



Economic Expansion

INCREASING PERSONAL WEALTH

PER-CAPITA GDP GLOBAL AVERAGE

US\$3,305

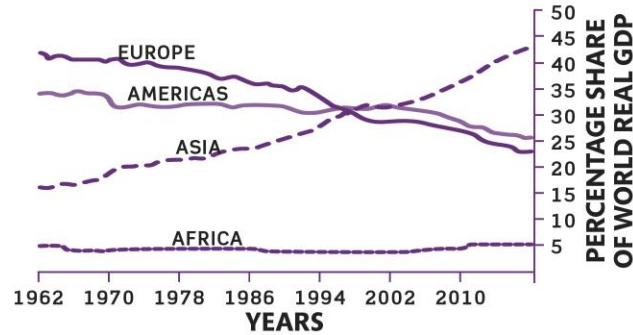


1960

US\$9,472



2010



Share of world GDP

The rapid adoption of the internet revolutionizes communication, enabling businesses to operate more efficiently on a global level.

Advancements in chemical processes and electronics streamlines production lines, requiring fewer workers to produce goods.

The introduction of widespread electricity provides artificial light, allowing for working hours to stretch beyond daylight.

1962
Wal-Mart founded; later becomes world's largest company

1971
First e-mail sent

1952
First passenger jet flight

1956
First transatlantic cable laid

GLOBAL GDP (\$US BILLIONS AT THE VALUE OF THE 1990 US DOLLAR)

2000

5,000

10,000

15,000

20,000

25,000

30,000

35,000

40,000

YEAR

1900

1910

1920

1930

1940

1950

1960

1970

1980

1990



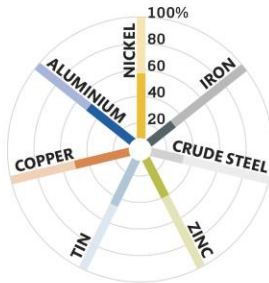
Consuming Passions

THE BIG USERS

KEY

Solid colours
France, Germany,
Japan, UK, and USA

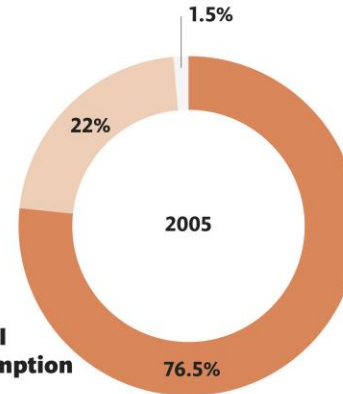
Tinted colours
Population
of rest of world



PRIVATE CONSUMPTION

Poorest 20%
Middle 60%
Richest 20%

Share of global
private consumption



Growth in demand slows during World War I
as conflict restricts trade, disrupting development.

The Great Depression,
a global economic
slowdown, causes
unemployment
and reduced
consumption.

World War 2
produces a slow
down in demand.

Consumption begins to grow, signalling the start of
"The Great Acceleration".

1973
Global oil crisis begins, causing a
temporary flattening of demand
as higher energy prices feed
into consumer markets

EARLY 1980S
Recession leads to another dip
in consumption as less money
temporarily suppresses
demand for resources

GLOBAL RESOURCE USE (BILLIONS OF TONNES (TONS) PER YEAR)

60 (66)
50 (55)
40 (44)
30 (33)
20 (22)
10 (11)

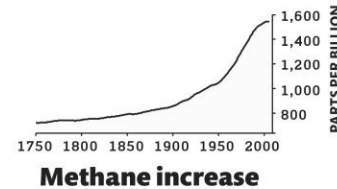
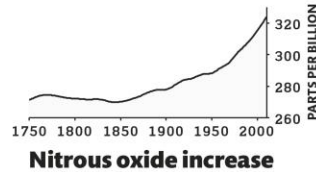
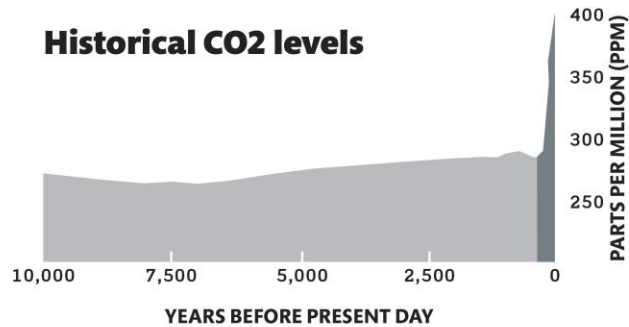
1900 1905 1910 1915 1920 1925 1930 1935 1940 1945 1950 1955 1960 1965 1970 1975 1980 1985 1990 1995 2000

YEAR



Our Changing Atmosphere

Historical CO2 levels



Global economic growth takes off, fuelled overwhelmingly by fossil fuels. This leads to the most rapid acceleration since the Industrial Revolution.

Tree growth is stimulated by higher carbon dioxide levels. This may cause carbon dioxide acceleration to flatten.

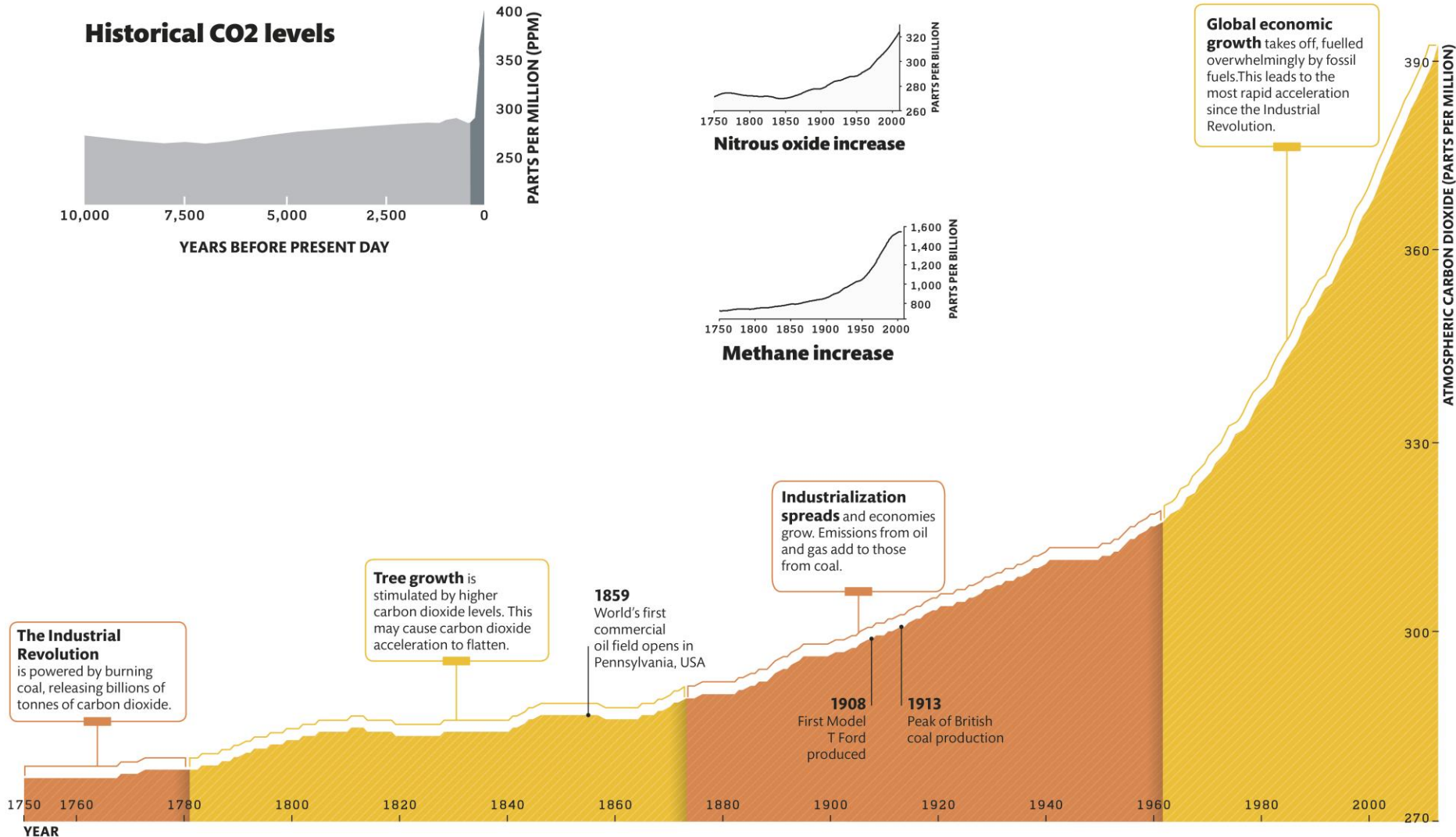
1859
World's first commercial oil field opens in Pennsylvania, USA

Industrialization spreads and economies grow. Emissions from oil and gas add to those from coal.

1908
First Model T Ford produced

1913
Peak of British coal production

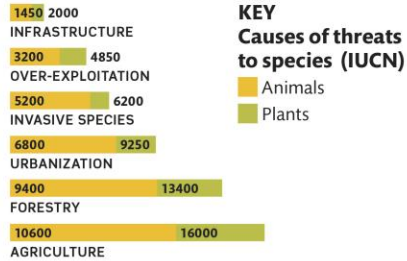
The Industrial Revolution is powered by burning coal, releasing billions of tonnes of carbon dioxide.





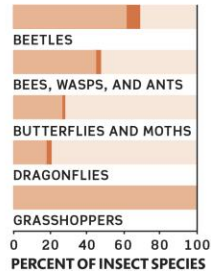
The Great Decline

CURRENT TOP THREATS TO SPECIES

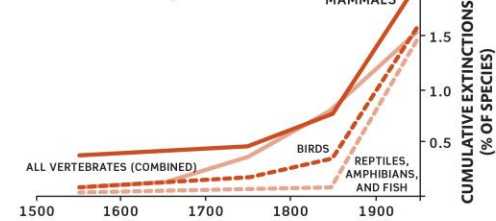


Invertebrate species loss

KEY
Decreasing Stable Increasing



Vertebrate species loss



Effects of introduced species (especially on islands) and hunting pressures lead to accelerating species loss.

The effects of large-scale habitat loss add to the pressures caused by introduced species and hunting.

A global mass extinction is under way, comparable to five other major events evident in the fossil record, and now also driven by the impacts of climate change.

CUMULATIVE PERCENTAGE DECREASE

5

10

15

20

25

30

35

40

45

50

55

60

65

70

75

80

85

90

95

100

105

110

115

120

125

130

135

140

145

150

155

160

165

170

175

180

185

190

195

200

205

210

215

220

225

230

235

240

245

250

255

260

265

270

275

280

285

290

295

300

305

310

315

320

325

330

335

340

345

350

355

360

365

370

375

380

385

390

395

400

405

410

415

420

425

430

435

440

445

450

455

460

465

470

475

480

485

490

495

500

505

510

515

520

525

530

535

540

545

550

555

560

565

570

575

580

585

590

595

600

605

610

615

620

625

630

635

640

645

650

655

660

665

670

675

680

685

690

695

700

705

710

715

720

725

730

735

740

745

750

755

760

765

770

775

780

785

790

795

800

805

810

815

820

825

830

835

840

845

850

855

860

865

870

875

880

885

890

895

900

905

910

915

920

925

930

935

940

945

950

955

960

965

970

975

980

985

990

995

1000

1005

1010

1015

1020

1025

1030

1035

1040

1045

1050

1055

1060

1065

1070

1075

1080

1085

1090

1095

1100

1105

1110

1115

1120

1125

1130

1135

1140

1145

1150

1155

1160

1165

1170

1175

1180

1185

1190

1195

1200

1205

1210

1215

1220

1225

1230

1235

1240

1245

1250

1255

1260

1265

1270

1275

1280

1285

1290

1295

1300

1305

1310

1315

1320

1325

1330

1335

1340

1345

1350

1355

1360

1365

1370

1375

1380

1385

1390

1395

1400

1405

1410

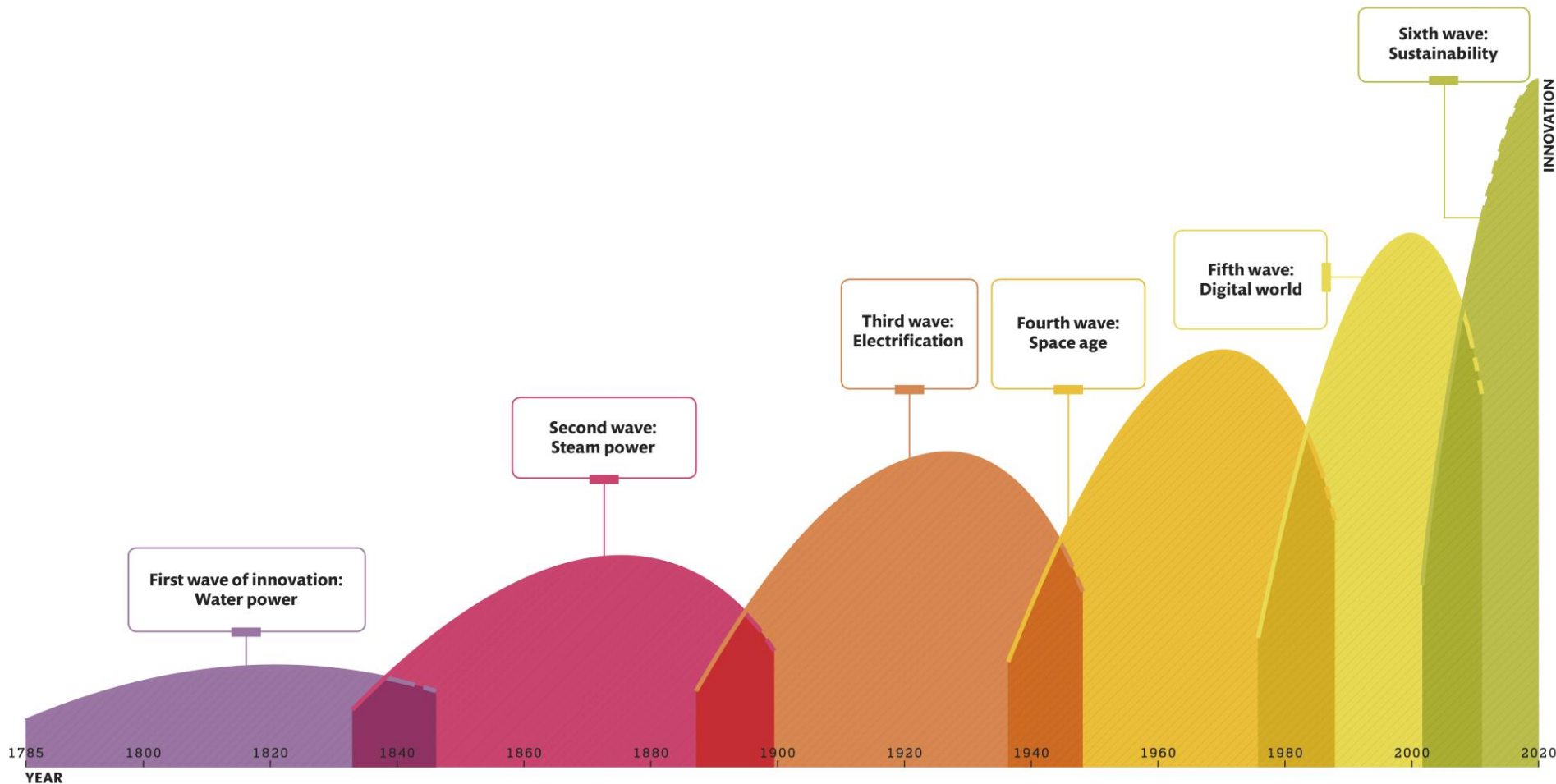
1415

1420

1425



Waves of innovation





A New Mindset



KEY TO THE RINGS

- Environmental ceiling
- Sustainable economic development
- Social foundation