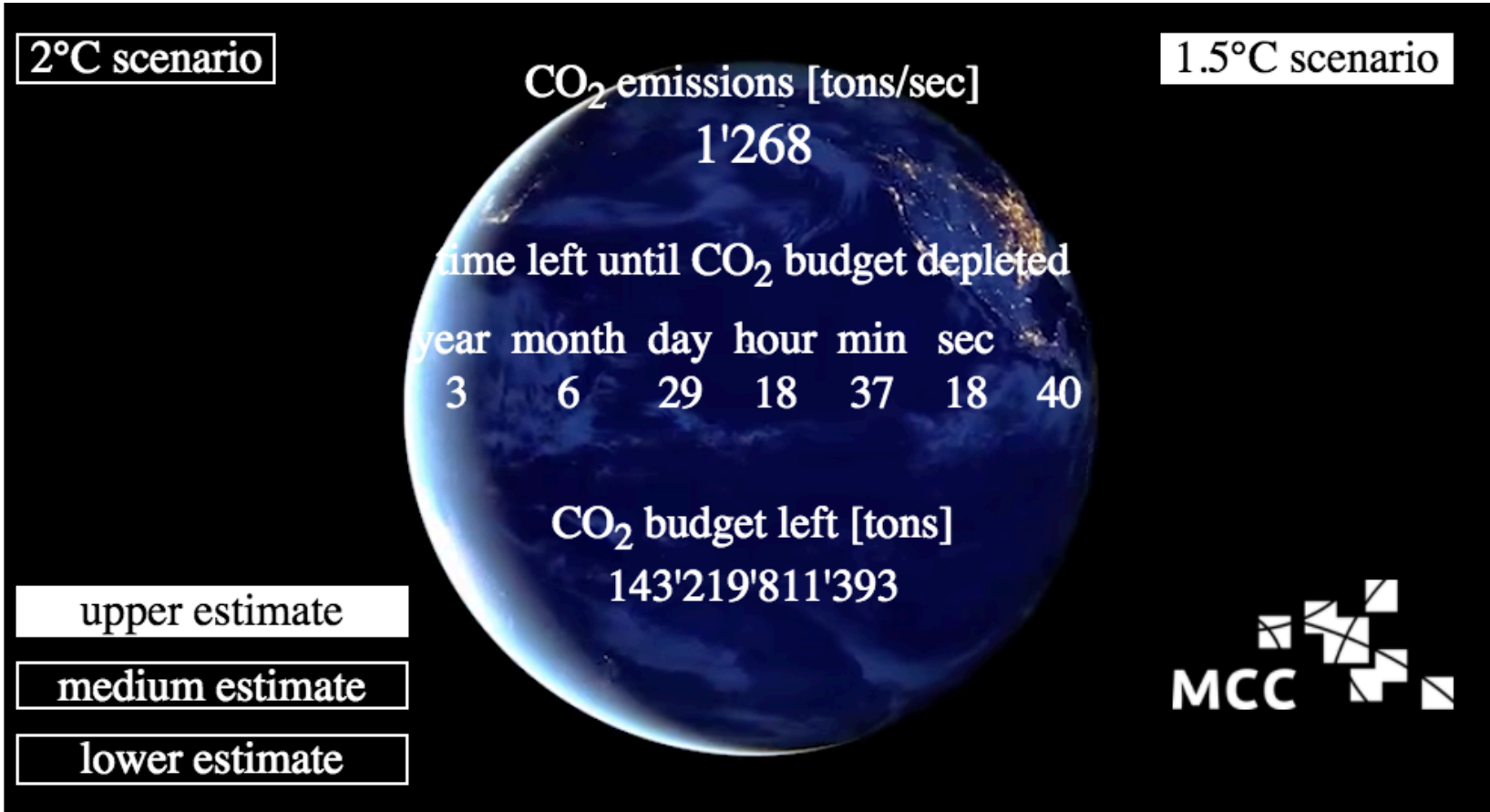


# Implications of the 1.5 ° C target for per person resource use

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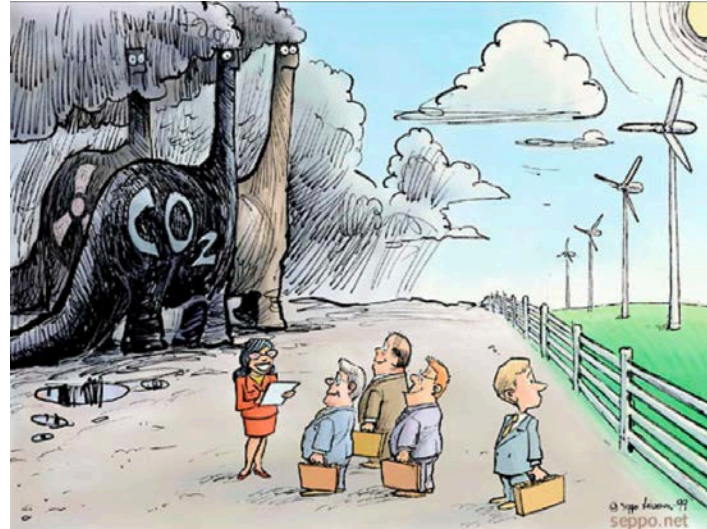
# The carbon clock is ticking



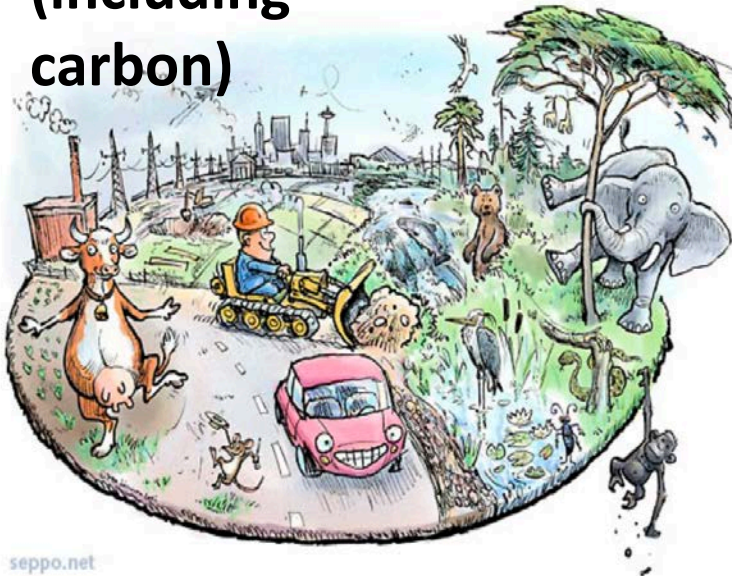
- Time is short, technology only a part of equation
- The contribution of lifestyles can be immediate and considerable

# 3 overarching indicators

**Carbon  
Footprint**



**Ecological  
Footprint  
(including  
carbon)**



**Material  
Footprint**

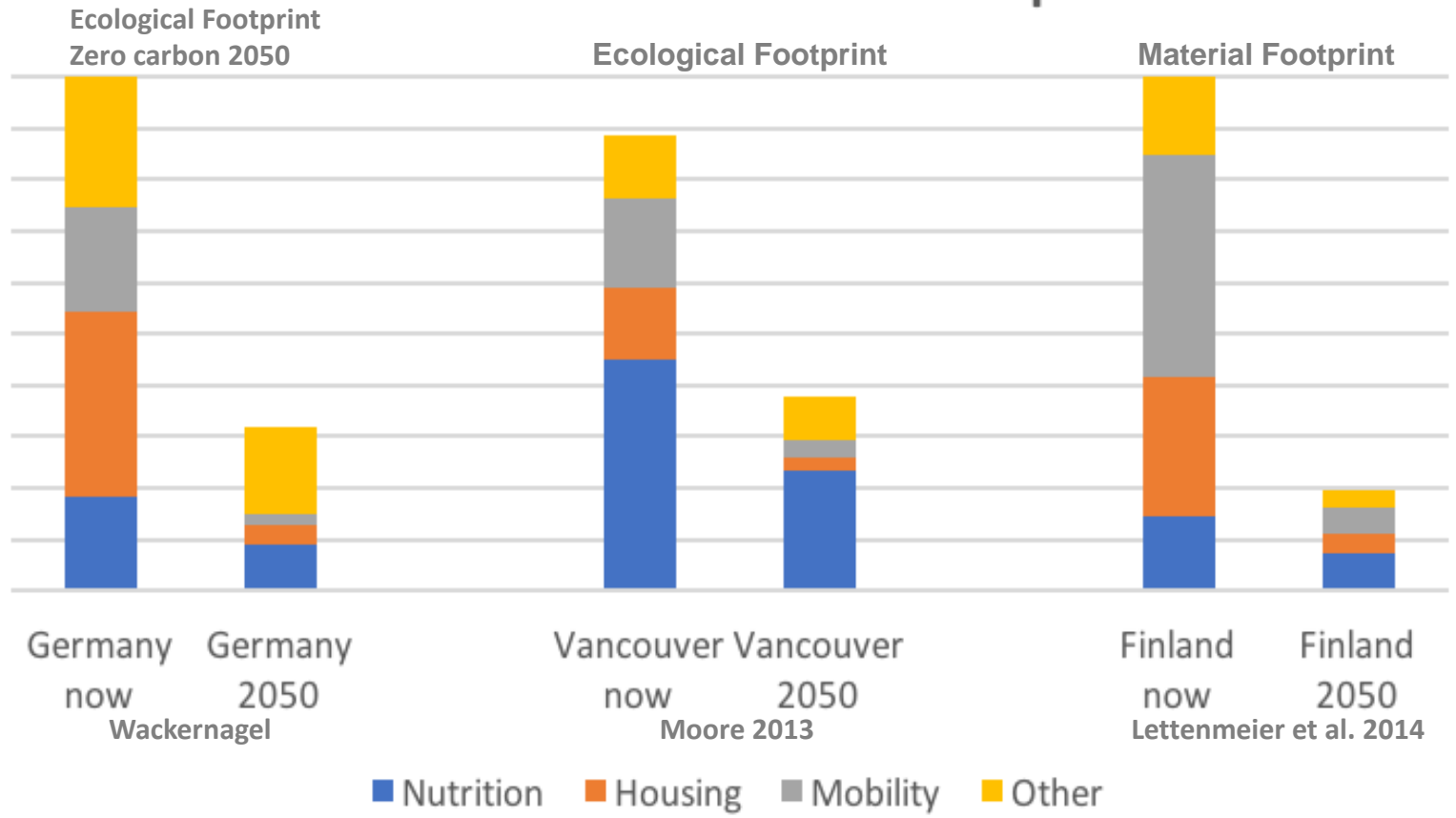


# Zero carbon lifestyle hard to communicate

## => Zero net carbon + One-planet resource use



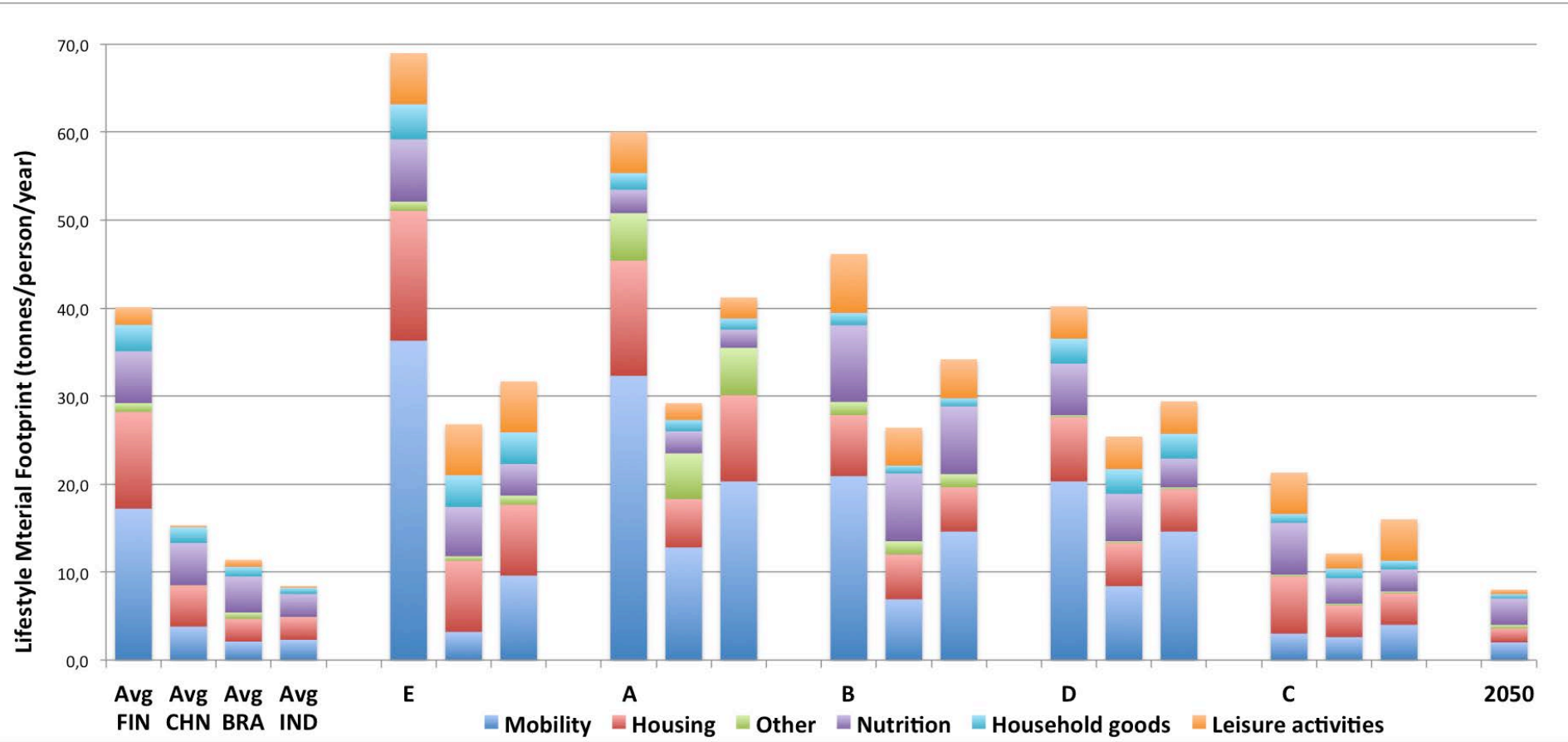
### Current and One-Planet Footprint



# Yes, we can!

## Smaller footprints, better life

### Lifestyle Material Footprints of 5 "future households" in Finnish project Baseline – Roadmap 2030 – Experiments



# One-Planet Prosperity

1. **One-Planet Prosperity** beats One-Planet Misery
2. **Demand Management** is essential, and in countries, cities, and companies' interest
3. Forces to use: **foresight** and **innovation** (rather than suffering and sacrifice)

# Thank you!

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