

## WHAT IS ECOLOGICAL FOOTPRINT?

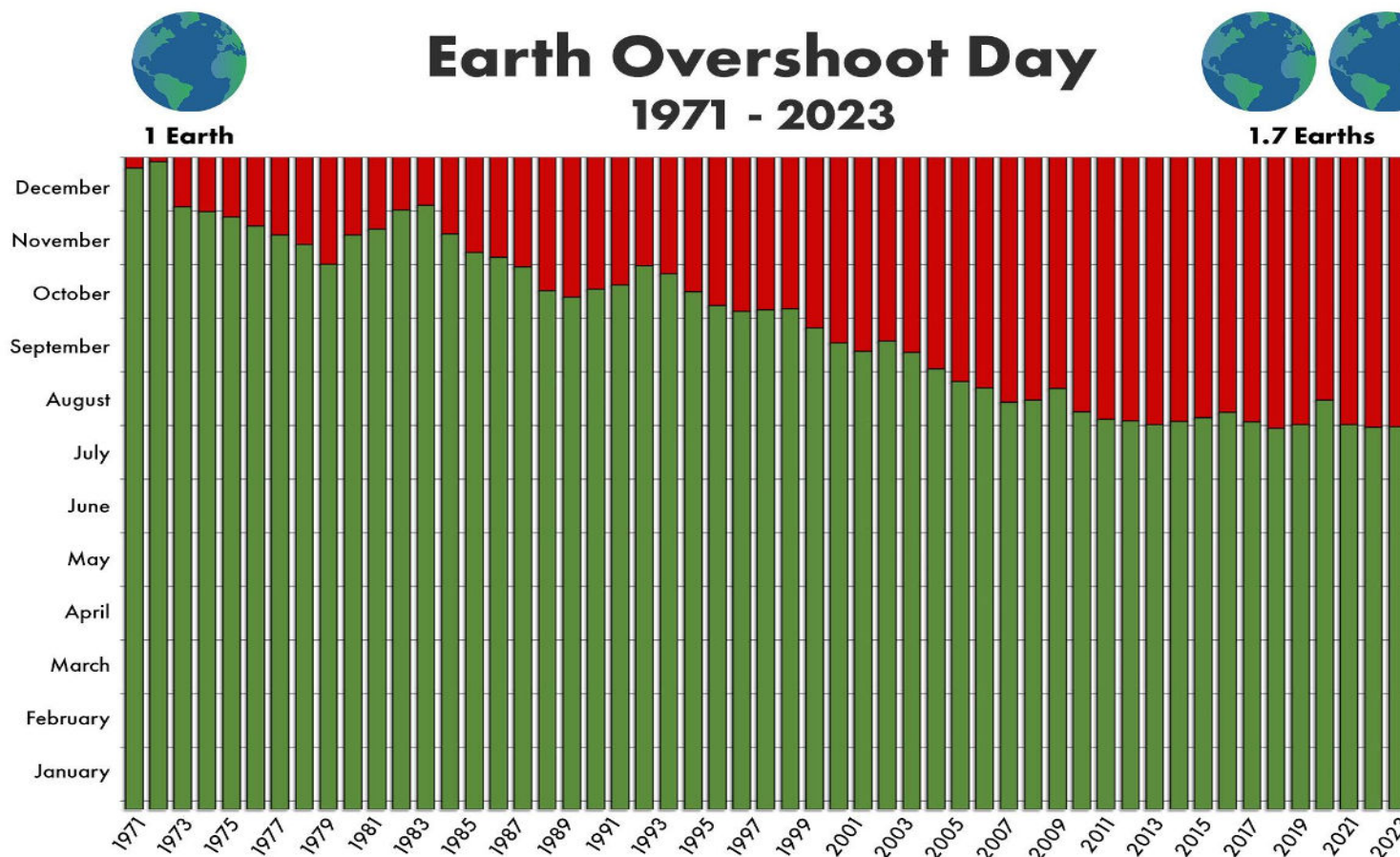
The ecological footprint is an accounting measure that evaluates the demand and supply of nature. To determine demand, the footprint tallies all the productive elements for which populations usually compete. This includes all biological and ecological assets that a functioning population would require to produce natural resources for sustenance. This includes all natural resources such as:

- Livestock and fish
- Plant-based food
- Timber and other wood products
- Space for building infrastructure

The ecological footprint can be calculated for regions, countries, cities, individuals, businesses, and as a whole, for an entire planet.

To calculate supply, the ecological footprint aggregates the total biocapacity available, including any land and sea area, forest lands, crops, fishing regions, and any land on which construction has been completed.

On a personal level, the ecological footprint determines how much a person consumes, and how sustainably these products are being manufactured. The ecological footprint plays a very important role in helping organizations and nations determine how much productive land is available to them.

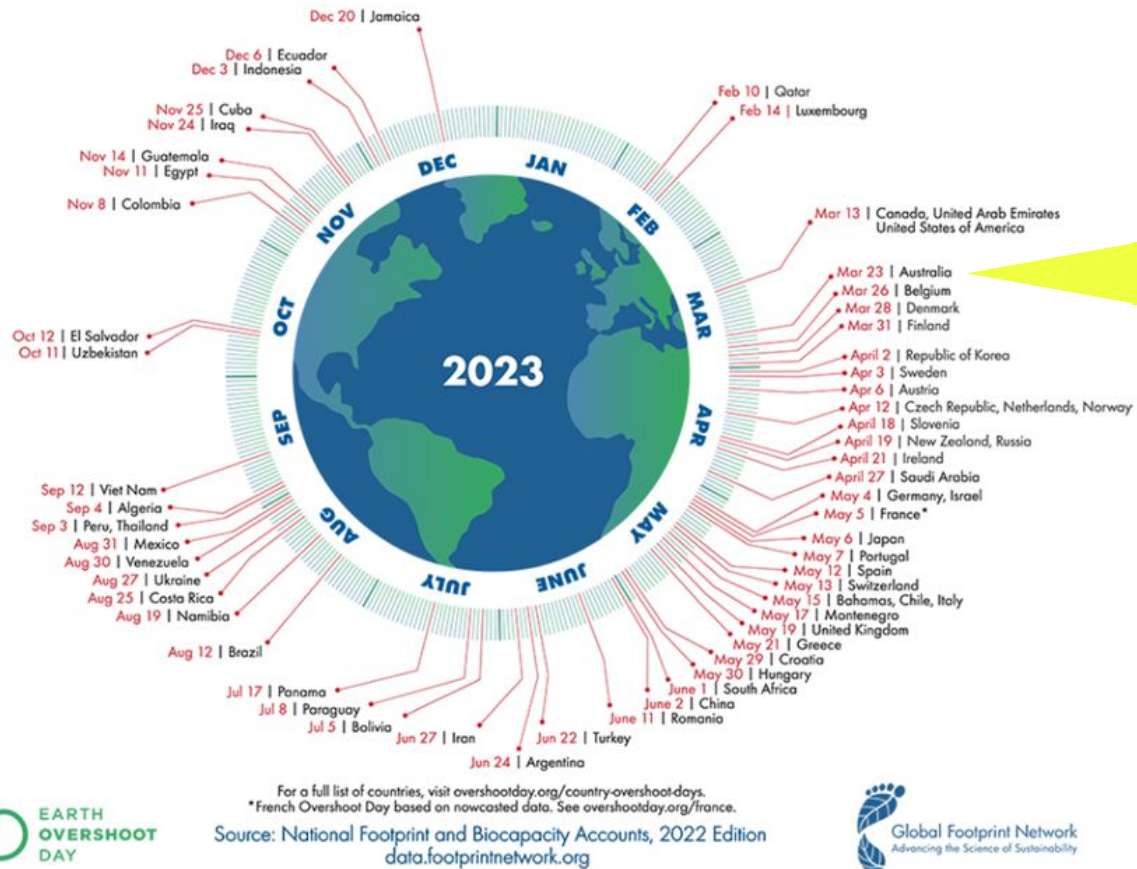


GRAPH 1

# Country Overshoot Days 2023

GRAPH 2

When would Earth Overshoot Day land if the world's population lived like...



## WHAT IS EARTH OVERSHOOT DAY?

This is the date when humanity has exhausted nature's budget for the year. For the rest of the year, ecological deficit is maintained by drawing down local resources, accumulating atmospheric carbon dioxide. We're operating in overshoot - **we've busted Earth's budget.**

Graph 1 (previous page) illustrates that since 1971 Earth Overshoot Day has progressively worsened. As of 2022, humanity consumed 1.75 ecological replenishment years.

**If the world were all Australians, the situation would be far more dire.** Australia reached consumption on March 23, 2023 (Graph 2) - consuming 4.45 ecological Earths in a year: an extremely unsustainable approach.

## APPROACH WITH SOLAR PANELS

When we look at solar panels, there is a simple way in which we can help reverse ecological overshoot.

**Choose panels that last the longest (well beyond 40 years), not the cheap alternatives that won't even last 10 years. In this way your home or business will use one set of solar panels for a lifetime, instead of around seven.**

SunPower Maxeon (the best panel on the planet) unique proposition is 'Solar for life.'

