

January 10, 2008

Website of the week

Global Footprint Network



Since 2003, **Global Footprint Network** has been committed to fostering a world where all people have the opportunity to live satisfying lives within the means of Earth's ecological capacity. This international non-profit environmental organization is dedicated to advancing the scientific rigor and practical application of the **Ecological Footprint**, a tool that quantifies human demand on nature, and nature's capacity to meet these demands. Conceived in 1990 by Mathis Wackernagel and William Rees at The University of British Columbia, the Ecological Footprint is now in wide use by governments, communities, and businesses to monitor current ecological resource balances and to plan for the future. Wackernagel and Rees are founding members of the Global Footprint Network and currently service on its policy advisory council along with fellow Canadian, David Suzuki. Global Footprint Network's vision is to make the [Ecological Footprint](#) as prominent a metric as the Gross Domestic Product (GDP).

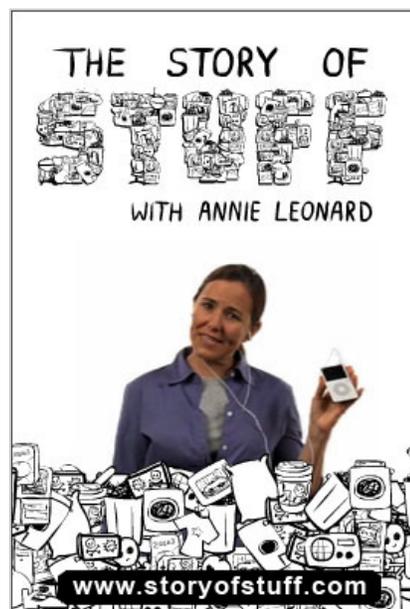
Annie Leonard's 'Story of Stuff' Highlights Ecological Limits

Highschool teachers — Don't miss [The Story of Stuff!](#) It's a new online video that explores the full life cycle of what we buy and the political-economic history of conspicuous consumption. From its extraction through sale, use and disposal, all the stuff in our lives affects communities at home and abroad, yet most of this is hidden from view.

The Story of Stuff takes a look at the underside of our production and consumption patterns and exposes the connections between a huge number of environmental and social issues, with a view to creating a more sustainable and just world.

It is smart, fast and fact-filled, informative and a great tool for raising awareness about ecological limits. **Recommended for students of highschool age and older**, the 20 minute film was produced by [Free Range Studios](#) and funded by the Tides Foundation and the Funders Workgroup for Sustainable Production and Consumption. The film can be viewed online and downloaded for **free** at www.storyofstuff.com. It'll change the way you look at all the stuff in your life forever!

[Sources: [The Global Footprint Network](#) and [storyofstuff.com](http://www.storyofstuff.com)]



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