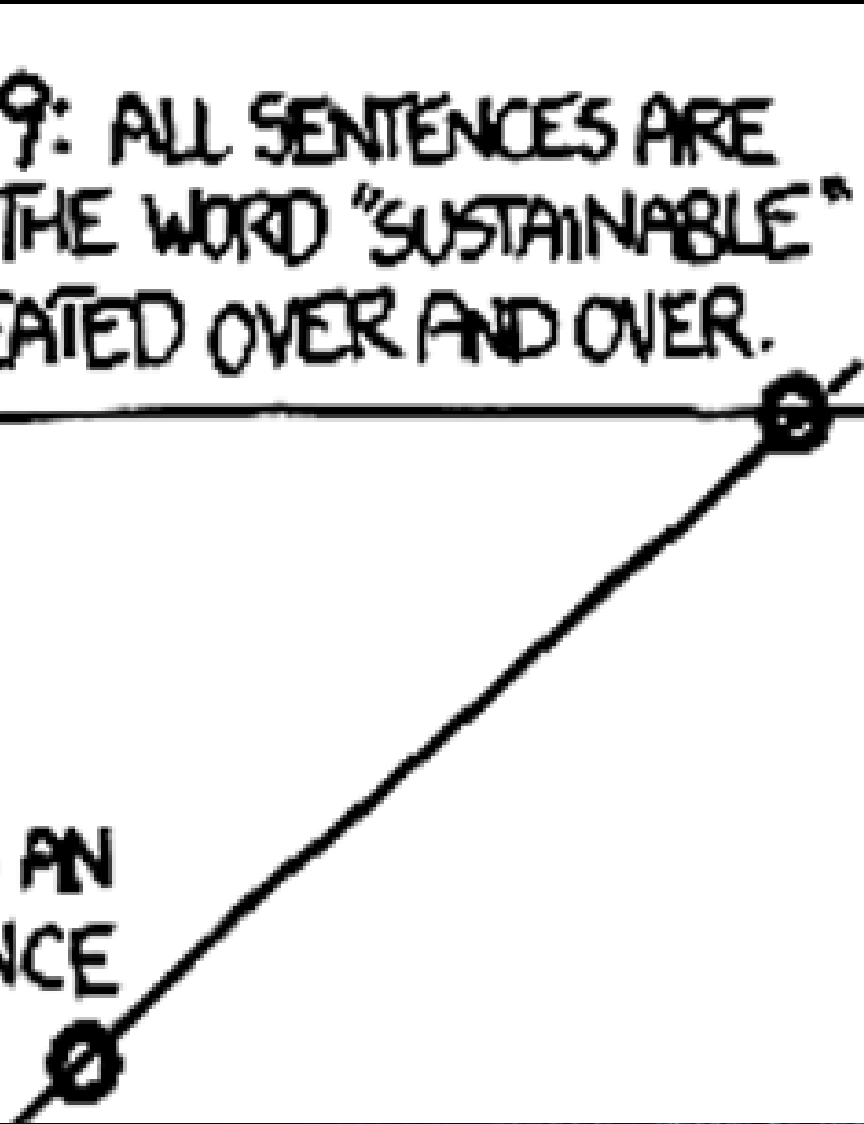


THE WORD "SUSTAINABLE" IS UNSUSTAINABLE.

2109: ALL SENTENCES ARE
JUST THE WORD "SUSTAINABLE"
REPEATED OVER AND OVER.

? ? ?
?
?

E" OCCURS AN
ER SENTENCE





GIAC

The Sustainability Metric

CARTOON
MOVEMENT

RIO PLUS 20 ENVIRONMENT SUMMIT

VENDULA
'12



Getting to True Sustainability



SURVIVE
THE 21ST CENTURY
 WITH AN *ecopod™!*

- FLOODS? ✓**
- WILDFIRES? ✓**
- MEGASTORMS? ✓**
- ANGRY MOBS? ✓**

LOW-ENERGY LED HEADLIGHTS →

BULLET-PROOF VIEWING PANE →

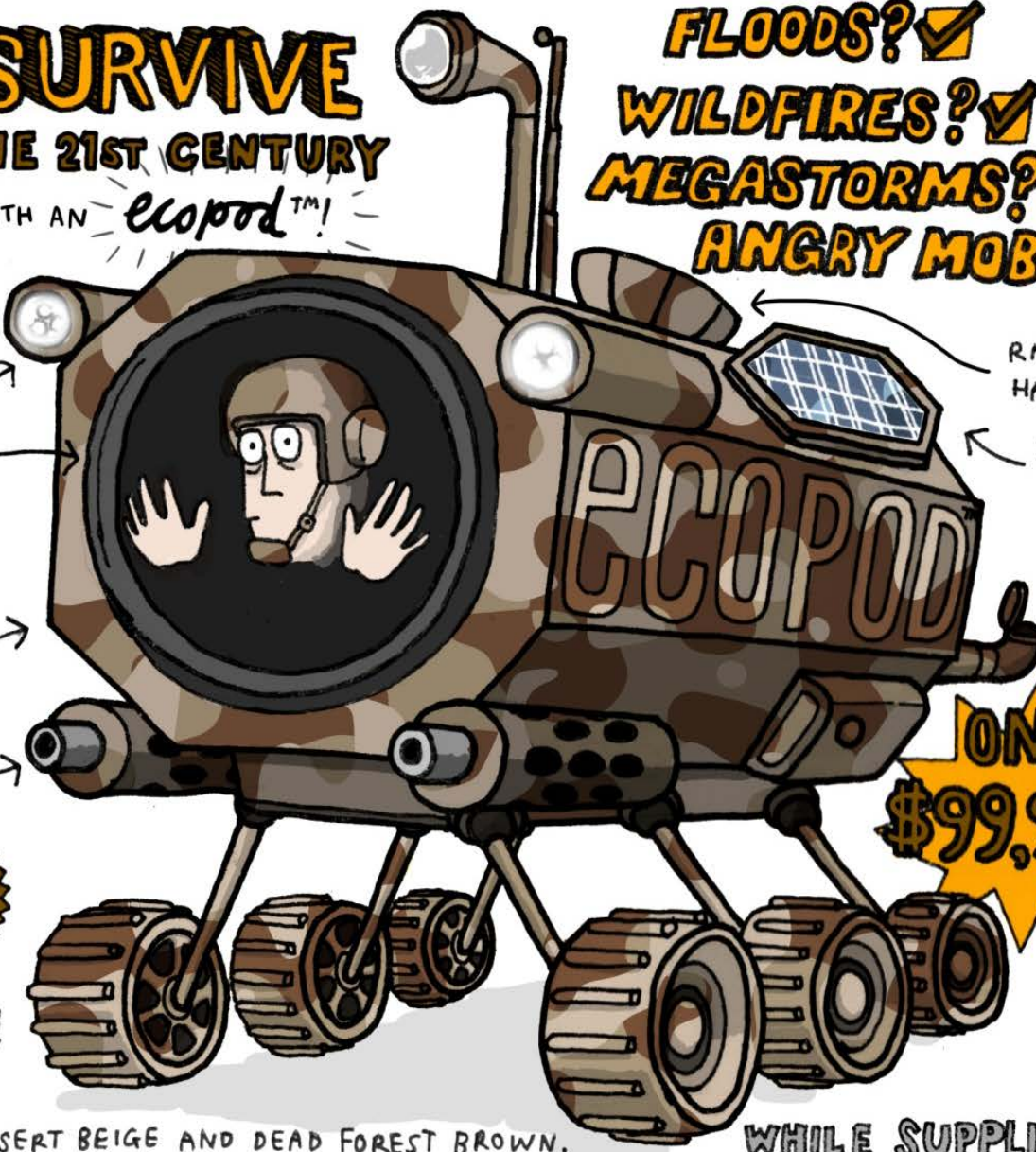
ARMORED SUBMERSIBLE COCKPIT →

DEFENSE UNITS →

ALL TERRAIN

LOVES RUBBLE!

AVAILABLE IN:
 URBAN GREY, DESERT BEIGE AND DEAD FOREST BROWN.



RAINWATER HARVESTER

SOLAR ARRAY

ANAEROBIC DIGESTER

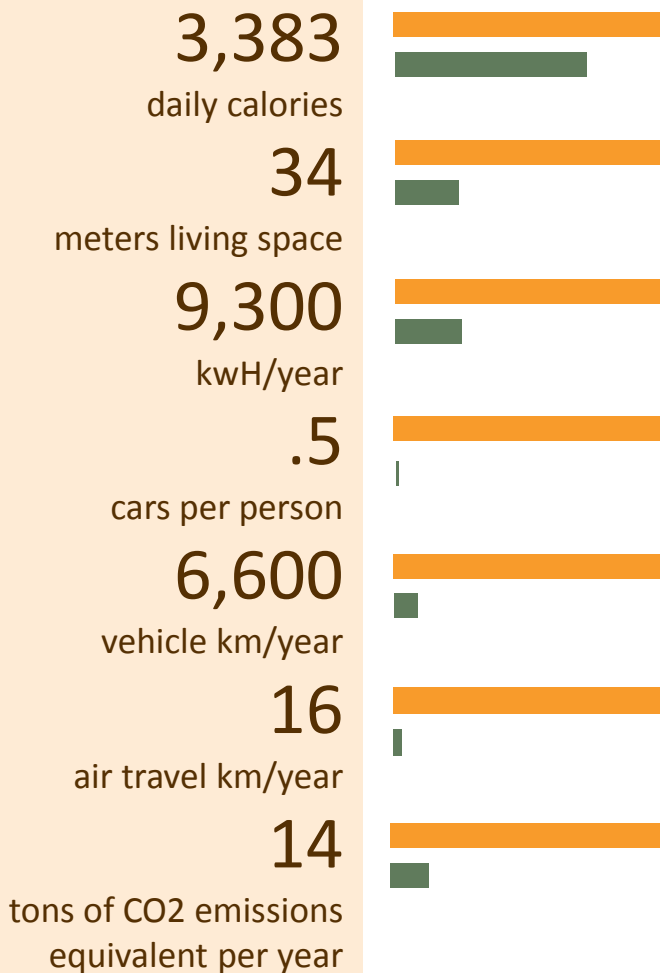
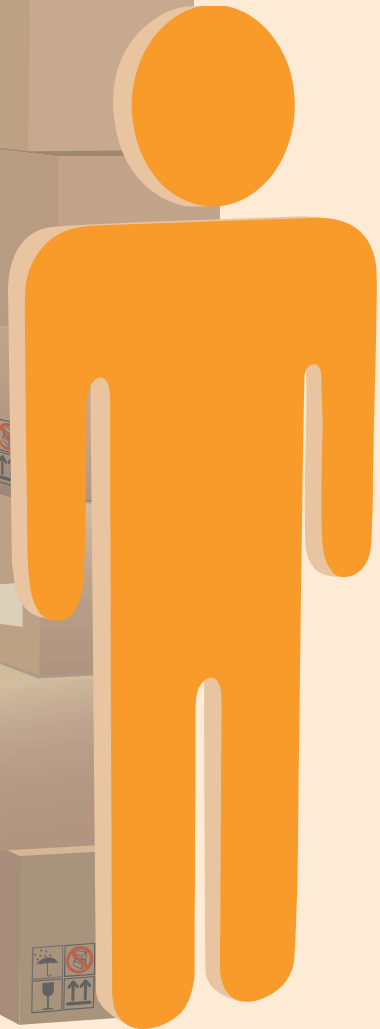
ONLY \$99,999.99

WHILE SUPPLIES LAST

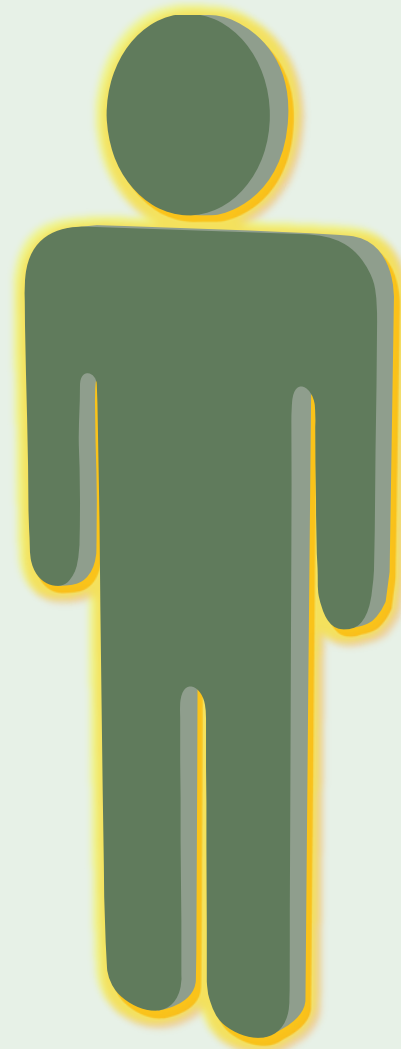
Open in Case of Emergency

Envisioning a One Planet Lifestyle

Wealthy Minority: *3 Planets*



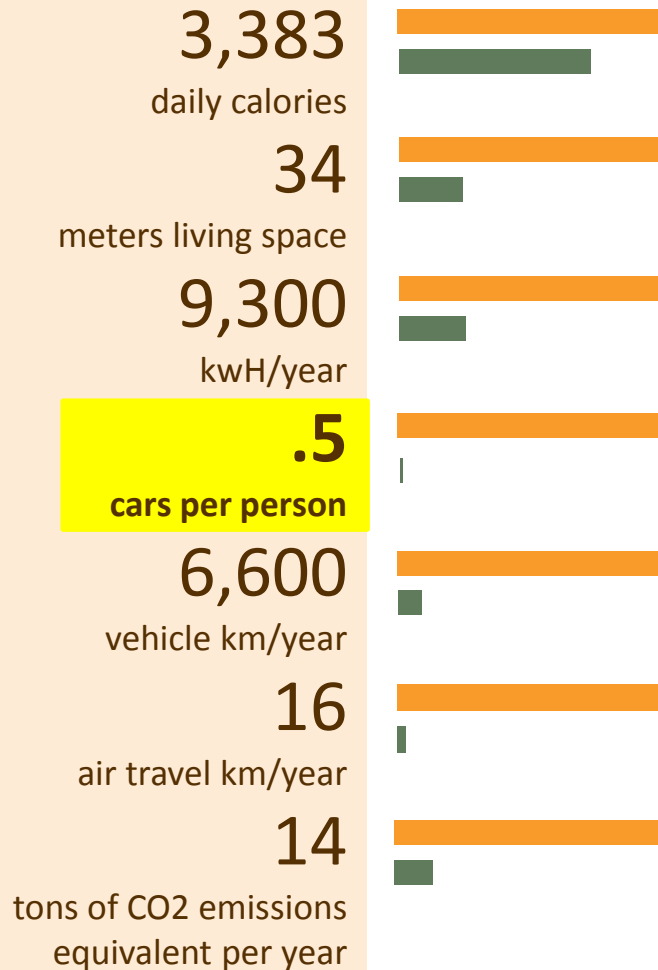
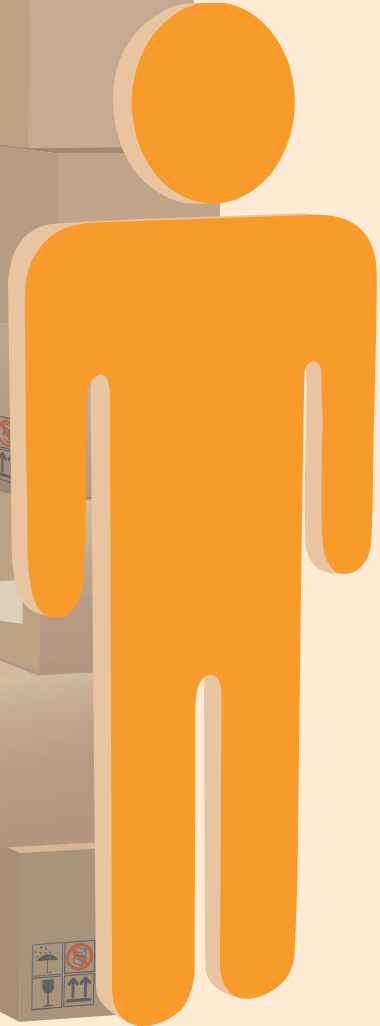
Fair Earth Share: *1 Planet*



Envisioning a One Planet Lifestyle

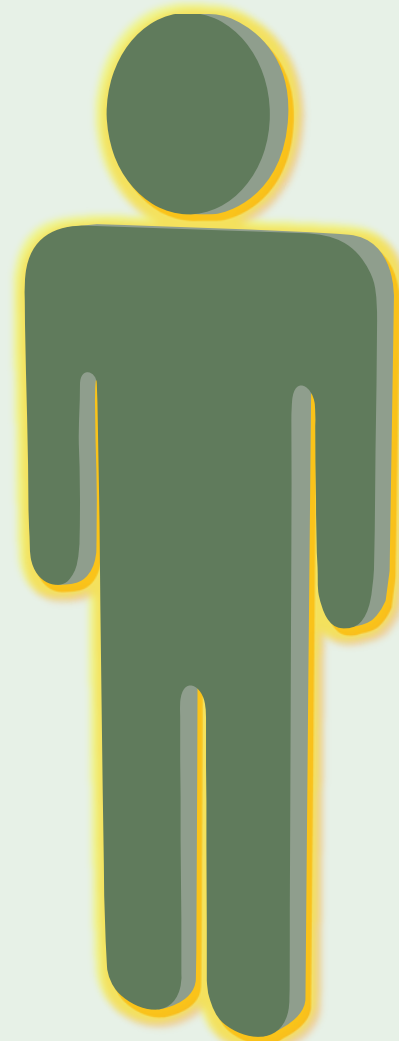
Wealthy Minority:

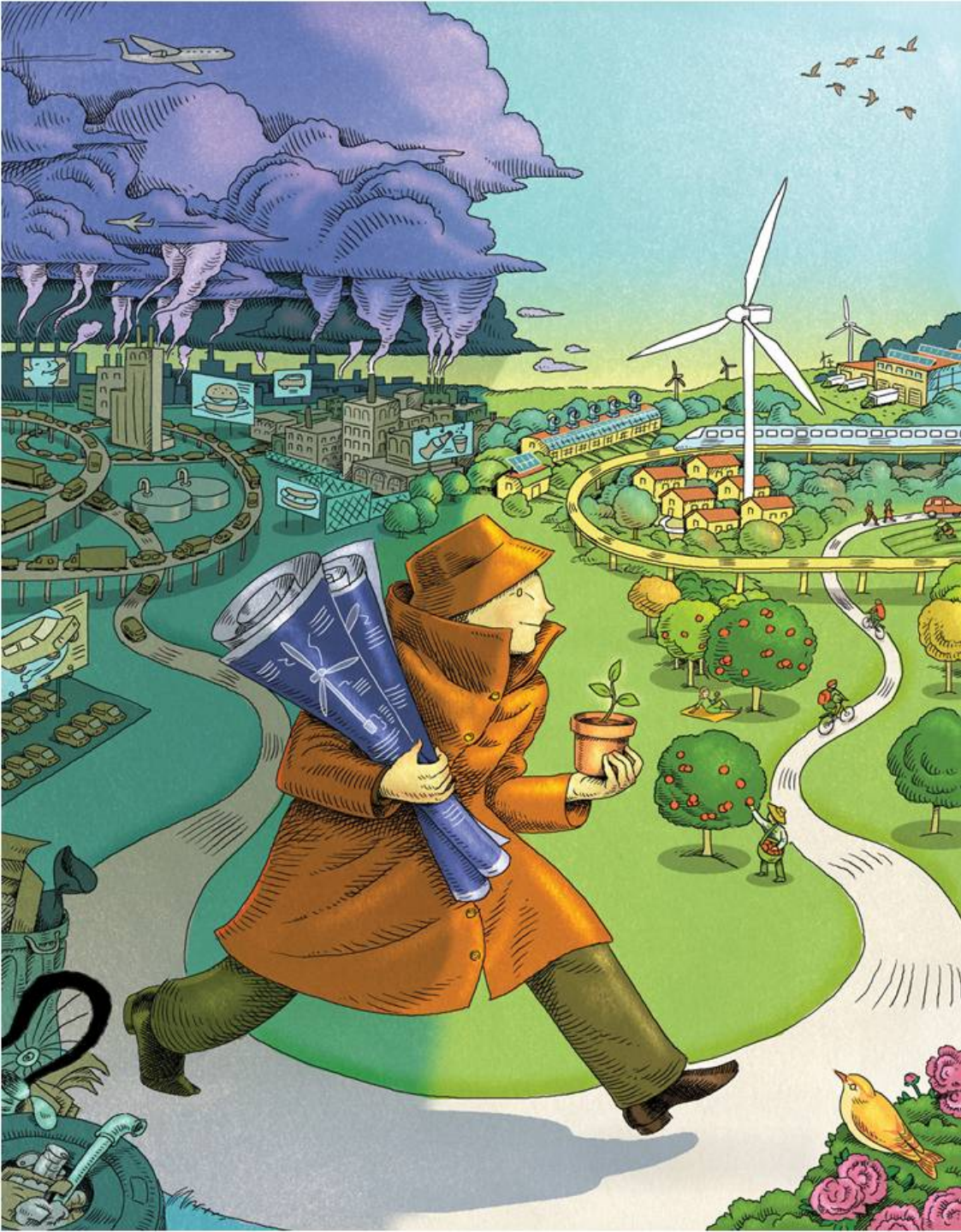
3 Planets



Fair Earth Share:

1 Planet





Minimal Flying

**Multigenerational
and Smaller Homes**

Smaller families

**Few or no private
cars**

**Local, Plant-based
Diets**

Fewer family pets



Turn Down the Heat

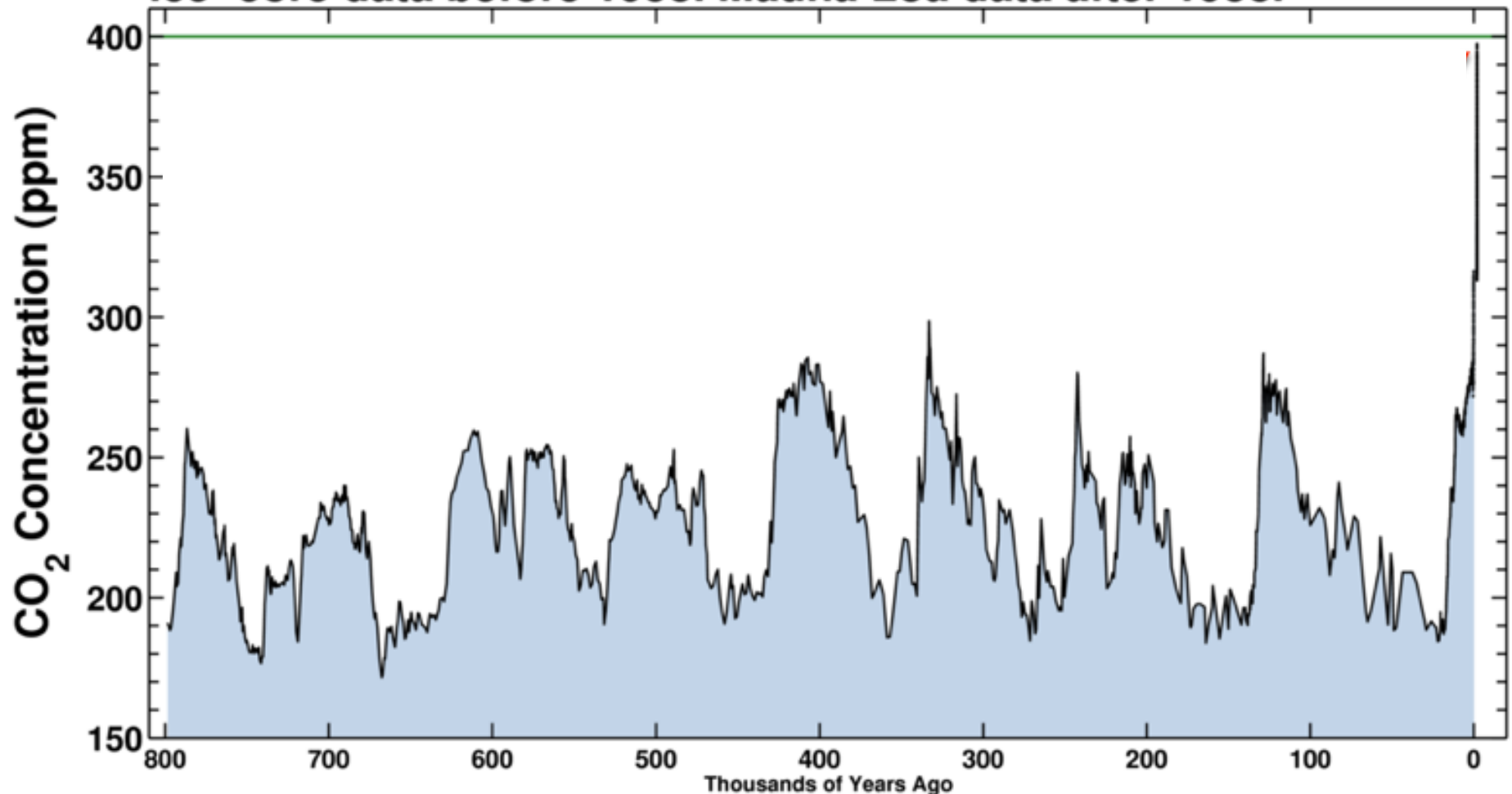
Why a 4°C Warmer World
Must be Avoided

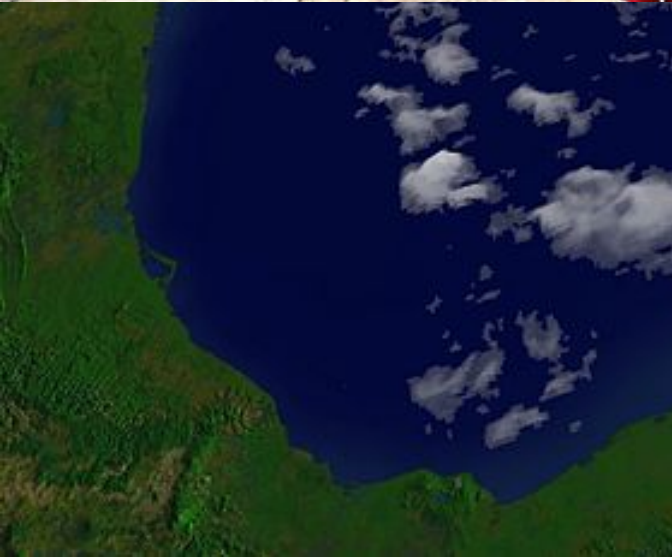
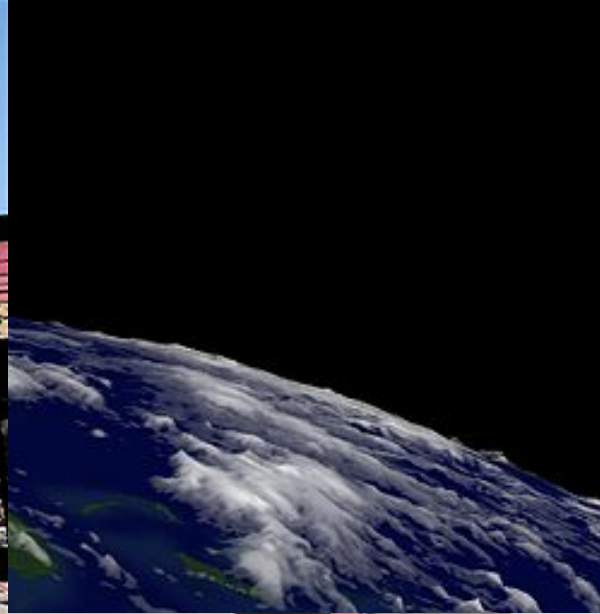




400 ppm CO₂ Concentration

Ice-core data before 1958. Mauna Loa data after 1958.



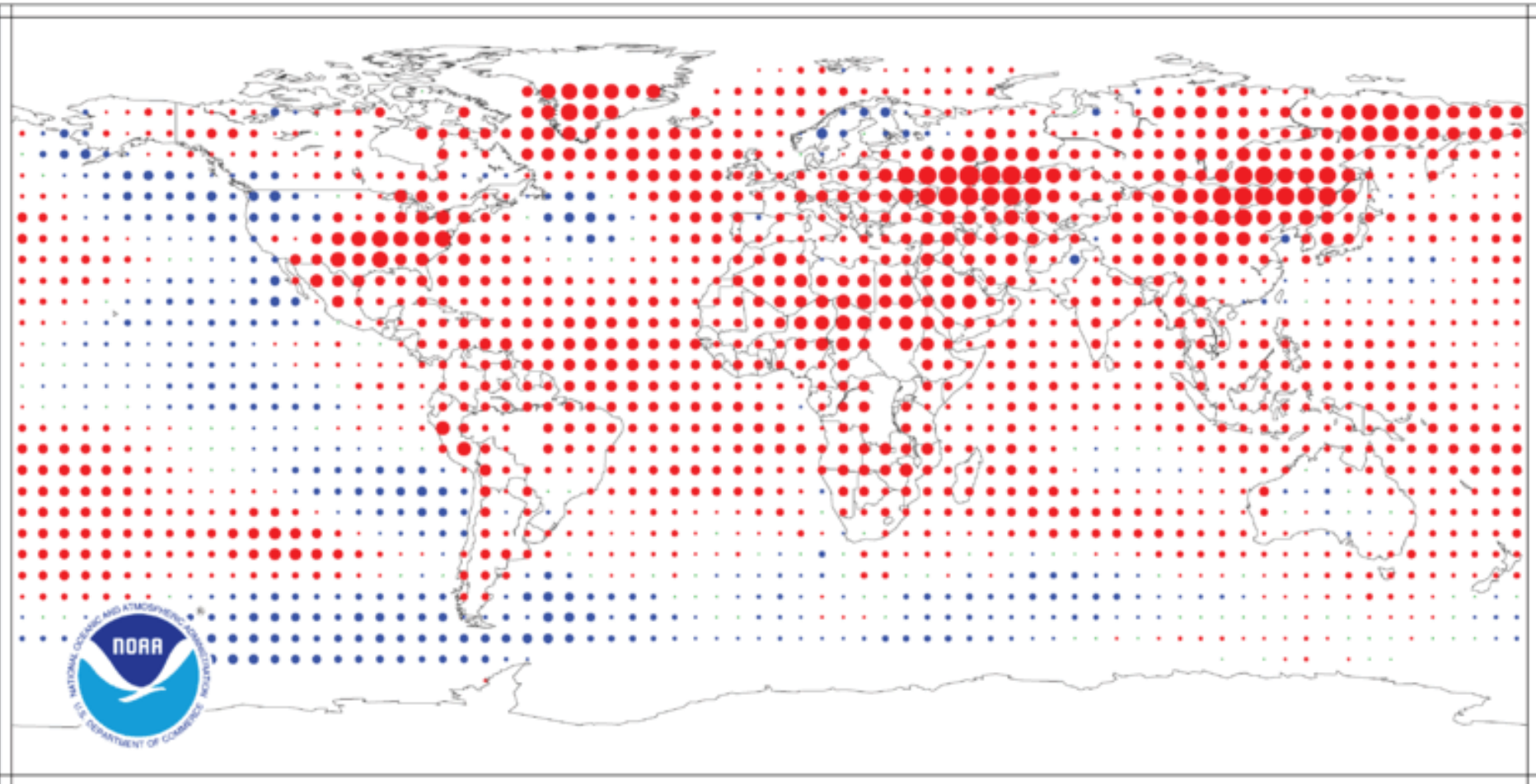




Temperature Anomalies June 2010

(with respect to a 1971-2000 base period)

National Climatic Data Center/NESDIS/NOAA



Degrees Celsius





Chicago's Climate Adaptation Strategy





Reengineering the Consumer Culture

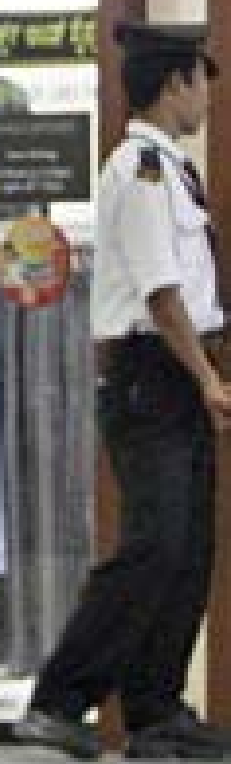
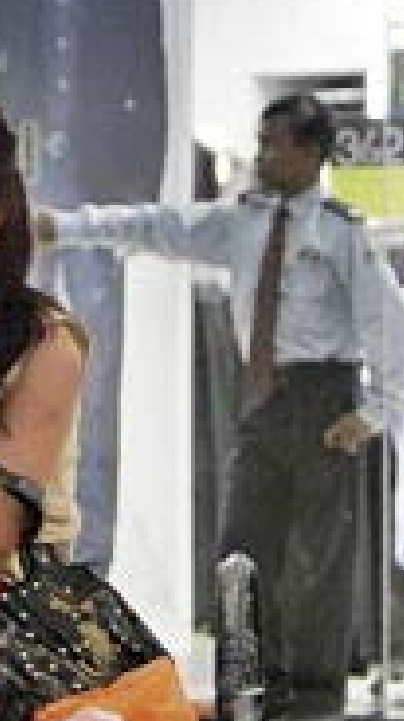


MARKS & SPENCER

by here

3 for 2
on
men's shirts

buy 2
get 1
free



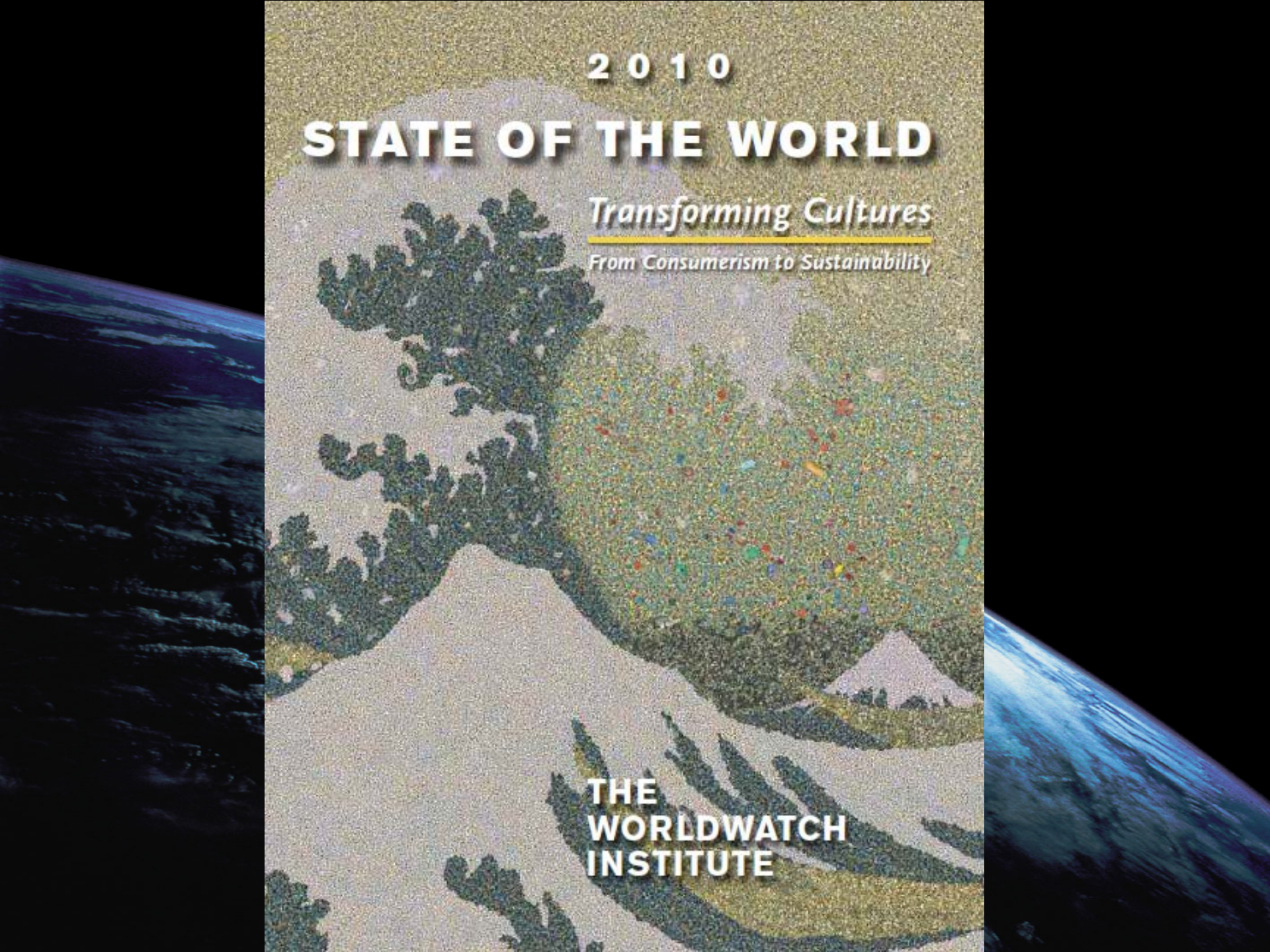
2010

STATE OF THE WORLD

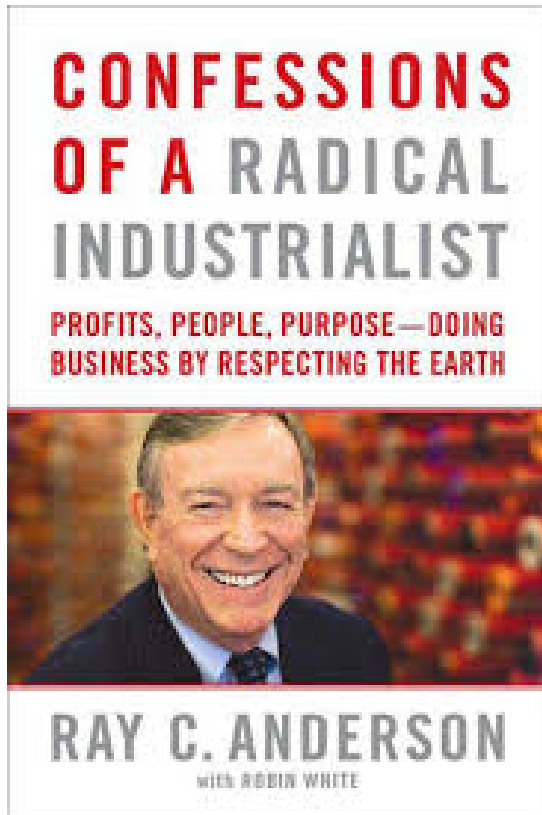
Transforming Cultures

From Consumerism to Sustainability

THE
WORLDWATCH
INSTITUTE



Change the Culture of your Company



***Mission Zero:**
our promise to eliminate
any negative impact our company
may have on the environment
by the year 2020.*

Redefine the Mission of Business



Corporation™

Setting the new corporate
standard for social and
environmental performance.

bcorporation.net

Edit Consumers' Choices



WHY ARE THESE SHELVES EMPTY?

As part of our ongoing ER (Environmental Restoration) Initiative, we have launched Plastic Surgery, a comprehensive effort to reduce unnecessary plastic in every feasible way - and banning bottled water is a HUGE first step in doing so!

Plastic Surgery is supported by a partner's name called "Addicted to Plastic", which we would love to share with you. Please feel free to browse the movie from our recycling library at Customer Service. Our oceans are being choked by plastic at alarming rates and we will not stand by and do nothing.

We expect that we might lose some customers, and obviously, we will lose some sales/paid for, but being a privately owned company, we can ignore the "bottom line" and follow our conscience! Plastic Surgery has already gained national media exposure in the grocery industry and we are hoping that others take notice and follow our lead. Somebody has to stand up first!

If you are a bottled water consumer, we've all been there, we want to make this an easy transition for you:

- We will have the installing a self-service reverse osmosis filter water machine for filling reusable jugs. EVERY time you visit, the first jug is will be free!
- Please strongly consider buying reusable drinking bottles (available at MOM and stores everywhere) and filling with tap water, filtered water, or reverse osmosis filtered water from our water machines.
- If you need a drink to go, please visit Customer Service and we have the filtered water for you served to biodegradable cups, so no straws.

Thank you for your understanding and please join us in **Battling The Bottle!**

Sign up to
Browse
Addicted to Plastic
At Customer Service



Encourage Customers to Buy Less



- wrinkled?
- wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

Sell Services Not Goods



Sue Your Unsustainable Competitor



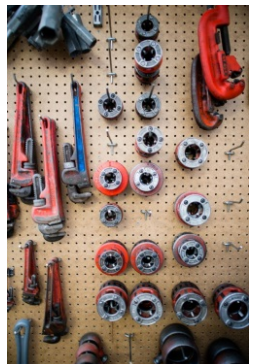
Panic! ☹️
This product is not organic!

Tax Ecological and Social Ills

- Carbon, Cars, and Air Travel
- Junk Food, Soda, and Meat
- Large & Second Homes
- Disposable Products
- Advertising
- Pets



And use those taxes to invest in public goods...



The Essential Role of Cultural Pioneers

"But *now*," says the Once-ler,
"Now that *you're* here,
the word of the Lorax seems perfectly clear.
UNLESS someone like you
cares a whole awful lot,
nothing is going to get better.
It's not.



LA SITUACIÓN DEL MUNDO
2013

¿ES AÚN POSIBLE
LOGRAR LA
SOSTENIBILIDAD?



Con artículos de TIM JACKSON y HERMAN DALY, incluye el apéndice:
«¿Es posible la sostenibilidad ambiental de la economía española?»

Oscar Carpintero
José Bellver

THE
WORLDWATCH
INSTITUTE

FUNEM
ecosocial
Icaria editorial

Состояние на планетата 2013

ВСЕ ОЩЕ ЛИ Е ВЪЗМОЖНО
УСТОЙЧИВОТО
развитие?



ИНСТИТУТ УЪРДУОУЧ

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sustainabilitypossible.org
transformingcultures.org
eassadourian@worldwatch.org

Worldwatch - instituutti

MAAILMAN TILA
2013

Onko liian myöhäistä?



GAUDEAMUS



WORLDWATCH INSTITUTE

State of the World 2013

È ANCORA POSSIBILE
LA SOSTENIBILITÀ?

Edizione italiana a cura di Gianfranco Bologna

2013世界現況

永續
還有可能嗎?



看守世界研究中心 著

看守台灣研究中心 / 臺灣師大翻譯研究所 / 輔大跨文化研究所 合譯

State of the World 2013

IS
SUSTAINABILITY
Still Possible?



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