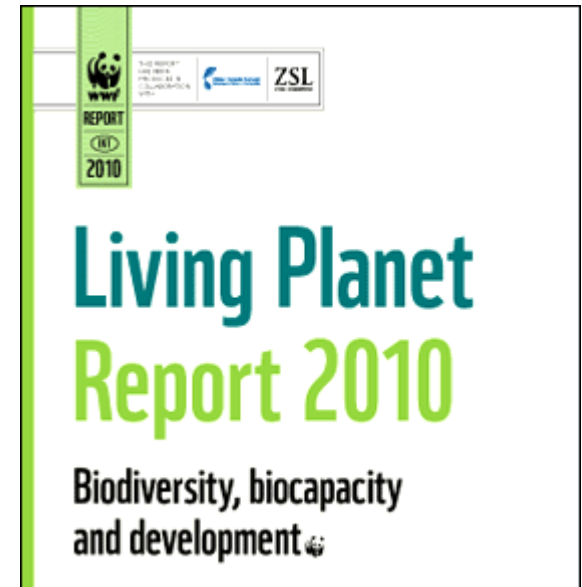


Living Planet Report 2010

The Living Planet Report relates the Living Planet Index – a measure of the health of the world’s biodiversity – to the Ecological Footprint and the Water Footprint – measures of humanity’s demands on the Earth’s natural resources. These indicators clearly demonstrate that the unprecedented drive for wealth and well-being of the past 40 years is putting unsustainable pressures on our planet. The Ecological Footprint shows a doubling of our demands on the natural world since the 1960s, while the Living Planet Index tracks a fall of 30 per cent in the health of species that are the foundation of the ecosystem services on which we all depend.

Jim P. Leape
Director General, [WWF International](#)



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Figure 1: Living Planet Index

The global index shows that vertebrate species populations declined by almost 30 per cent between 1970 and 2007 (ZSL/WWF, 2010)

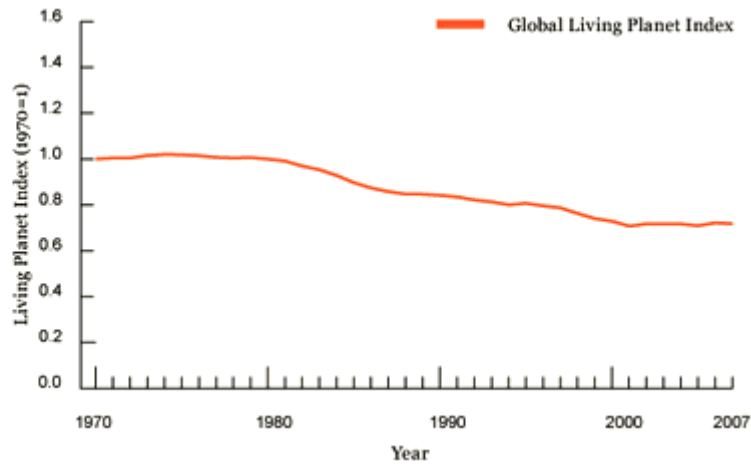


Figure 2: Global Ecological Footprint

Human demand on the biosphere more than doubled between 1961 and 2007 (Global Footprint Network, 2010)



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