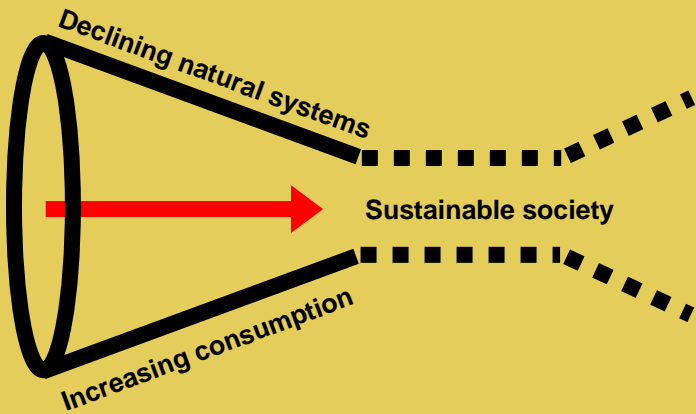


# The Natural Step

## The Funnel



Renewable resources are being used up at such a rate that nature does not have time to build new ones. At the same time, our consumption of those dwindling resources is increasing. It's as if all of civilization is moving deeper into a funnel with narrowing walls where there is less and less room to maneuver

## The Sustainability Principles



### 1 Pollutants do not continuously build up in the environment

- Inefficient use → Efficient use
- Fossil fuels → Renewable sources
- Persistent & unnatural → Abundant & break down easily
- Dissipative use → Tight technical cycles



### 2 Natural ecosystems do not become continuously degraded

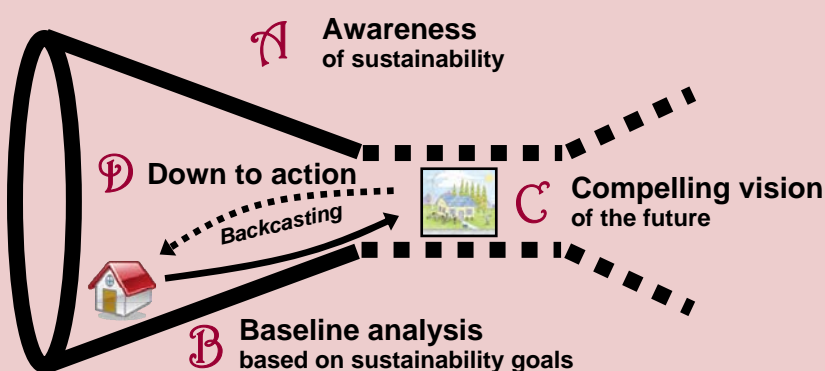
- Inefficient use of resources & land → Efficient use
- Resources from depleting ecosystems → Ecologically sustainable harvest
- Increasing paving & urban sprawl → Reducing paving & urban sprawl



### 3 People today and in the future have the capacity to meet their basic needs

- Unsafe working & living conditions → Safe working & living conditions
- Political oppression → Political freedom
- Economic barriers → Sufficient resources for livelihood

## Planning for Sustainability



**(A)wareness:** Understand sustainability

**(B)aseline:** Assess our current sustainability

**(C)ompelling Vision:** Envision possible solutions and innovations for the future

**(D)own to Action:** Launch smart early moves and concrete programs for change