

## Learning for Sustainability and Ecological Footprinting

Lead and facilitated by  
WWF Scotland, Cardiff City Council & Centre for Alternative Technology

### Summary

This workshop will use three case studies as a basis from which to explore the opportunities and challenges of using ecological footprinting as an education and awareness raising tool.

### Issues addressed in session

- To introduce participants to three case study examples: WWF Scotland's Schools' Global Footprint resource, Cardiff Schools' Ecofootprinting project and Footprint Activities at the Centre for Alternative Technology, Wales.
- To share experiences of using ecological footprinting as an education and awareness raising tool.
- To explore the opportunities and challenges of using different approaches.
- To explore the potential of ecological footprinting activity to build individual and collective capacity to take action for sustainability.
- To provide participants with access to materials that can be used in their organisation.

### Learning outcomes for participants

1. Compare different approaches to using ecological footprinting as an education and awareness raising tool.
2. Reflect on the opportunities and challenges of using different approaches.
3. Understand the potential use of the ecological footprint as a tool for moving towards more sustainable lifestyles.
4. Contribute and learn from other participants.

### Who should attend?

Educators; Academics; Local and central government and those involved in promoting Education for Sustainable Development and Global Citizenship.

## Ecological Footprint and behavioural change

Lead and facilitated by  
Ecolife

### Summary

Ecolife has extensive experience in Footprint campaigns. The main focus is to obtain measurable ecological behavioural change. Besides global campaigns Ecolife is also running specific campaigns focussing on food, events and housing using the Footprint Methodology.

### Issues addressed in this session

Together with the universities of Leuven and Liège, Ecolife is at this moment working on a scientific survey. The objective is to see if the concepts of 'collective guilt' and 'social labelling' as used in marketing and social psychology can be linked with Ecological Footprint. The survey will give us new information on ways of using the Ecological Footprint as an effective tool in changing behaviour of different target groups.

### Learning outcomes for participants

1. A set of concrete examples of Ecological Footprint applications in the field of Social psychology and behaviour change.
2. Applications of Footprint calculations for organisations, festivals and company's.
3. Theoretical concepts on how to improve EF campaigns.
4. Why campaigns were effective or not?

### Who should attend?

Practitioners, NGO's, voluntary groups and public services working with the public.

## **Ecological Footprint, a driver for change at the community level in the UK?**

Lead and facilitated by  
WWF UK, WWF Scotland, Aberdeen City Council, Centre for Alternative Technology  
and Ecodyfi

### **Workshop summary**

The Ecological Footprint has provided the UK with a clear challenge to move from a three planet lifestyle to a one planet lifestyle. Research tells us that collective action is key to stimulating a critical mass of people to change their behaviour towards sustainability. Can ecological footprint help drive change towards a one planet lifestyle at a community level?

### **Issues addressed in session**

- How has ecological footprint been applied at the community level in the UK?
- What are the opportunities and limitations of ecological footprint at the community level in the UK?
- What are the key questions and issues still to be addressed in relation to ecological footprint at the community level in the UK?

### **Learning outcomes for participants**

1. Knowledge and understanding of the practical applications of ecological footprint at a community level.
2. Knowledge and understanding of the opportunities and limitations of ecological footprint at the community level.
3. Contacts – who's doing what?
4. Knowledge of the key issues and questions to be addressed.

### **Who should attend?**

Practitioners, community and voluntary groups, policy makers and academics.

# **Footprinting your Business**

Lead and facilitated by  
Best Foot Forward, Orange Box and Countryside Council for Wales

## **Summary**

Provide a focus on business footprinting – responding to increasing demand from businesses to measure and monitor their impact.

## **Issues addressed in this session**

To equip businesses with an understanding of the importance and relevance of footprinting to their organisation and provide an introduction to how their footprint might be calculated.

## **Learning outcomes for participants**

1. Participants will understand how Ecological Footprint can benefit their organization.
2. Participants will understand the policy background relevant to organisational footprints.
3. Participants will understand the data requirements to footprint their organisation.
4. Participants will be able to calculate a simple company footprint – and scenarios - using appropriate tools to assist
5. Participants will generate a list of “next steps” to promote the Ecological Footprint within their organization.
6. Participants will understand the link between company footprinting and the current Footprint Standards V1.

## **Who should attend?**

Government policy makers; Practitioners; Academics; Community and voluntary groups; Organisations and businesses.

# **Ecological Footprint and TBL Analysis for Companies and Organisations: Theory and Practice**

Lead and facilitated by  
ISA-UK Research & Consulting

## **Summary**

Companies and organisations wishing to realise broader environmental objectives may choose Ecological Footprint (EF) or Triple-Bottom-Line (TBL) analysis as a monitoring and reporting approach. The critical advantage of these indicators is that they include both the direct (on-site, internal) effects of the organisation as well as the indirect (off-site, external, upstream) effects associated with purchasing from a potentially large and distant web of suppliers. The EF also measures the human demand on the finite biological resources of our planet.

This workshop held by ISA<sup>UK</sup> will introduce and discuss the approach of EF and TBL analysis in an organisational/corporate context and give practical know-how and advice. Issues to be covered include: what is Ecological Footprint (EF) and Triple-Bottom-Line (TBL) analysis; why perform such an analysis; planning your own EF/TBL account; the Responsibility Game; data collection; introduction to EF/TBL software; sharing experiences; what the results mean and how to make good use of them.

## **Issues addressed in session**

- general understanding of direct and indirect environmental impacts or production activities
- distinguish between consumer, producer and shared responsibility
- learn about new models and tools for corporate sustainability reporting
- acquire knowledge for corporate environmental management and supply chain management

## **Learning outcomes for participants**

1. appreciation of complexity of impacts and their allocation along production-consumption chains.
2. understand the role of EF and TBL in corporate sustainability reporting
3. knowledge for corporate environmental management and supply chain management

## **Who should attend?**

Anyone who wants to learn more about Ecological Footprints and TBL analysis and apply these indicators in practice, e.g. within a company or organisation. This includes managers, consultants, accountants, educators, planners, academics, policy makers and strategists in business, industry, local authorities, government and non-government organisations.

## Application of an Australian Retail Ecological Footprint Calculator

Lead and facilitated by  
The GPT Group

### Summary

The GPT Group have built a substantial body of data relating to the ecological impacts of retail design and this session will provide insights into the directions that offer improvements and identify those trends that are of most concern. This session is interactive, where participants will have the opportunity to learn how to approach the evaluation of a retail tenancy and gain an understanding of the kinds of options to reduce the life cycle impacts.

### Issues addressed in session

- Application of the ecological footprint theory to product and business.
- Discussion of areas of need for practitioners and users which need addressing by theorists behind the data sets and core methods.
- Highlighting the need for standards to address the issue of double counting and transparency once footprinting moves from stock scale to product and business scale.
- The interest in and wonderful advantage of ecological footprint as a concept to capture the imagination of everyday people.

### Learning outcomes for participants

1. Appreciation of the impact of retail within the context of one planet living
2. An understanding of the key drivers of impact over the retail tenant life cycle
3. An understanding of how to undertake a retail footprint calculation and use the retail calculator
4. Increased knowledge of the directions for better performing ecological retail design

### Who should attend?

Government policy makers; Local Authorities; Practitioners; Academics; Community and voluntary groups; Organisations and businesses.

# National Ecological Footprint Accounting: Theory, Methodology, and Practice

Lead and facilitated by  
Global Footprint Network

## Summary

The workshop will provide a brief background on advanced questions surrounding Ecological Footprint accounting to those who are familiar with basic topics but not yet involved in advanced discussions and debates.

## Issues addressed in session

- the different research questions behind alternate Footprint methodologies
- the use of global vs. local hectares
- use of yearly vs. constant yields
- the theory of calculation behind different land types, with a focus on carbon and nuclear methodologies
- ongoing research and methodological improvements

## Learning outcomes for participants

1. Ability to communicate advanced topics, and respond to in depth questions, about Ecological Footprint methodology (e.g., why is the carbon Footprint calculated this way? What is a global hectare?).
2. Knowledge about relationship of Ecological Footprint to other indicators.
3. Frameworks for applying Ecological Footprint analysis across scales, from individual product to global.
4. Information about ongoing debates within Ecological Footprint community, and open research items.

## Who should attend?

Academics, researchers, consultants, and deeply involved government representatives, especially those with basic or intermediate understanding of Footprint theory and methods.

# **The Future of the Footprint: A community dialogue**

Lead and facilitated by  
Global Footprint Network

## **Summary**

This session is an opportunity for conference participants, after two and a half days of intensive learning about the Ecological Footprint and its current applications, to reflect on how and why the Footprint came to be such an influential tool for measuring and communicating sustainability. The session will also be an opportunity for participants to explore larger and overarching themes that connection their work with others in the field and to generate ideas on future collaborations.

## **Issues addressed in session**

1. To generate dialogue between people actively engaged in the Ecological Footprint in order to build community and alignment.
2. To generate the community's best ideas on how to move the Ecological Footprint forward.
3. To gain a shared understanding of the key factors that contributed to the Footprint's success so that these aspects can be maintained and strengthened.
4. To clarify the priorities necessary for maintaining the Footprint's relevance into the future.
5. To gain a deeper understanding of the value of innovation and collaboration across sectors and areas of influence.

## **Learning outcomes for participants**

Participants will come away from the session with:

1. clear vision for what steps are necessary to bring the Footprint into the next sphere of influence.
2. clarity on the role they would like to play in the network.

## **Who should attend?**

Anyone with a vested interest in advancing the Footprint – civic, policy, business, and NGO leaders looking to explore their work in a strategic context as it relates to a network of colleagues. Global Footprint Network partners and potential partners.

# Sustainable Human Development: Footprint applications in Africa and T21 analysis of alternative development paths

Lead and facilitated by:  
Global Footprint Network and Millennium Institute

## Summary

This session will introduce Global Footprint Network and the Swiss Agency for Development and Cooperation's multi-phased initiative to explore how ecological limits apply and relate to human development in Africa. The session will also highlight how dynamic simulation models, and the Threshold21 (T21) model in particular, can be used to analyse future developments for the human Footprint under alternative scenarios. We will also discuss how alternative policy choices will bring us on different development paths.

## Issues addressed in session

One objective of this session will introduce the convergence between human development and ecological assets. There are many issues facing the African continent that are linked to ecological assets, including (but not limited to) population growth, food security, political instability, and inequitable access to resources. Despite the challenges these issues present, there exist many opportunities for nations to improve their quality of life while maintaining their ecological assets.

Another objective of the session is put forward, and provide tools to answer, the following key questions: how can we infer, from the existing data and theory, the alternative development paths for the future of a country, region, or the whole world? How can we identify interventions that can alter our way forward and bring us on a more sustainable development path?

## Learning outcomes for participants

1. Understand the link between the Ecological Footprint and Human development indicators the UN's Human Development Index (HDI).
2. In contrast to high income countries, where imports of natural resources are easy at hand, biocapacity limits the Footprint in many low income countries in Africa.
3. As natural resources become scarcer, countries such as Mozambique which exist today with a relatively large biocapacity reserve, hold increasingly important assets.
4. Sustainability analysis requires a dynamic, comprehensive and integrated approach
5. System dynamics models offer a transparent way to portray complex socio-economic-environmental systems and simulate their future behaviour
6. A systemic analysis provides important insights on the leverage points on which people can act to foster change
7. Future developments are not unchangeable, but are the results of our actions today

## Who should attend?

Government policy makers and GFN technicians