

the behaviour change metric ...or how it works!

As we know, the eco FOOTprint is driven by a metric which uses the relative amount of land required to "underpin" which ever lifestyle is being analysed. It is expressed in terms of hectares. The average Australian requires the equivalent of 7.3 hectares to maintain our clearly high consumption lifestyle. If everybody on the planet lived equally, we'd all need 1.8 hectares. Some of the poorest humans have access to only 0.3 of a hectare.

The eco•fingerprint is driven by a completely different "metric" which is informed by education and behaviour change pedagogy. There are five avenues for achieving your ecologicalfingerprint score. The overall ecofingerprint score itself is a score out of 10 (100 basis points) though it is designed to be possible to score 11/10 or 12/10 by, for instance, going beyond carbon neutral to a state of carbon reversal.

Waste Water and Energy

15 Points Each:

Make no mistake, these three are the basis of modern life, are consumed to obscene excess and are directly linked from our homes to the great natural systems of the planet.

Biological Diversity

25 Points:

Ultimately, the loss of biological diversity is the most crucial of issues to address. It is possible to clean up pollution and to remove the climate changing carbon from the atmosphere. It is impossible to bring back an extinct species or habitat type - the very things which are the very core and charisma of "the environment".

Education & Culture Influencing Others

40 Points:

The highest weighting is reserved for Culture. Obviously, above all, it is our individual and shared values and objectives which have delivered us the unsustainable culture we are now frantically trying to reverse. The richest currency of culture is education. The ecological fingerprint metric reserves 40 basis point for commitments which people make to either modelling or mentoring the new culture of ecological sustainability which is being born. We are all learners and we are all teachers. We are a highly social speicies with an inordinate capacity to influence others of our species.