HALVING THE FOOTPRINT OF PRODUCTION AND CONSUMPTION WILL PROVIDE MANY OPPORTUNITIES

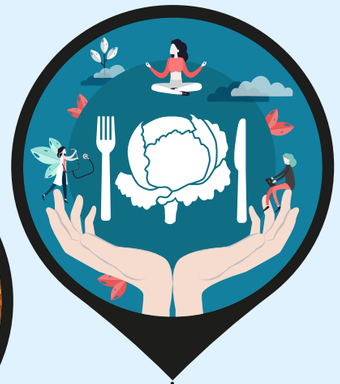
A NEW GOAL: NATURE POSITIVE BY 2030

It is essential we reverse biodiversity loss, to ensure fresh water, clean air and a healthy environment to sustain generations to come and allow nature to thrive. This requires governments to increase conservation action as well as address unsustainable production and consumption. A milestone on halving the footprint of production and consumption by 2030 is a main building block to put the world on a path toward living in harmony with nature by 2050.



REDUCED LAND-USE

SHIFTING TO HEALTHY AND SUSTAINABLE DIETS ALONE CAN REDUCE AGRICULTURAL LAND-USE BY AT LEAST 41% WHILE PROVIDING NUTRITIOUS FOOD FOR ALL



IMPROVED HEALTH

PREVENT 2 MILLION PREMATURE DEATHS PER YEAR THANKS TO MORE HEALTHY, SUSTAINABLE DIETS, AND A REDUCED RISK OF PANDEMICS CAUSED BY ZOONOTIC DISEASES



JOB OPPORTUNITIES

AT LEAST 39 MILLION NATURE-POSTIVE JOBS CREATED IF GOVERNMENTS REALLOCATED JUST ONE YEAR'S WORTH OF SUBSIDIES THAT HARM BIODIVERSITY TO A NATURE-POSITIVE STIMULUS INSTEAD



NATURE-POSITIVE ECONOMY

A CIRCULAR ECONOMY CAN ADD US$ 4.5 TRILLION TO GLOBAL GDP BY 2030, AND A NATURE-POSITIVE ECONOMY CAN ADD US$ 10 TRILLION IN ECONOMIC VALUE



MORE RESOURCES FOR GOVERNMENTS

US$ 500 BILLION IN HEALTHCARE COSTS ARISING FROM DIABETES ALONE AVOIDED, AND MONEY SPENT ON HARMFUL SUBSIDIES AVAILABLE TO BE REALLOCATED

HUMANITY'S UNSUSTAINABLE FOOTPRINT OF PRODUCTION AND CONSUMPTION

The unsustainable footprint of production and consumption is one of the main drivers of the catastrophic loss of biodiversity we are seeing worldwide. Deforestation in some areas is at an all-time high, mostly making space for monoculture farms and pasture. Humanity's growing unsustainable footprint is driving countless species to extinction and accelerating climate change. These interconnected crises impact food security, human health and economic output, affecting the world's poorest most. The trajectory if we continue in this manner is dismal.

THE DRIVERS OF BIODIVERSITY LOSS ARE PRIMARILY CAUSED BY:



DEFORESTATION

THE AVERAGE OECD CONSUMER INDIRECTLY DEFORESTS THE EQUIVALENT OF 27KG A DAY



OVERFISHING

TWO THIRDS OF MARINE ENVIRONMENTS ARE NEGATIVELY IMPACTED BY HUMAN ACTIVITY



UNSUSTAINABLE RESOURCE USE

MANUFACTURING AND EXTRACTIVE INDUSTRIES ARE ONE OF THE BIGGEST POLLUTERS



INDUSTRIAL FARMING

HUMANS AND LIVESTOCK NOW OVERWHELMINGLY OUTWEIGH WILD MAMMALS



POLLUTION

MARINE PLASTIC POLLUTION HAS INCREASED TENFOLD SINCE 1980