



## UniMark System's Ecological Footprint Reduction



**Introduction:** As you know, the **Ecological or Carbon Footprint (EF)** is the metric that allows us to calculate human environmental strains on the planet and come up with facts, such as: If everyone lived the lifestyle of the average American we would need five planets.

**In Today's World;** where humanity is already exceeding planetary limits, ecological assets are becoming more critical. Each country has its own ecological risk profile: Many are running ecological deficits, with **EF's** larger than their own biological capacity. Others depend heavily on resources from elsewhere, which are under increasing stresses. In some areas of the world, the implications of ecological deficits can be devastating, leading to resource loss, ecosystem collapse, debt, poverty, famine and war.

**Sustainability, Best Management Practices:** Sustainable human development will occur when all humans can have fulfilling lives without degrading the planet. This is the ultimate goal. **EF** data tells us that, given current population and available land area, an **EF** of less than 2.1 global hectares per person makes a country's resource demands globally replicated. This indicator gives clear minimum conditions for sustainable human development and shows how much more we need to "think inside the box." Despite growing commitments to sustainable development, most countries and municipalities today do not meet minimum requirements.

**Individuals:** As individuals, organizations, countries and regions work on advancing sustainability and human development, decision makers need data and metrics in order to set goals and track progress.

**Local Cities and Utility Companies:** The global effort for sustainability will be won, or lost, in the world's cities, where urban design may influence over 70 percent of people's **EF**. Soaring **EF** Regions can reduce this demand on nature greatly with existing technology. Many of these savings also cut costs and make cities more livable. Since urban infrastructure is long-lasting and influences resource needs for decades to come, infrastructure decisions make or break a city's future. A measure such as the **EF** is critical to setting targets and managing development projects. *Which cities continue to build declining resource traps? Which cities are building opportunities for resource efficient and more competitive lifestyles?*

### Unimark is Eco Smart:

- ▼ **Clean and Safe LP Gas Application**
- ▼ **Permanent – Concise Recycled Water System Identification,**
- ▼ **Reduces VOC Emissions, Paint Can Waste and Disposal,**
- ▼ **No other Paints or Solvents Required**
- ▼ **Green Sustainable Hand Made Construction Materials**
- ▼ **Saves Excessive Fuel from Repeated Field Locates and Re-markings**

