



Our everyday lives impact on the world's natural environment in a way that is no longer sustainable...



With support from Scottish Power and the following organisations:



Eco Schools®



Scotland's Global Footprint Project

WWF is working with Aberdeen City, Aberdeenshire and North Lanarkshire Councils to reduce their local and global environmental impact. This three-year project running to June 2007, will:

- measure our footprint
- develop a software tool to inform policy-making
- develop projects to reduce footprint and
- produce education materials for schools.

The project will explore some of the best examples of sustainable living and working by 'footprinting' different policy options for each area. What will achieve the greatest footprint reduction – an increase in recycling rates, or improved energy efficiency, better public transport systems or car pooling?

The footprint can be used to inform Strategic Environmental Assessments, Best Value, and to engage community planning partners in a common goal to reduce the area's impact on the planet.

More information

For more information about the project, please contact:

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www.scotlandsfingerprint.org
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FRONT COVER salmon: © WWF/K Schafer, field: © WWF-Canon/S Black, sky: Photodisc, landscape: B Coster/Still Pictures, girl: BananaStock, trees: Photodisc, apples: Photodisc, logs: © WWF/GS Cubitt, vegetables: E Parker/WWF-UK inside coral: © WWF/C Holloway, landscape: B Coster/Still Pictures, children: © WWF-Canon/E Ruiz, polar bear: © WWF/SB Oppegaard, forest: © WWF-Canon/R Le Guen, dolphin: © WWF/W Rossiter, waterfall: © WWF-Canon/K Schafer inside SPREAD pylons: Photodisc, office: Photodisc, girl: BananaStock, traffic: M Bond/Still Pictures, Rubbish: D Woodfall/Still Pictures, Fish: L Dutton/WWF-UK, Earth: Photodisc
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Scotland's Global Footprint Project

Reducing our environmental impact



Reducing our environmental impact on the world



From children through to business and government, every one of us has an impact on the world. The lifestyle choices we make each day affect the quality of our environment. Our impact on the environment is called a *footprint*, and the more resources we use and waste, the larger our footprint. A smaller footprint can make life better for everyone everywhere.

Find out how the contents of your shopping trolley can benefit the Scottish countryside...

From food to coal, metal to timber, and fresh water to oil, our demands are rising. Global demands on natural resources have more than doubled within 40 years, with a staggering 700% increase in demand for energy from coal, gas and oil.

Our footprint is a measurement of how much land and sea we use to provide us with the water, energy and food we need to support our lifestyle. It helps us judge how sustainable our lives are and what changes we need to make to improve our quality of life. Already in Scotland, we are using three times our global share. In other words, we would need another two planets if everyone lived like us.

Scotland's Global Footprint Project is about measuring and reducing this impact. WWF and local authorities are working together to change policies and practices, to help everyone make a difference and move towards one planet living.

Find out how your school's choice of heating can affect a Pacific Island family...

3.3 million tonnes of food were consumed in Scotland in 2001. Including packaging, a staggering 30% of this was thrown away.

15 million tonnes of rubbish were produced in 2001 – that's 1½ refuse bags per person for every day of the year.

66% – the increase in traffic on major roads in the last 20 years. One-third of commuters drive less than 1 kilometre to work.

80% of commercial fish stocks in Scottish waters are at risk, including many fish supper favourites.

80% of Scots want to do more to protect their environment, but most don't know where to start.

Find out what your local authority is doing to help shrink your footprint...

www.scotlandsfootprint.org