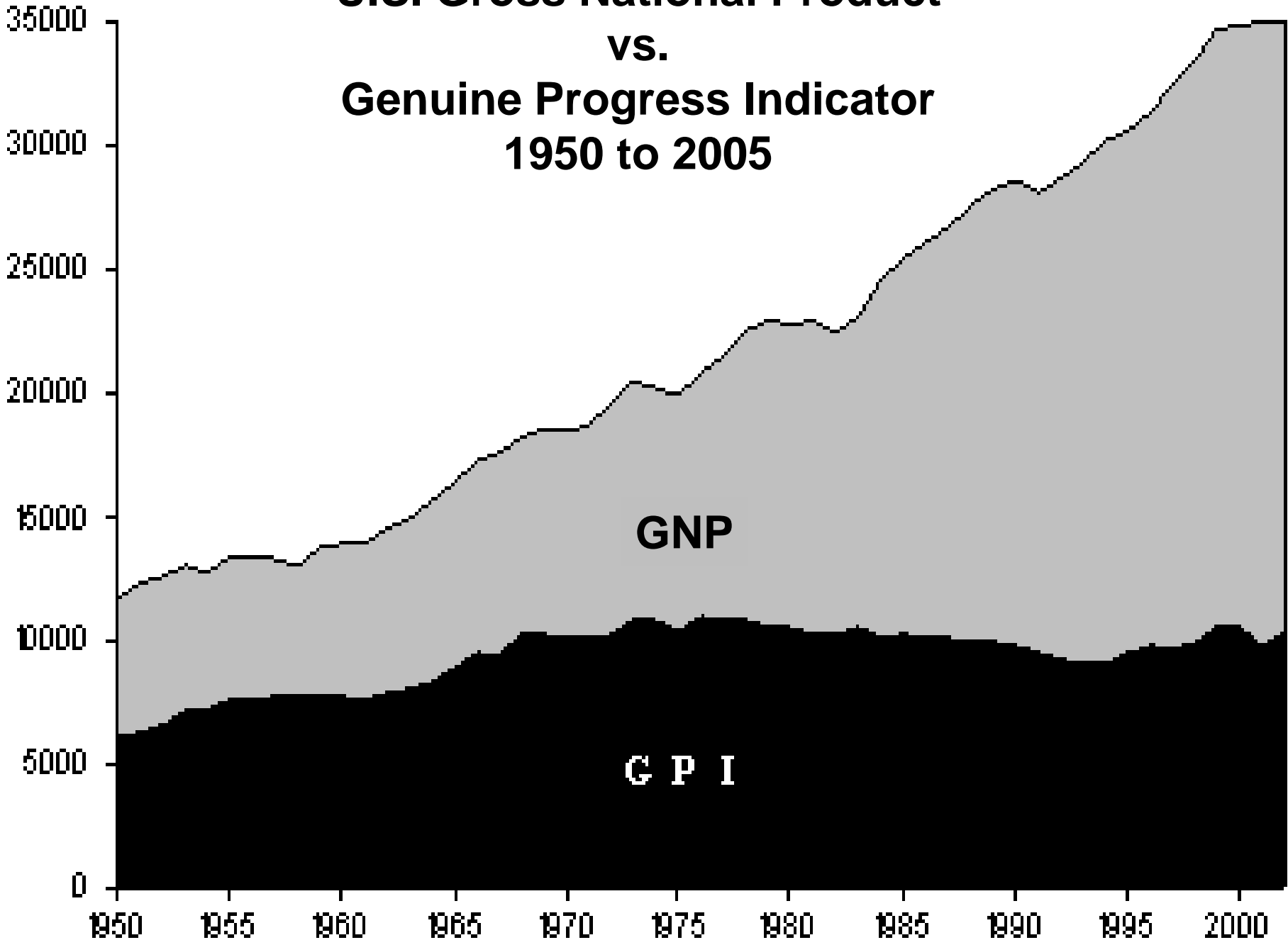


A Time of “Firsts”

ノーマン・マイアーズ博士

Dr. Norman Myers

U.S. Gross National Product vs. Genuine Progress Indicator 1950 to 2005

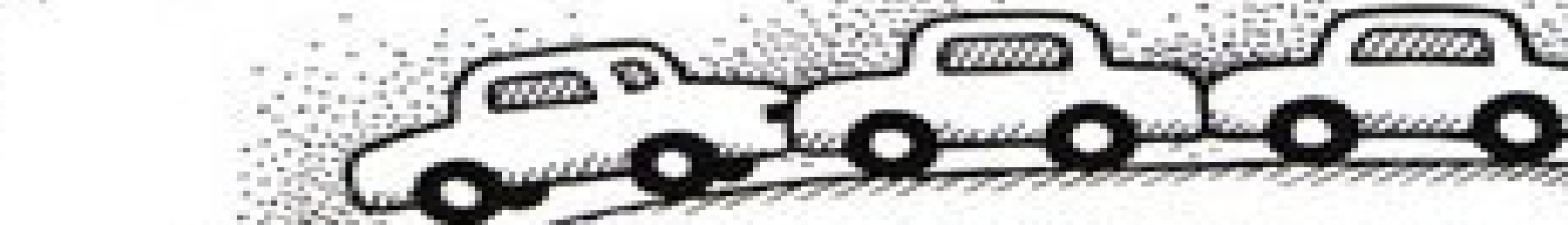


**“PERVERSE” SUBSIDIES:
adverse for the economy as well as the environment.**

	\$billions per year
Agriculture	510
Fossil fuels/nuclear energy	300
Road transportation	780
Water	230
Fisheries	25
Forests	92
Total	1,950

By definition, these funds support unsustainable development. Contrast the Rio budget for sustainable development, **\$600 billion per year.**

SINGER



**ECOLOGICAL
SUICIDE**



HOW CAN WE AVOID THE CLIFF?

Deforestation in Washington State

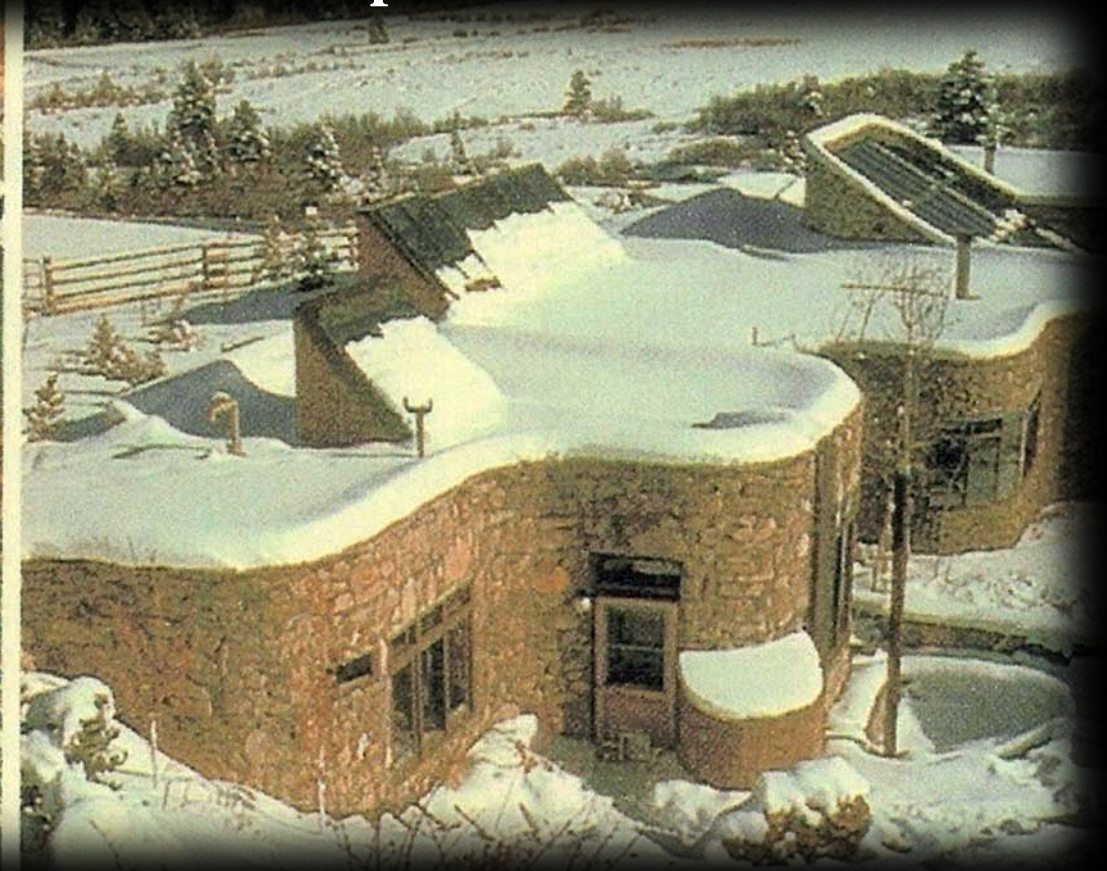
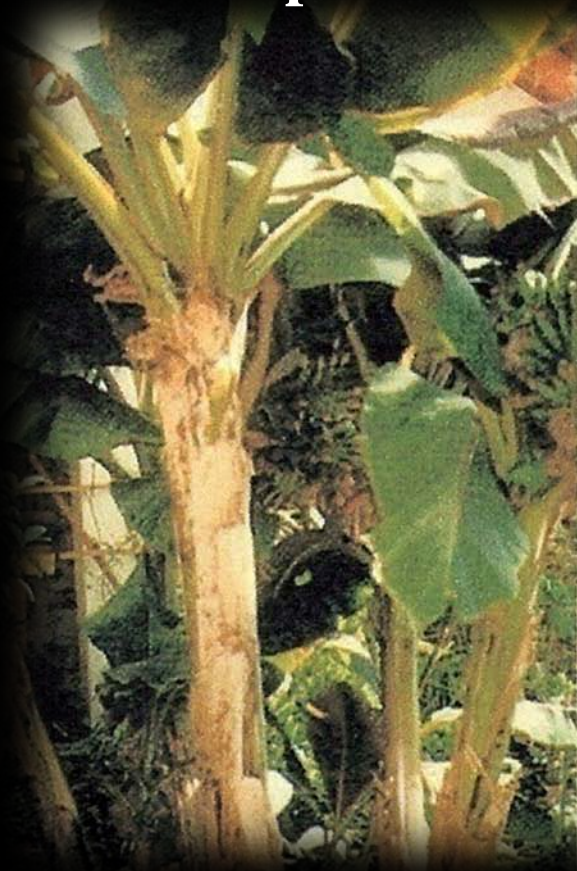


ENERGY EFFICIENCY

**At 7000 feet in the Colorado Rockies,
this house is ultra energy-efficient.**

**Its heating bill is \$0.00, and the heat-trapping measures cost
less than the boilers eliminated.**

The up-front investment was paid off in 10 months.



Solar energy: Japan



WHAT THE INDIVIDUAL CAN DO

"Nobody ever made a greater mistake than he who did nothing because he thought he could do only a little." Edmund Burke

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it's the only thing that ever has." Margaret Mead

**"If you think you're not big enough to make a difference, you've never in bed with a mosquito."
Anon.**

TECHNOLOGY TIME SCALES

Years taken for new technologies to reach widespread use in the U.S.:

* 1873 electricity	46
* 1876 telephone	35
* 1886 petrol car	55
* 1906 radio	22
* 1926 television	26
* 1975 personal computer	16
* 1983 mobile phone	13
* 1991 the WorldWide Web	7

BLINKERED THINKING

"X-rays are a hoax."

Lord Kelvin, 1900

"The radio craze will die out."

Thomas Edison, 1922

"Space travel is impossible."

Richard Wooley, British Astronomer Royal, 1956

"640k of memory is enough for anybody"

Bill Gates, CEO of Microsoft, 1981

DUCKING

THE

ISSUE?

