State of the World 2012 MOVING TOWARD SUSTAINABLE PROSPERITY

THE WORLDWATCH INSTITUTE

Communicating SCP, Building New Narratives & Transforming Cultures

IS SUSTAINABILITY Still Possible?



2 0 1 0 STATE OF THE WORLD Transforming Cultures From Consumerism to Sustainability



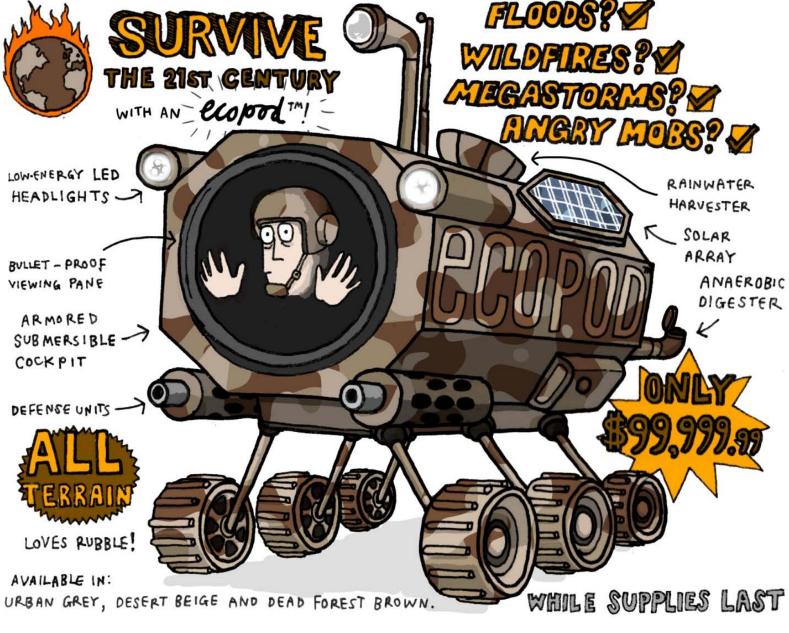
Some attempts so far, and one more to come.

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Envisioning a One Planet Lifestyle Wealthy Minority: Fair Earth Share: 3 Planets 1 Planet 3,383 2,424 daily calories daily calories 8 34 meters living space meters living space 9,300 2,300 kwH/year kwH/year .004 .5 cars per person cars per person 6,600 582 vehicle km/year vehicle km/year 16 .5 air travel km/year air travel km/year 14 tons of CO2 emissions tons of CO2 emissions equivalent per year equivalent per year

Open in Case of Emergency





Home Research Our Philosophy Resources



Degrowing Our Way to Genuine Progress

While it's one thing to create alternative measures to track societal progress instead of economic growth, achieving that progress will require ending growth altogether.



multigenerational homes or tent cities? @ErikAssadourian @guardian bit.ly/1dFS80m

RAISING AN ECOWARRIOR

How do you raise a child for life on a changing planet?

HOME BLOG MANIFESTO AN INVITATION RECIPES



As parents, how do we prepare our children to help put humanity on a sustainable path, or at least survive civilizational collapse.

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RaisingAnEcowarrior @EcowarriorJr	1h
Doulas really help with birth, b would you choose a male dou "dudela" to assist with your bir nyti.ms/1bcZo04	ila, aka a
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America's Next Top Farmer



Worldwatch's entrée into reality television

What???

• A reality TV show following six recent graduates as they convert their parents' lawns (or neighborhood land) into a small farm.



Why? Good way to transmit sustainability information, especially to a younger demographic • Way to normalize the shift to the informal agrarian future that the ecological transition will bring about (one way or another) Way to rebuild households that are multigenerational, multi-revenue-stream, and more resilient.