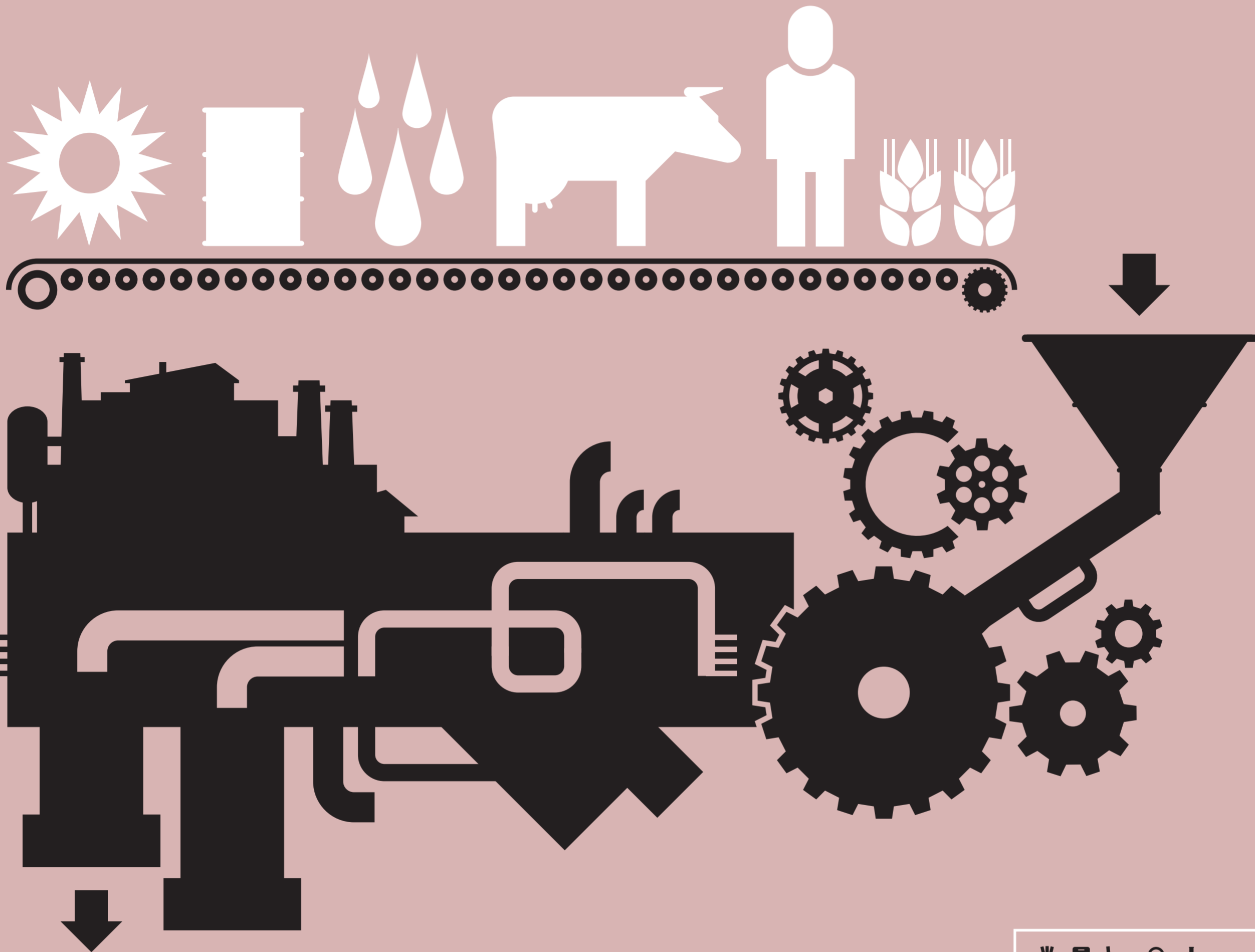


# SOCIAL AUDIT OF DEVELOPMENT

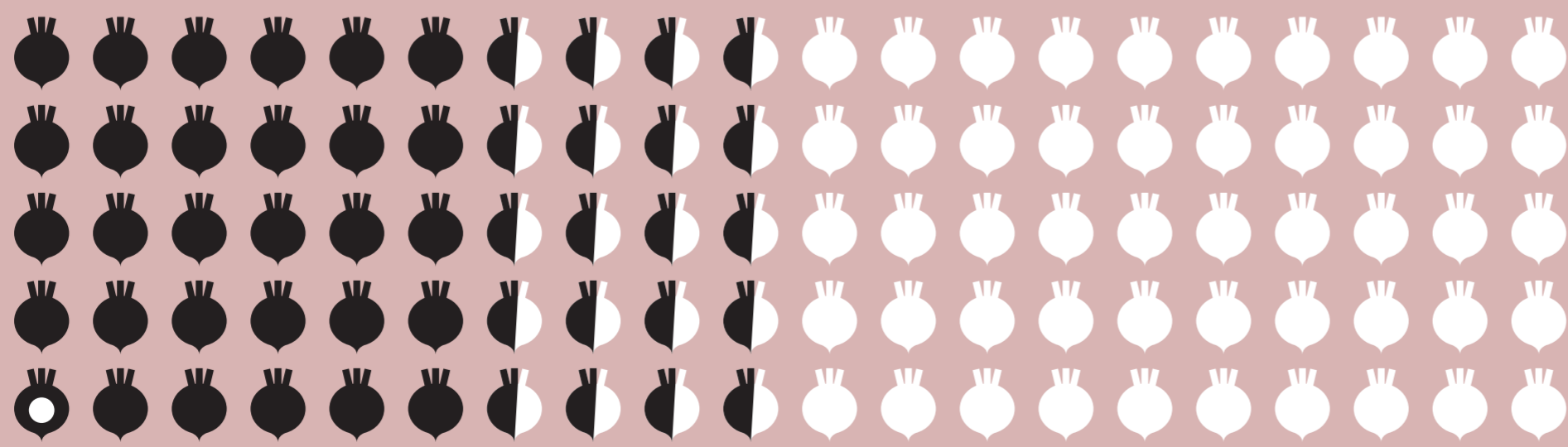
THE BALANCE SHEET FOR  
GROSS GLOBAL PROSPERITY

This poster explores the social impact of the current model of development. Humans and the natural world provide essential 'resources' for the purpose of creating products, profits and economic growth. Yet economic growth does not necessarily equal greater well-being. Research as demonstrated that only 1% of growth contributes to rising standards of living. Prosperity is increasingly concentrated and over the past 30 years inequality has risen in over 75% of the countries Global North (OECD countries). Although there is more than enough food to meet everyone's needs, 13% of the global population face hunger. Meanwhile, 30-50% of the food supply is simply wasted. It appears that the current model of development fails to provide prosperity for the majority.



Economic Growth

A grid of 50 icons representing various symbols of economic growth and consumer goods, including cars, houses, smartphones, bottles, and people. The icons are arranged in a roughly rectangular pattern.



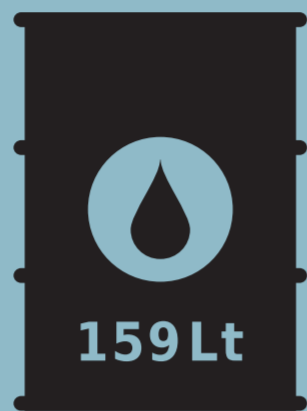
1% of global food supply would eliminate hunger - yet 30-50% of global food supply is simply wasted.



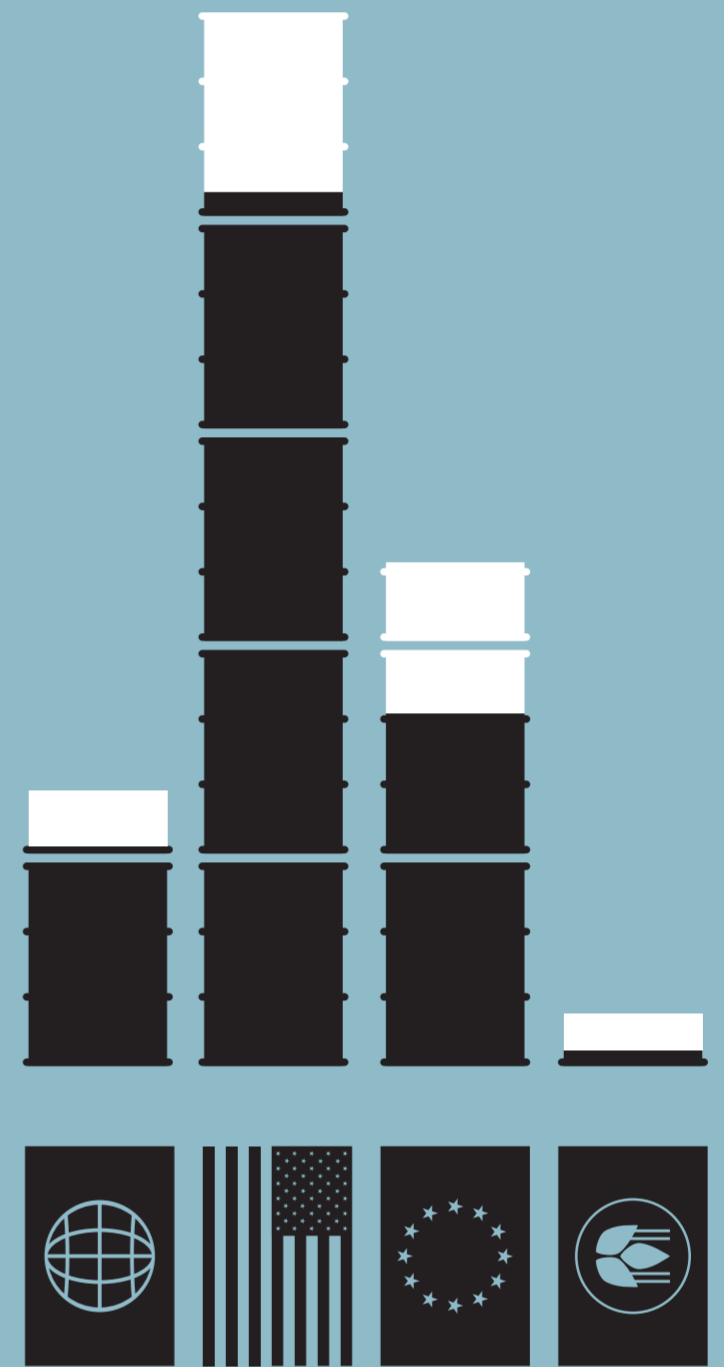
# ENERGY

## AUDIT OF DEVELOPMENT

### THE BALANCE SHEET FOR GROSS GLOBAL PROSPERITY

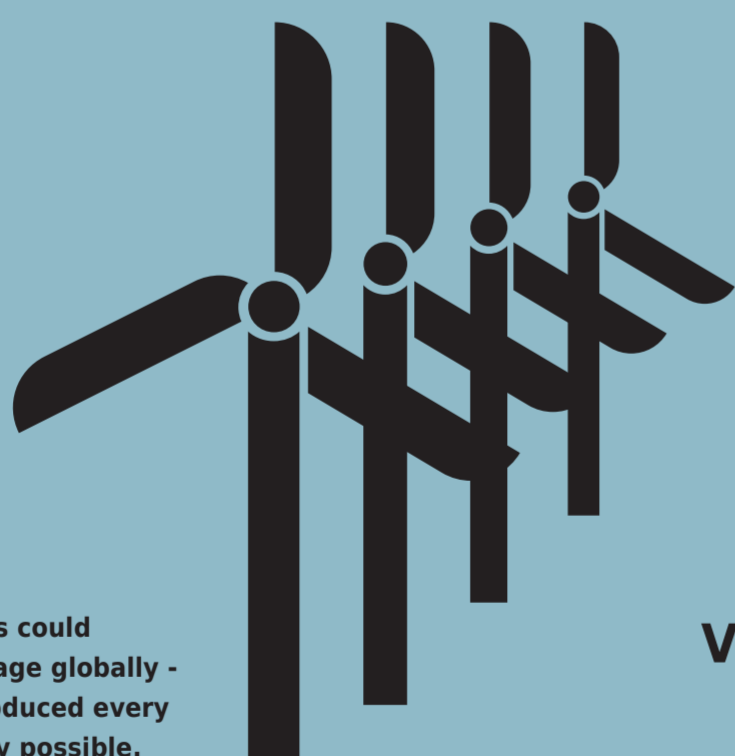


One barrel of crude oil, containing 159 litres, is equivalent to the heavy manual labour of 12 people for one year.



Energy use (kg of oil equivalent per capital)  
 World = 1851  
 USA = 7069  
 EU = 3412  
 Low Income countries = 363

Percentage of total energy consumption that is based on fossil fuels  
 World = 80%  
 USA = 83%  
 EU = 75%  
 Low income countries = 29%



4 million wind turbines could replace fossil fuels usage globally - 20 million cars are produced every year so it is technically possible.

VS



Energy Return on Energy Investment  
 EROI in the 1900s = 100:1 - 50:1  
 EROI in the tarsands = 5:1 - 3:1  
 EROI estimated to be necessary for 'civilisation' to sustain itself = 5:1

\* All expansionary phases of US economy occurred during times so low energy prices.



Global fossil fuels subsidies amounted to \$523 billion in 2011, up almost 30% on 2010 - this is six times more than subsidies to renewables, and up 30% from 2010.

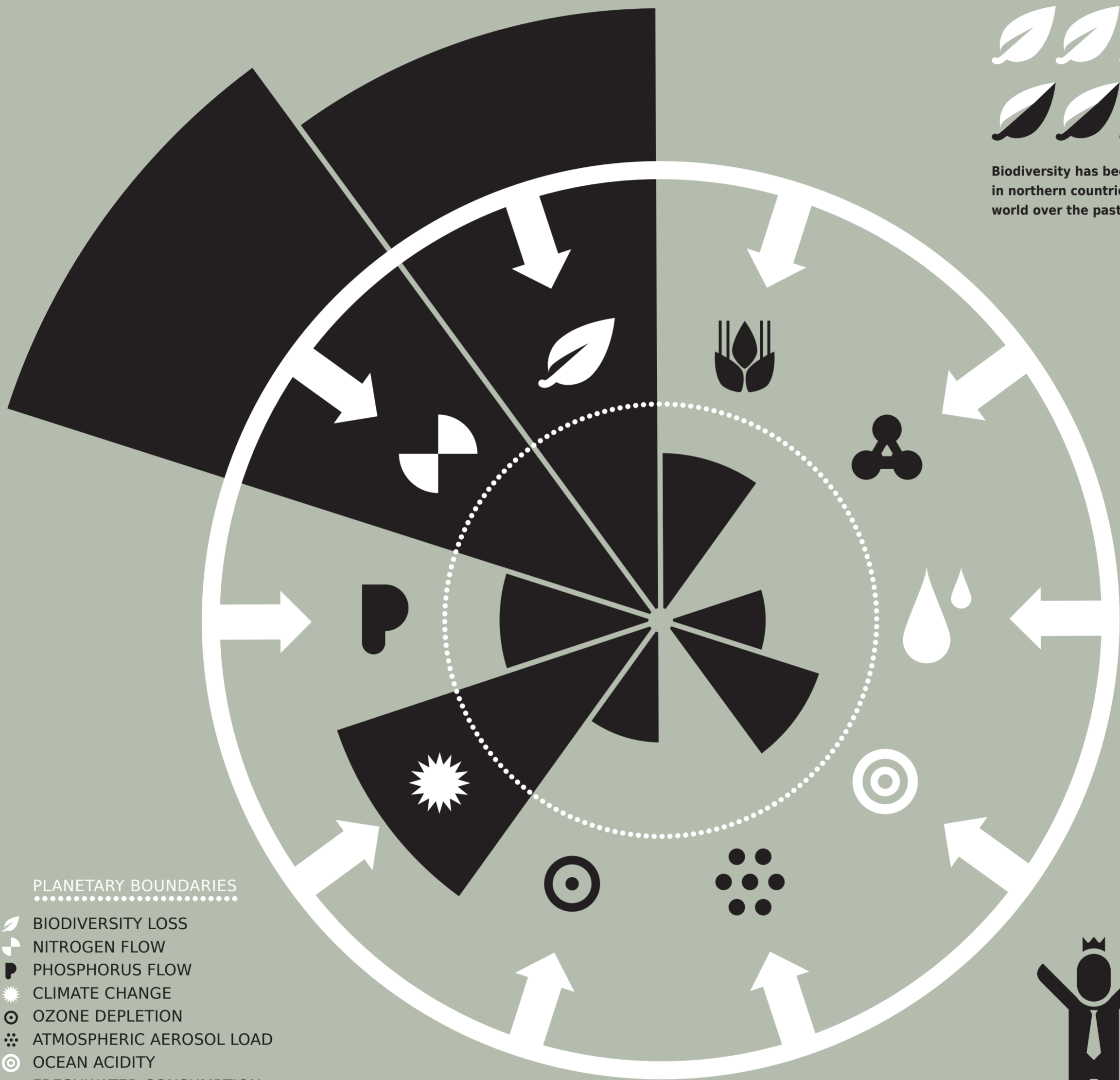
# ECOLOGICAL AUDIT OF DEVELOPMENT

THE BALANCE SHEET FOR  
GROSS GLOBAL PROSPERITY

The Earth's ability to provide an accommodating environment is undermined by our activities. The Earth is our life-supporting system. Despite this basic fact, measured in biophysical terms, the planet is shrinking due to human interventions. Over the past forty years the Living Planet Index (an indicator of the state of biodiversity) has fallen by 30% in northern countries and fallen by 60% in the tropics. During this time there has been a doubling of demands on natural systems. Assessing the capacity of the ecological system to continue to provide favorable conditions for civilization must be part of an audit of development.



Biodiversity has been fallen by a rate of 30% in northern countries and 60% in the tropical world over the past 40 years.



PLANETARY BOUNDARIES

- BIODIVERSITY LOSS
- NITROGEN FLOW
- PHOSPHORUS FLOW
- CLIMATE CHANGE
- OZONE DEPLETION
- ATMOSPHERIC AEROSOL LOAD
- OCEAN ACIDITY
- FRESHWATER CONSUMPTION
- CHEMICAL POLLUTION
- AGRICULTURAL LAND USE



97-98% of scientists agree climate change is caused by humankind



2/3 ecosystems are exploited beyond their capacity



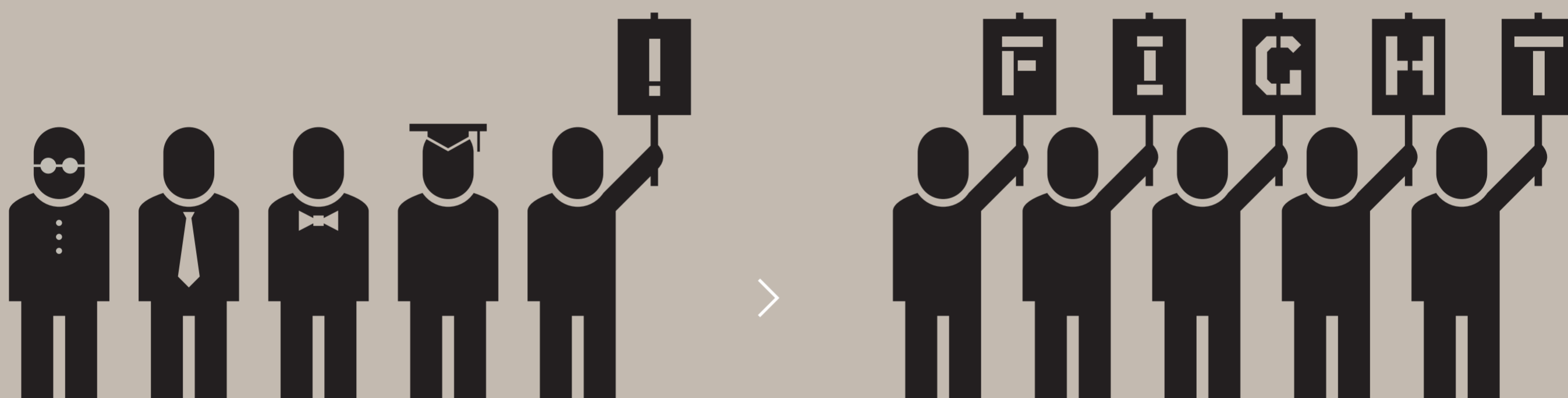
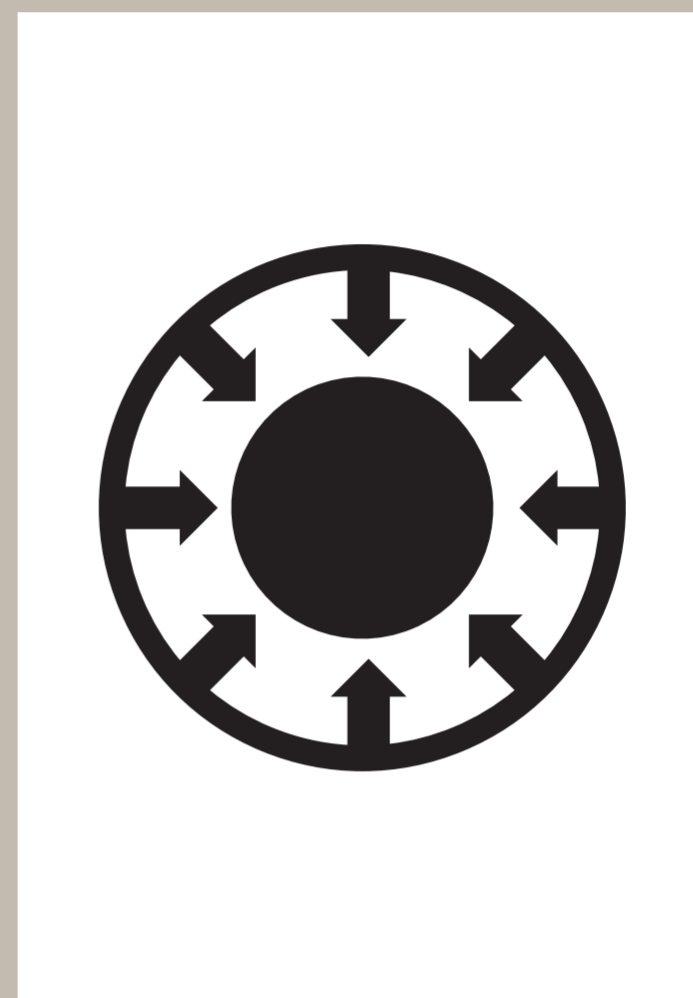
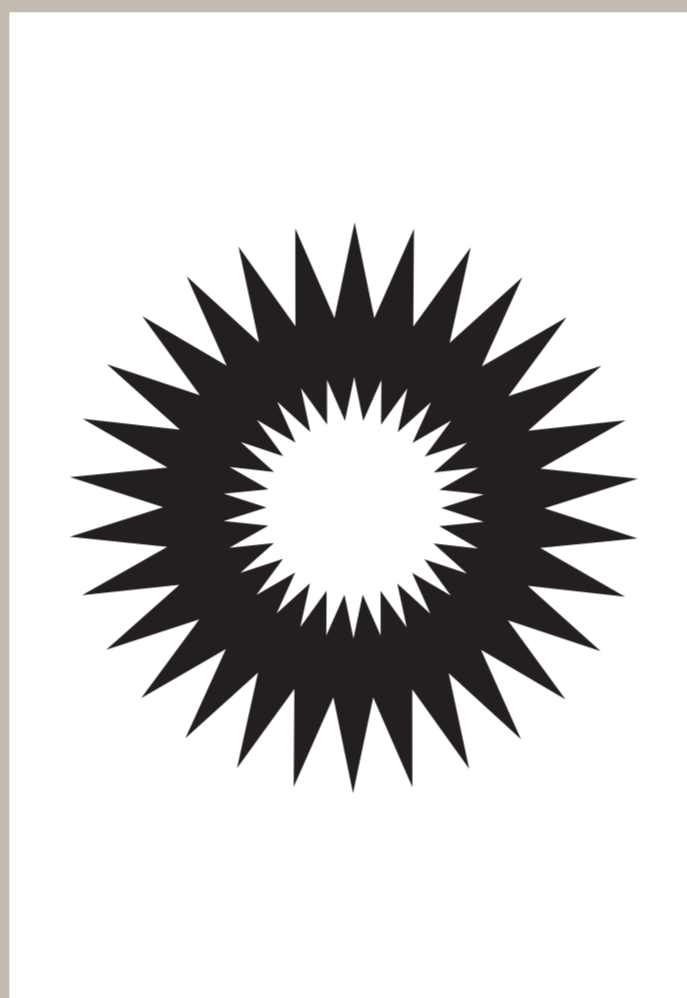
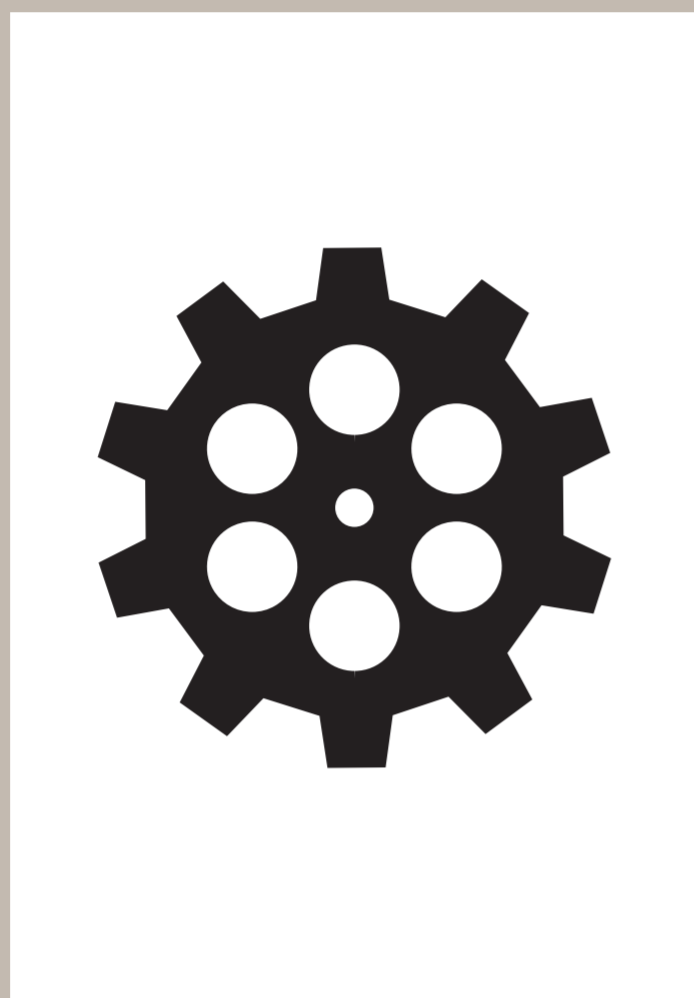
Ecological systems have thresholds that can lead to sudden collapse. Nine planetary boundaries are central to avoid crossing critical tipping points. Three boundaries have already been transgressed: climate change, the rate of biodiversity loss and the global nitrogen cycle. The Anthropocene is a new geological age

characterized by dynamics where our industrial patterns are a force dramatically effecting natural, biophysical and geological processes. The Earth is the foundation for substance, but an ecological audit indicates that the model of development is now so dysfunctional that human survival is at stake.

# GGP-2.0

## THE BALANCE SHEET FOR GROSS GLOBAL PROSPERITY

AN AUDIT OF DEVELOPMENT  
OUT OF BALANCE - CRITIQUE OF THE PRESENT



Science / Social / Cultural / Educational Institutions + Social Movements

Radical redesign and transformation of the model of development

*'The Balance Sheet for Gross Global Prosperity: GGP-2.0'* presents a critique of the present with an audit of development based on an integrated systems perspective. This audit reveals relationships within and between the social, energy and ecological systems. These three interdependent systems enable economic prosperity. Absurdly, the indicators of health for these respective systems are made invisible by the reductive focus on profit in economic policy and the ill-informed notion of GDP (gross domestic product). GDP is widely used as the primary indicator of a country's standard of living. In this project, the antiquated 'GDP' concept is revised into a more holistic model called: 'Gross Global Prosperity' (GGP-2.0) that includes social, energy and ecological factors. This work illustrates strategies for evaluating GGP-2.0, visualising a new balance sheet of GGP-2.0.

The project is based primarily on scientific research in *Bankrupting Nature: Denying our Planetary Boundaries* (2011), a report for The Club of Rome by Johan Rockstrom and Anders Wijkman. This seminal book presents an overview of the ecological harm caused by industrial systems that are breaching at least

three critical planetary boundaries (biodiversity loss, climate change and the nitrogen cycle). More scientific data on the state of global biodiversity is taken from the *Millennium Ecosystem Assessment* (2005). Information on socio-ecological issues was obtained from the Oxfam discussion paper by Kate Raworth titled; 'A Safe and Just Space for Humanity: Can we Live within the Doughnut?' (2012) and Oxfam's recent report: 'The Cost of Inequality: How Wealth and Income Extremes Hurt us all' (2013). Data on food systems are from the new report 'Global Food Waste Not, Want Not' (2013) by the UK Institution of Mechanical Engineers.

This research, based on work by scientific organizations, an NGO and a professional body of engineers, describes critical systems failures. Using just one example, consider that only 1% of global food supply could feed the 13% of the global population that are facing hunger. Despite this fact, between 30-50% of food produced is simply wasted. These statistics reveal structural flaws in the current model of development.

Can we consider the current model of development a success? The project proposes that evidence provided by these reports

suggests neo-liberal capitalism is now highly dysfunctional in regards to the provision of gross global prosperity. Moreover, despite the dangers presented by the weakened resilience of social and ecological systems, the erosion of these systems is absent from balance sheets. The tools used by political systems to assess and correct systemic behaviour do not display social, energy or ecological factors. Thus we are ill prepared to deal with the risks created by these dynamics.

Material realities are a foundation for human prosperity. Ecological systems provide 'natural resources' (especially energy) but our methods of assessing the well being of the economy denies these ecological realities. These errors undermine prospects for long-term survival, much less prosperity. Due to these erroneous ways of understanding humankind's relationships with the true sources of prosperity, capitalism is a model of development that is parasitical on its hosts, i.e. the social, energy and ecological systems. Its accounting methods (such as the use of GDP) conceal this reality. GGP-2.0 reveals these hidden consequences.

These graphics aim to inform public debate on the relative merit and legitimacy of the

current economic model. Converging crisis conditions are sparking renewed deliberations on capitalism. Can humankind survive capitalism? The posters present a critique of a model of development that puts humanity on a crash course with oblivion. Radical change will be essential to create possibilities for survival. It is necessary to radically redesign economic and political systems.

These posters will be submitted to the ARCH+ and the Bauhaus Dessau Foundation and exhibited in Haus der Kulturen (House of World Cultures) in Berlin in Summer 2013. The graphics will also be used by *The Occupied Times* (London) and will be distributed for free on associated websites and on the streets of London as a broadsheet. Following the dissemination of this audit of development, we will call for a coalition of scientific, cultural, educational, non-governmental institutions to support social movements around the world. We must work in solidarity in rejecting the premises of neo-liberal disaster capitalism with its embedded contempt for collective social and ecological wellbeing. We call for a global general strike until the demands of social movements are met.