



## The ecological footprint

## CV



- Mag. Felix Hnat
- studies of economics
- focus on environmental economics
- activ in the NGO-sector for now about 7 years
- President of the Vegan Society Austria
- footprint-multiplier
- member of the Plattform Footprint
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## Agenda

- problem
- concept
- Plattform Footprint
- advantages of the concept
- Spread the idea!

## problem



- Every consumption is linked to production and causes problems and costs resources!
- FILM: The price of consumption



## concept

- Enlightning, easy concept to compare environmental consequences of different lifestyles and versions of consumption

## idea (2)



- **149 millions km<sup>2</sup>**  
surface of the earth (14,9 billions hectar) are approx
  - 11% ice
  - 30% deserts
  - 26% woods
  - 21% greenlands
  - 12% environmentally used
- footprint: use of area space per person measured in hectar
- 1,8 hectar per person would be fair
  - Austria 4,9 ha
  - India 0,8 ha

## idea (3)



- footprint in Austria
  - 33% food production, including 80% animal products
  - 19% traffic
  - 27% living
  - 21% consumption goods
- FILM: Matthis Wackernagel describes the idea of the footprint

## Calculate!



## Plattform Footprint



- cooperation of NGOs and groups
- goals:
  - make the idea publicly known
  - Institutional incorporation
- instruments:
  - talks in schools
  - cooperation with the ministry
  - lobbying
  - media and public relation (film and web)



## advantages of the idea



- simple
- imaginable
- no fingerhint
- solidaric

## solidarity



- saving resources is applied solidarity with the next generation
- climate change effects poor people harder in average
- scarcity of resources hits the poor first
- solidarity with animals

## Spread the idea!



- Help needed and wanted!
  - as a multiplier (education? – wolfgang.pekny@footprint.at)
  - among friends
  - at events
  - information materials

## Quellen



- [www.vegan.at/umwelt](http://www.vegan.at/umwelt)
- [www.mein-fussabdruck.at](http://www.mein-fussabdruck.at)
- [www.footprint.at](http://www.footprint.at)
- [www.footprintnetwork.org](http://www.footprintnetwork.org) - (english)