



EARTH POLICY INSTITUTE
2001-2011

So Much Accomplished ... So Much To Do

May 7, 2001

Earth Policy Institute begins

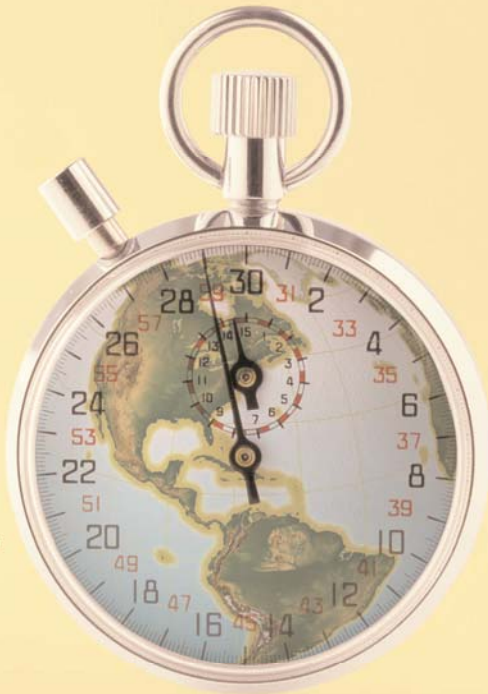


Earth Policy Releases 2001

- *Lester Brown Launches Earth Policy Institute (May 8)*
- *Dust Bowl Threatening China's Future (May 23)*
- *Wind Power: The Missing Link In The Bush Energy Plan (May 31)*
- *Worsening Water Shortages Threaten China's Food Security (October 4)*
- *Eco-Economy Offers Alternative to Middle East Oil (November 1)*
- *Rising Sea Level Forcing Evacuation of Island Country (November 15)*
- *World Grain Harvest Falling Short by 54 Million Tons (November 21)*
- *This Year May be Second Warmest on Record (December 18)*
- *Iran's Birth Rate Plummeting at Record Pace (December 28)*

Photo Credit: Yann Arthus-Bertrand

ECO- ECONOMY



“One of the
world’s most
influential
thinkers.”
—*Washington
Post*

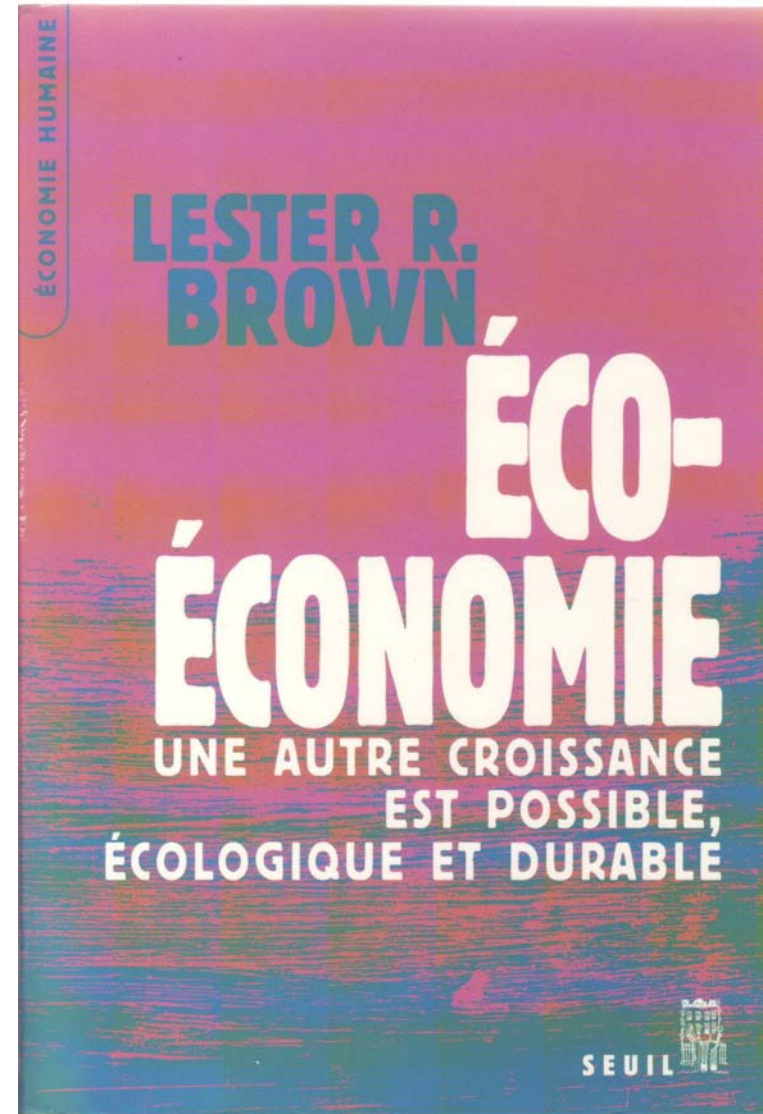
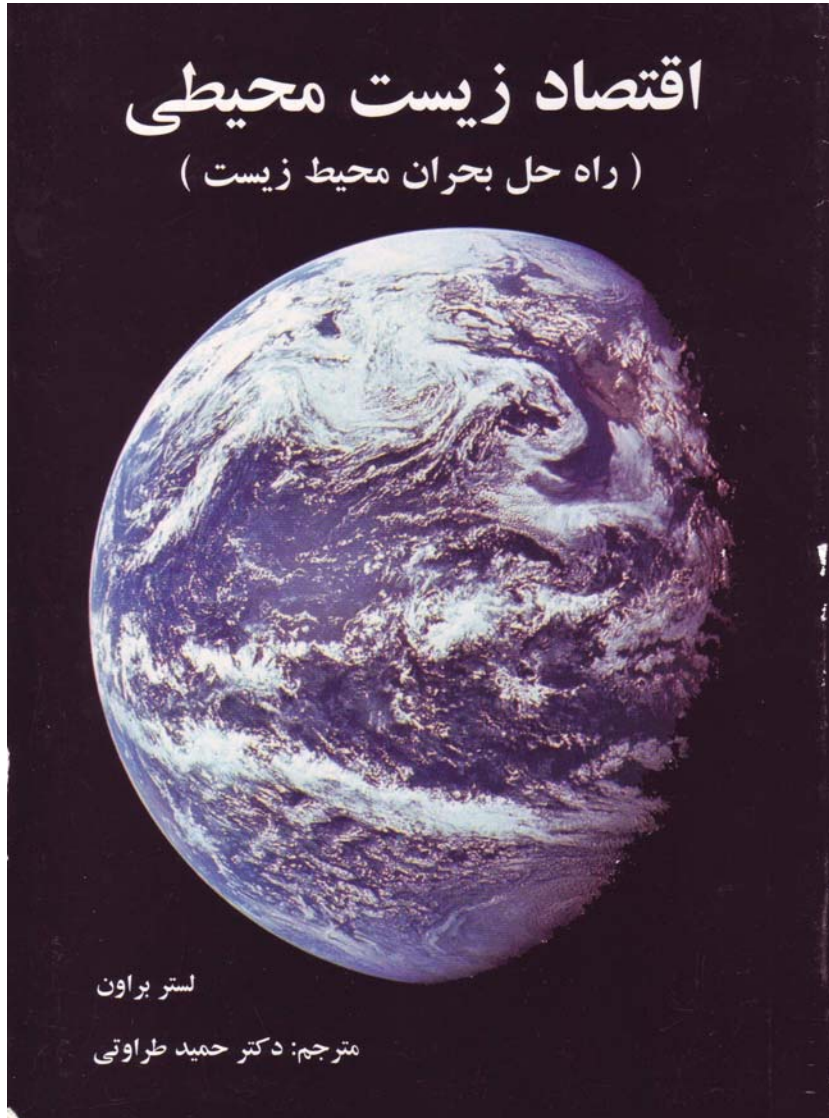
Building an Economy for the Earth

LESTER R. BROWN

November 2001

“... an instant classic.”
—E.O. Wilson

Farsi & French editions



Christmas 2001

- Janet
- Millicent
- Lester
- Reah Janise



“Your updates are among the most important emails I receive. They both inspire and educate. Keep up the great work.”

—Steve Krueger, KPLU radio

UC Santa Barbara



Speaking at European Parliament, Brussels



Warning of Collapse

- In contrast, natural scientists see an economy destroying its natural supports
- Humanity is running up against the natural limits of aquifers, soils, fisheries, forests, even our atmosphere
- In system after system, our collective demands are overshooting what nature can provide

How can we assume that the growth of an economic system that is destroying its environmental supports can simply be projected into the long-term future?

Three Indicators to Watch

Economic



Social

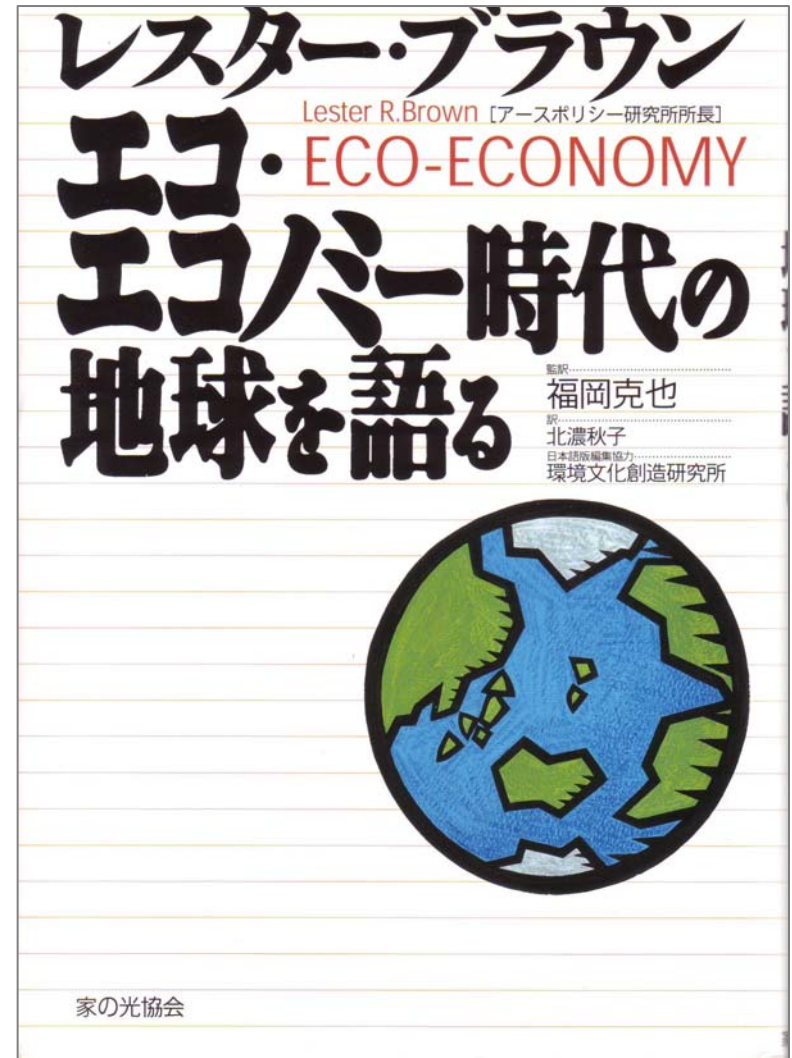
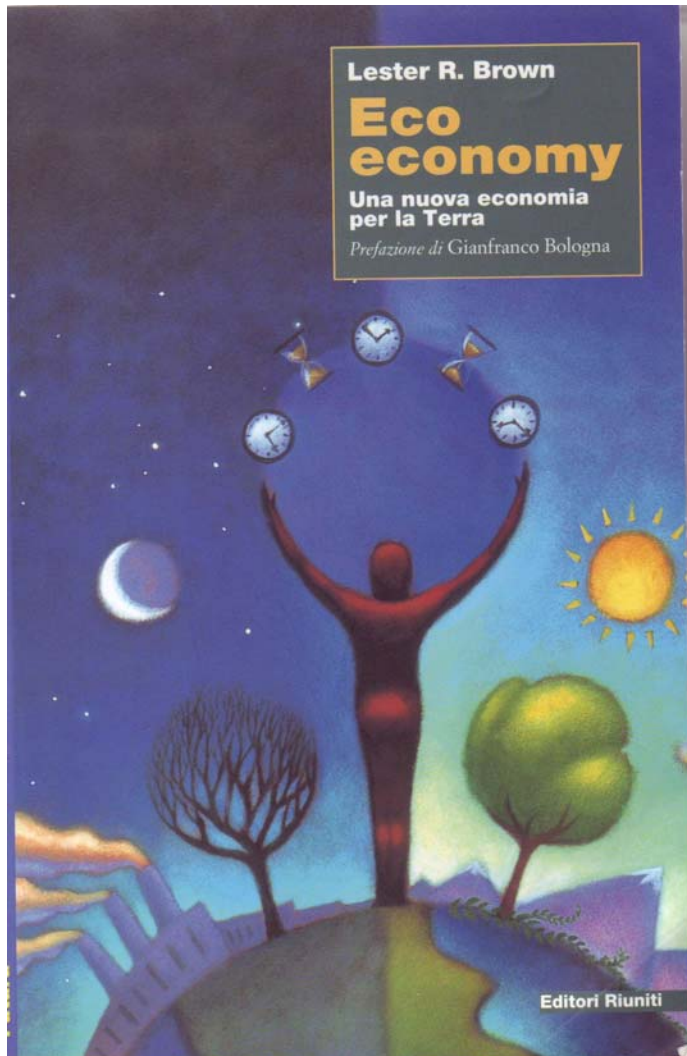


Political



These indicators help give a sense of how close to the edge our civilization may be.

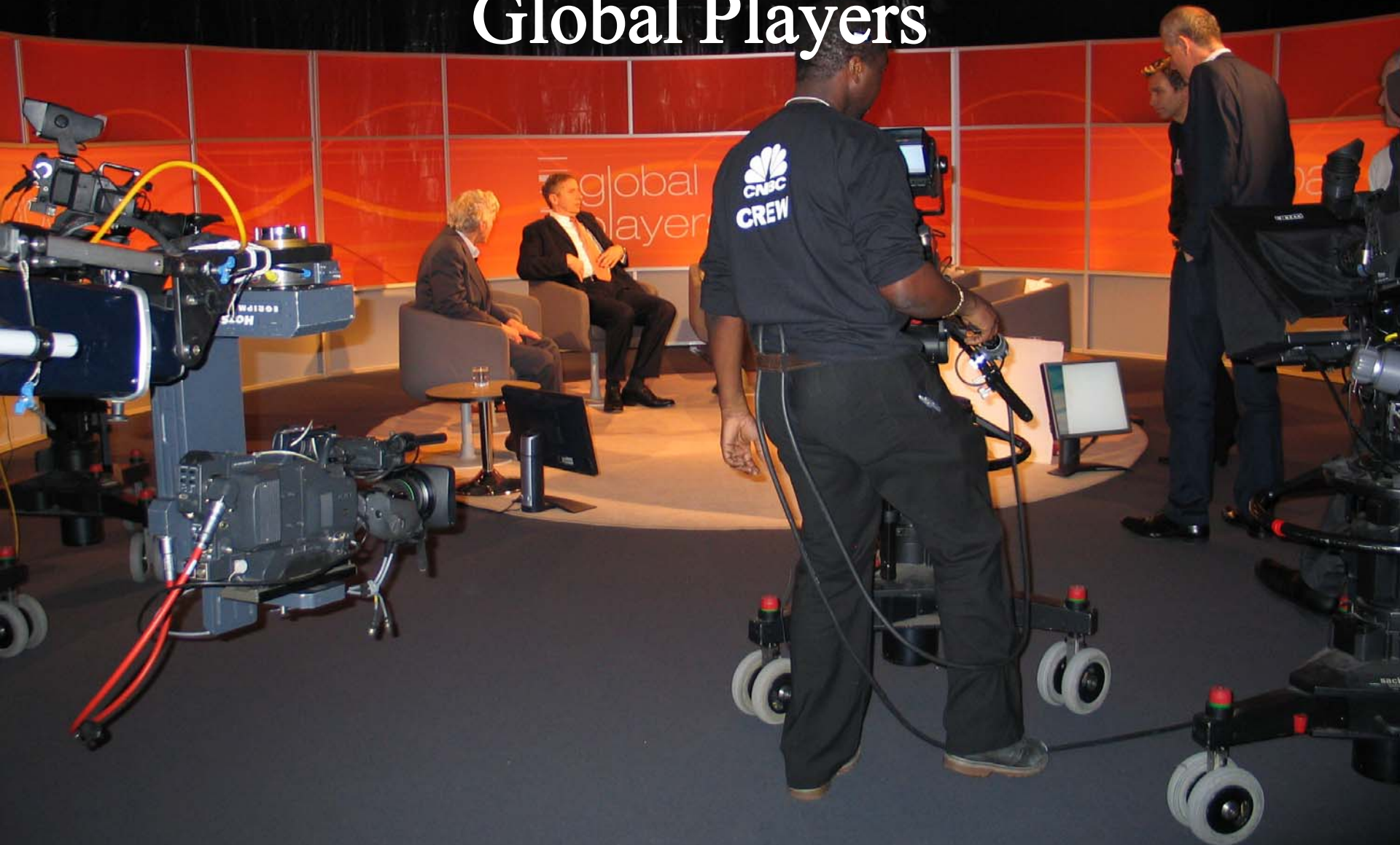
Italian & Japanese editions

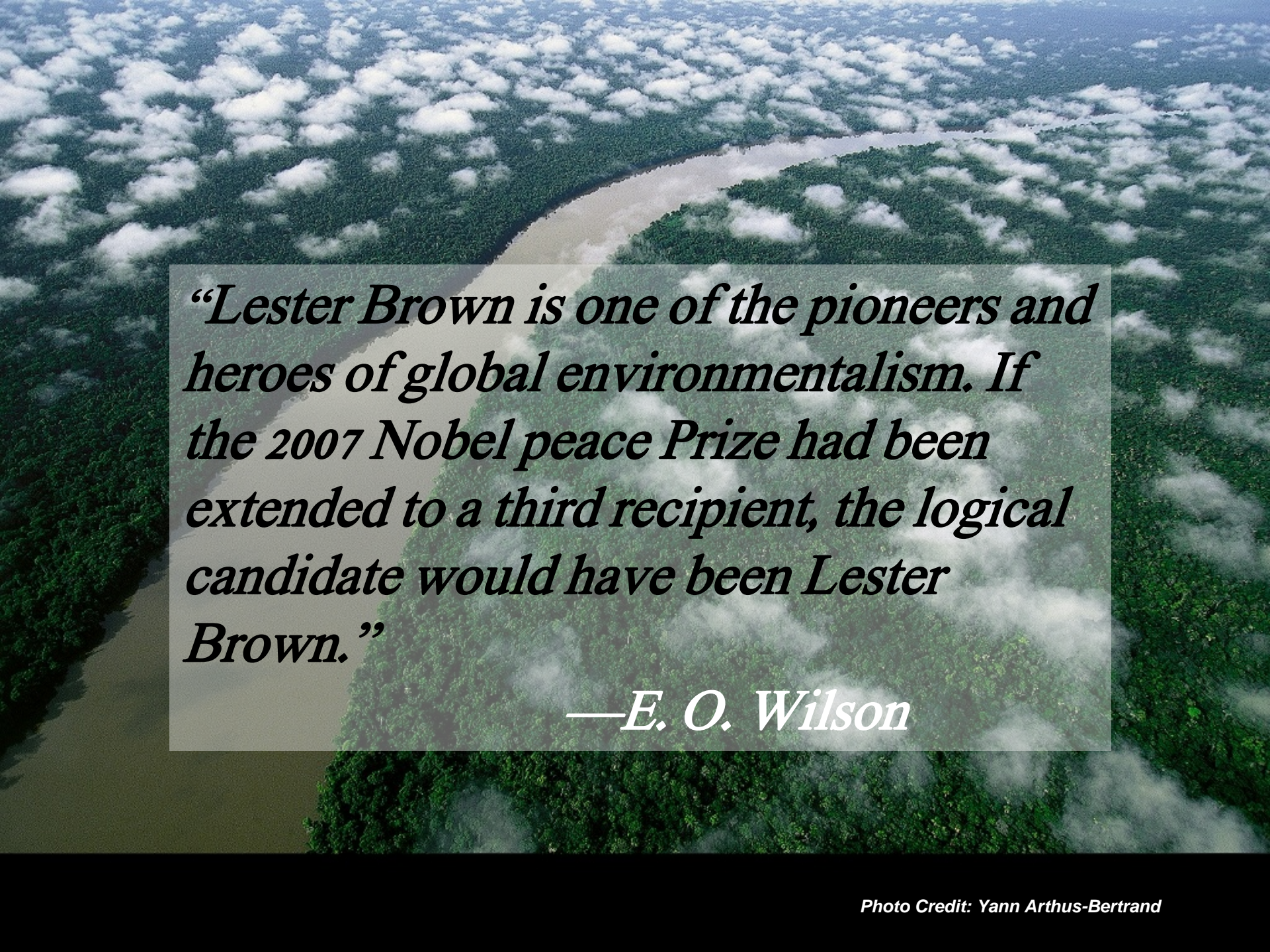




***Yummy!
Italian
cuisine!***

World Economic Forum, taping CNBC Global Players

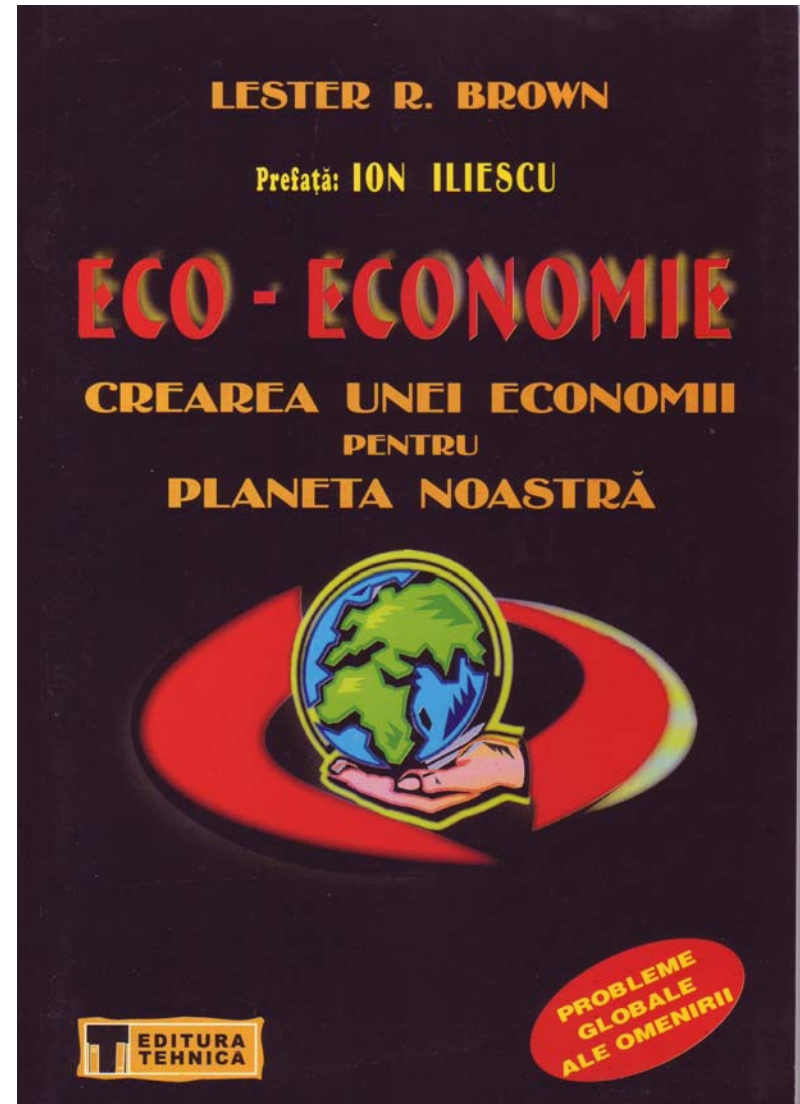
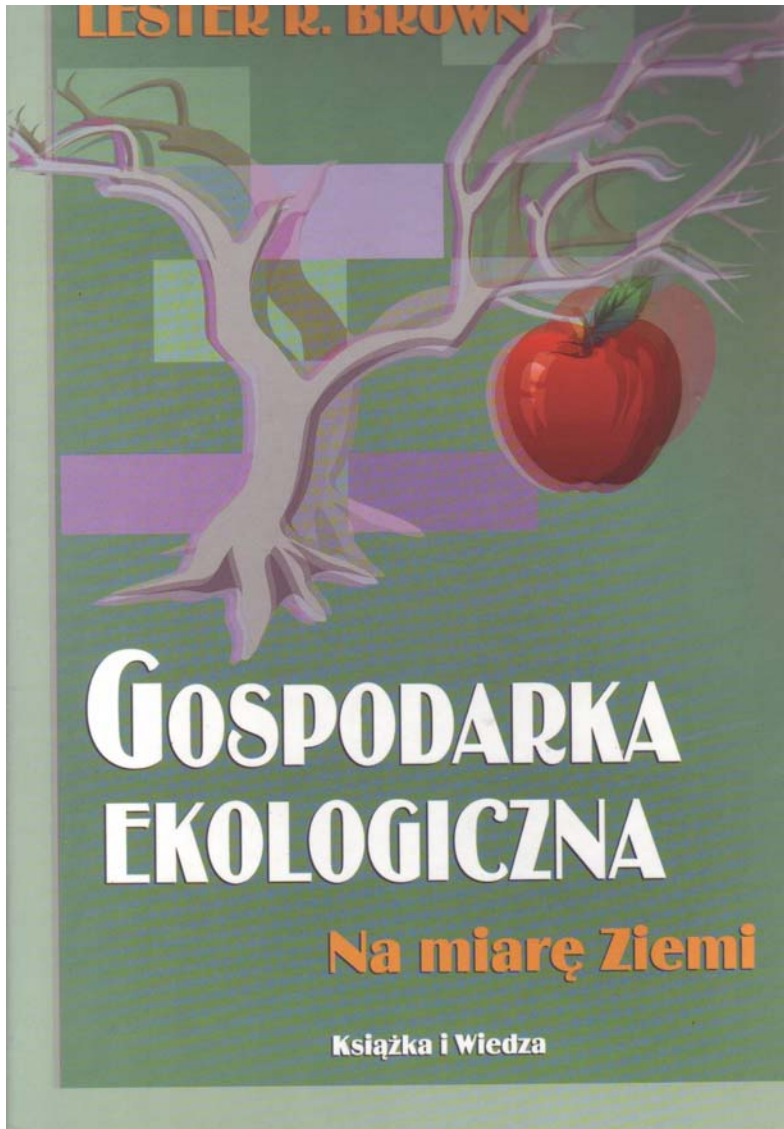


An aerial photograph of a wide, muddy-brown river meandering through a vast, dense green forest. The forest is thick with trees, and the river's path is clearly visible as it curves through the landscape. A semi-transparent grey rectangular box is centered over the image, containing a quote in black italicized text and the name of the author in white italicized text.

“Lester Brown is one of the pioneers and heroes of global environmentalism. If the 2007 Nobel peace Prize had been extended to a third recipient, the logical candidate would have been Lester Brown.”

—E. O. Wilson

Polish & Romanian editions

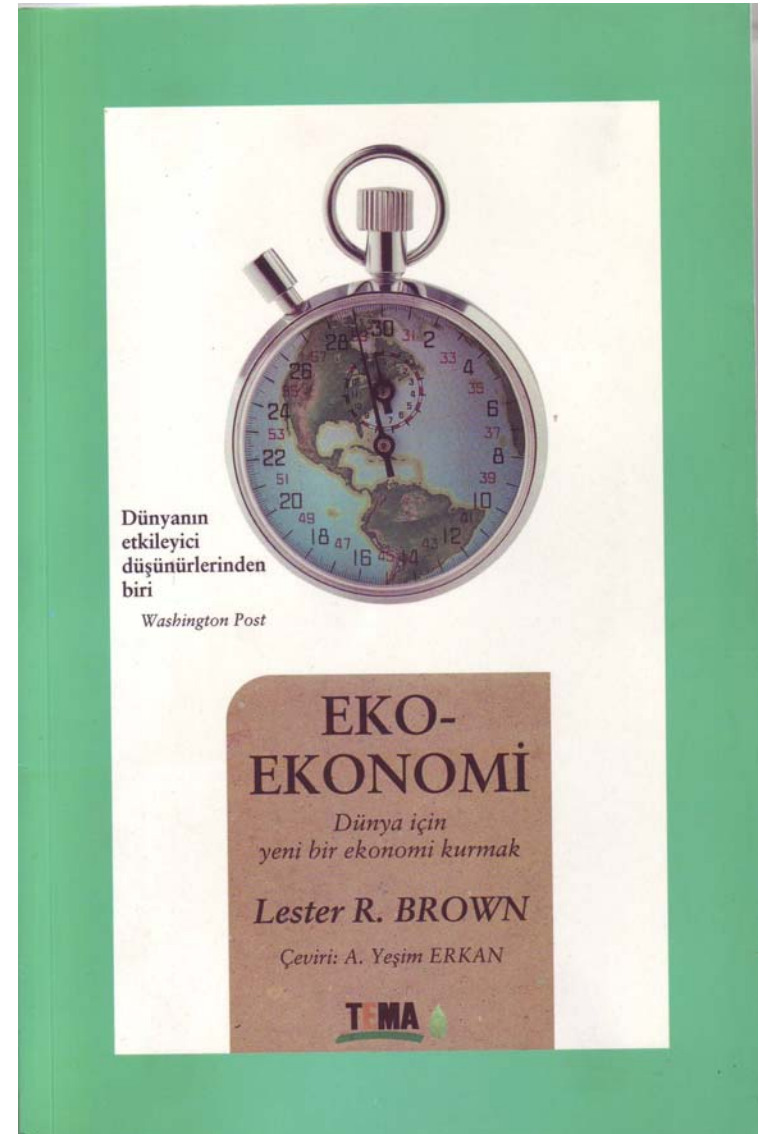
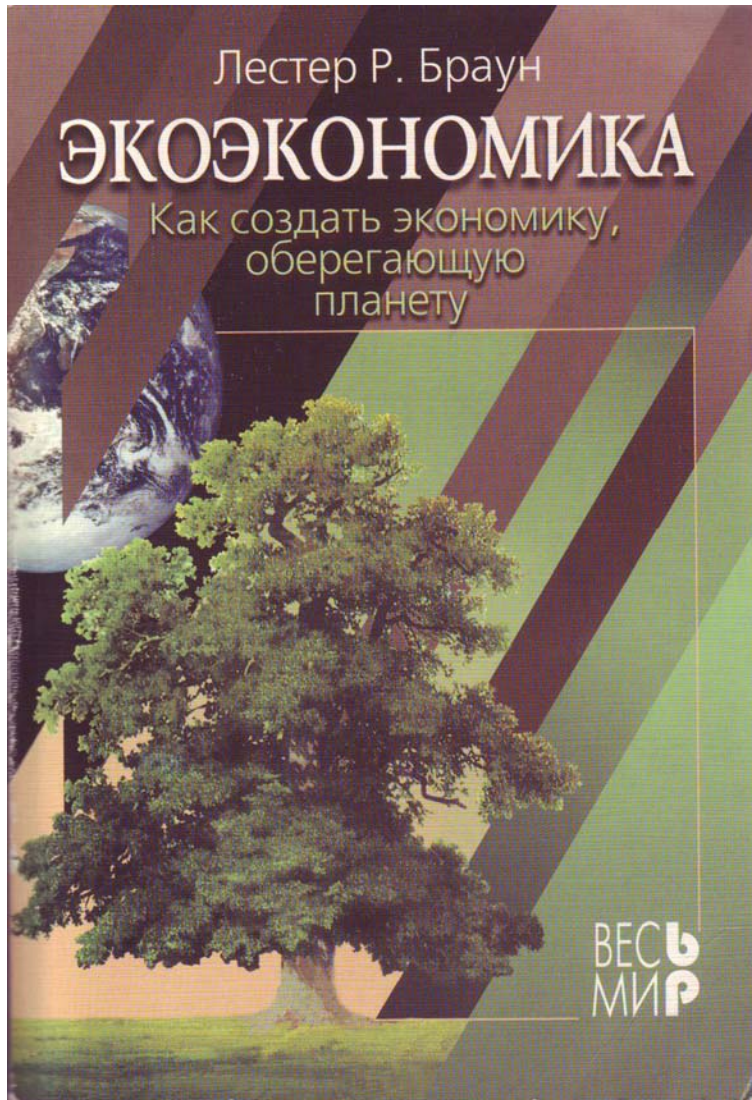




“...a small think tank with a knack of spotting new trends...”

–Geoffrey Lean, Telegraph

Russian & Turkish editions



Eco-Economy Indicators

Population

Carbon Emissions

Global Economy

Global Temperature

Grain Harvest

Ice Melting

Fish Catch

Wind Power

Forest Cover

Bicycle Production

Water Resources

Solar Power

THE EARTH POLICY READER

Lester R. Brown

JANET LARSEN and
BERNIE FISCHLOWITZ-ROBERTS


EARTH POLICY INSTITUTE

November 2002

*"Every decision-
maker and voter on
the planet should
read and study this
thought-provoking
book."*

–Wildlife Activist

Water Shortages

- Overpumping produces food bubbles that burst when water supplies dry up
- In the Arab Middle East, a collision between population growth and water supply is reducing regional grain harvests
- If multiple food bubbles burst at nearly the same time, the resulting food shortages could cause chaos

Countries Overpumping Aquifers in 2010

<u>Country</u>	<u>Population</u> Millions
Afghanistan	29
China	1,354
India	1,214
Iran	75
Iraq	31
Israel	7
Jordan	6
Lebanon	4
Mexico	111
Morocco	32
Pakistan	185
Saudi Arabia	26
South Korea	49
Spain	45
Syria	23
Tunisia	10
United States	318
Yemen	24
<u>Total</u>	<u>3,545</u>

Source: EPI with population data from UNPop

Gianfranco Bologna, head of WWF-Italy and mastermind behind Italian translations



London: Interview



Honorary Degree: Westminster College, PA



An aerial photograph of a massive glacier flowing through a rugged mountain range in Antarctica. The glacier is a bright white, textured expanse that dominates the foreground and middle ground, winding between dark, rocky peaks. The sky is a deep blue with some light clouds. The overall scene is one of a vast, cold, and desolate landscape.

"We receive the regular e-mail updates from the Earth Policy Institute and find them very enlightening. In fact they are fundamental in molding our opinions regarding the environment and the economy."

–AgriCents, Limited Company

Canada Glacier and Lake Fryxell, Antarctica (South Pole) (77° 37' S, 162° 59' W).
www.yannarthusbertrand2.org

2002 Cherry Blossom 10-Mile Race Finishers

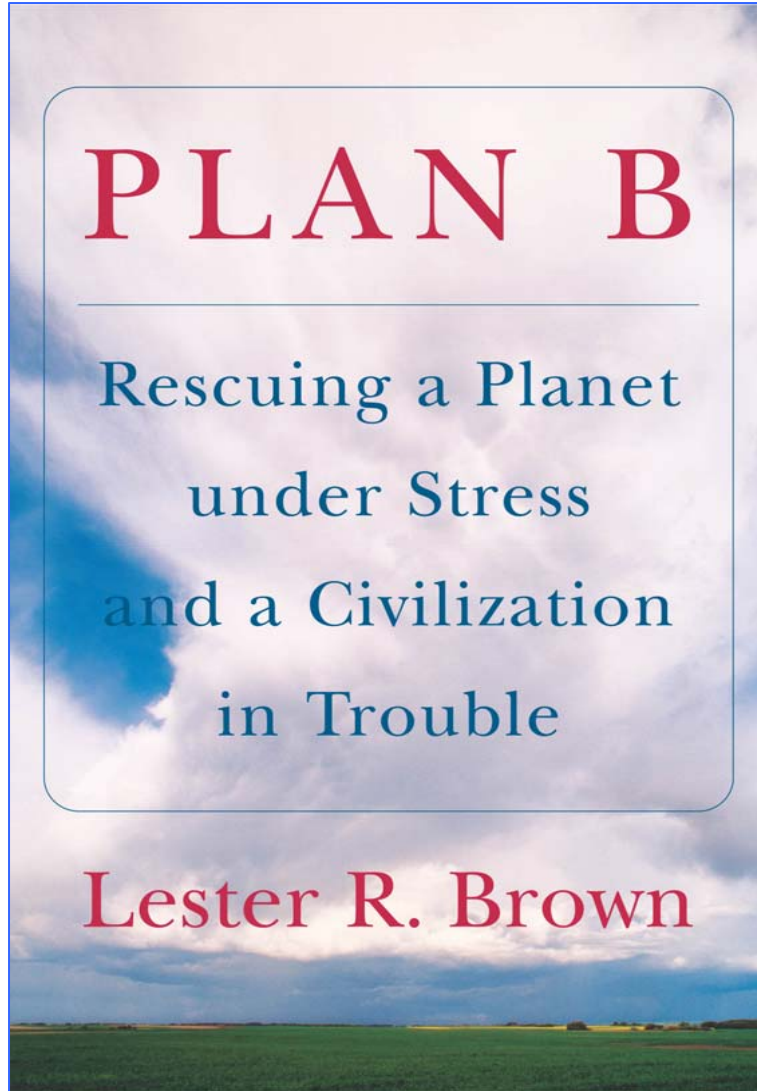


Book of the Month award, Omnimedia
Top Ten Book award, TheGlobalist.com

PLAN B

Rescuing a Planet
under Stress
and a Civilization
in Trouble

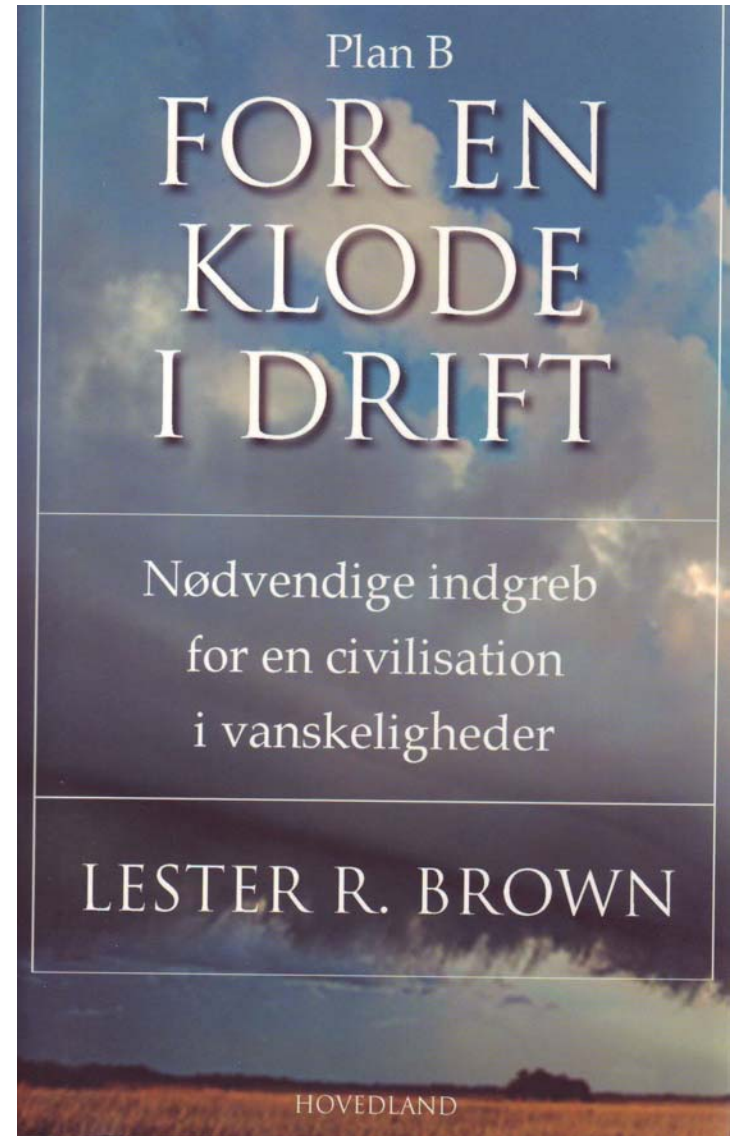
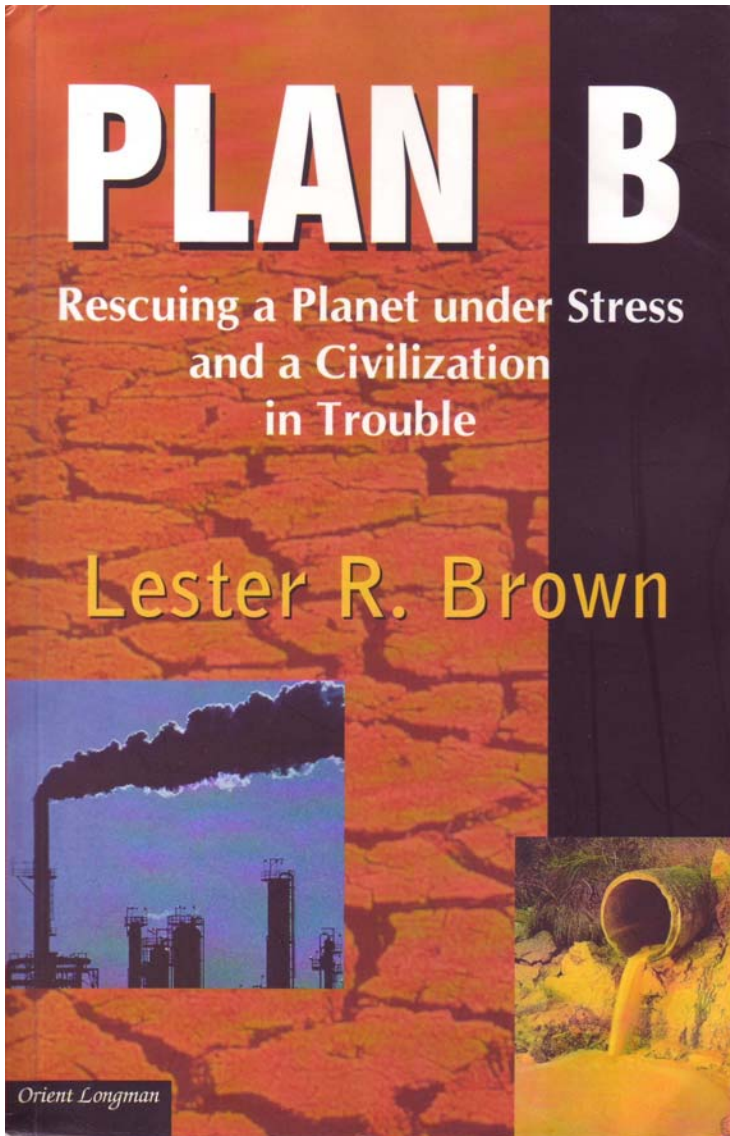
Lester R. Brown



Thai & Spanish editions

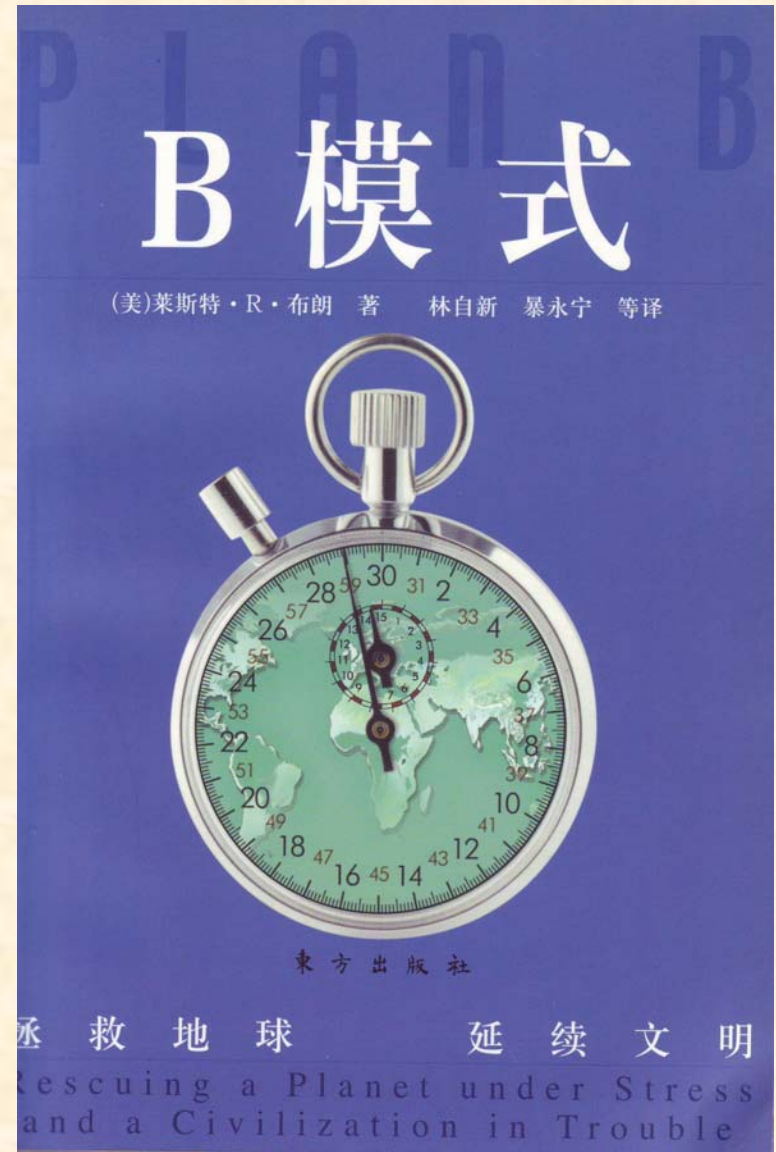


India (English) and Danish editions



Plan B – Chinese ed.

Winner, National
Library of China
book award

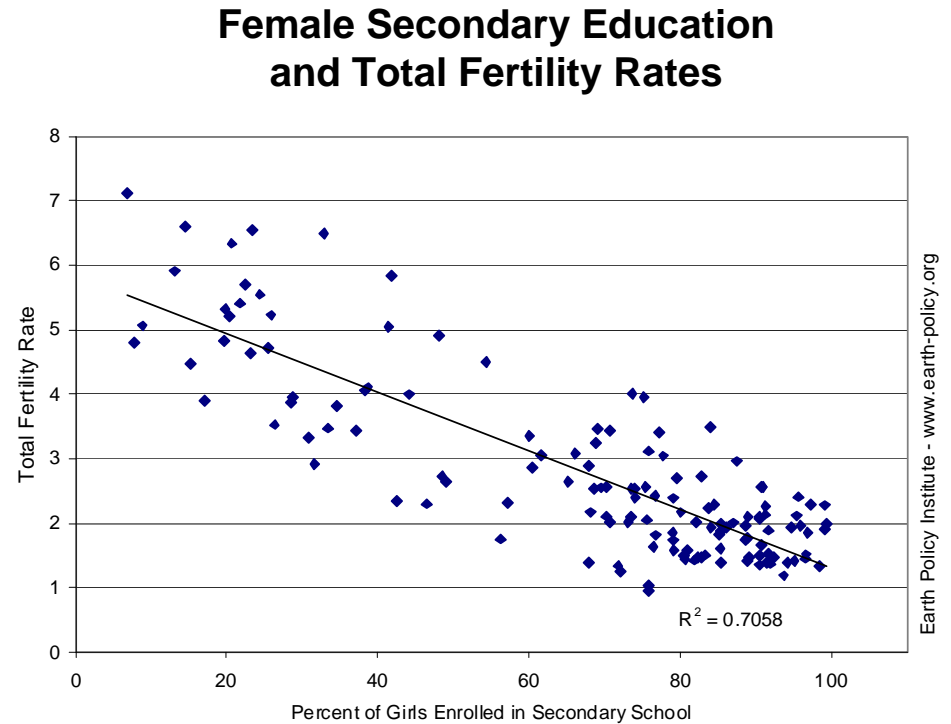


"Lester R. Brown, one of the world's preeminent economists...has a solution for dealing with the threat...Plans must be periodically revised and refined, which Brown has done with insight and foresight in this volume."

- ODE

The Poverty – Education – Population Connection

- School lunch programs help kids, especially girls, stay in school
- Girls who stay in school longer are likely to have fewer children
- Reducing family size helps lift families out of poverty

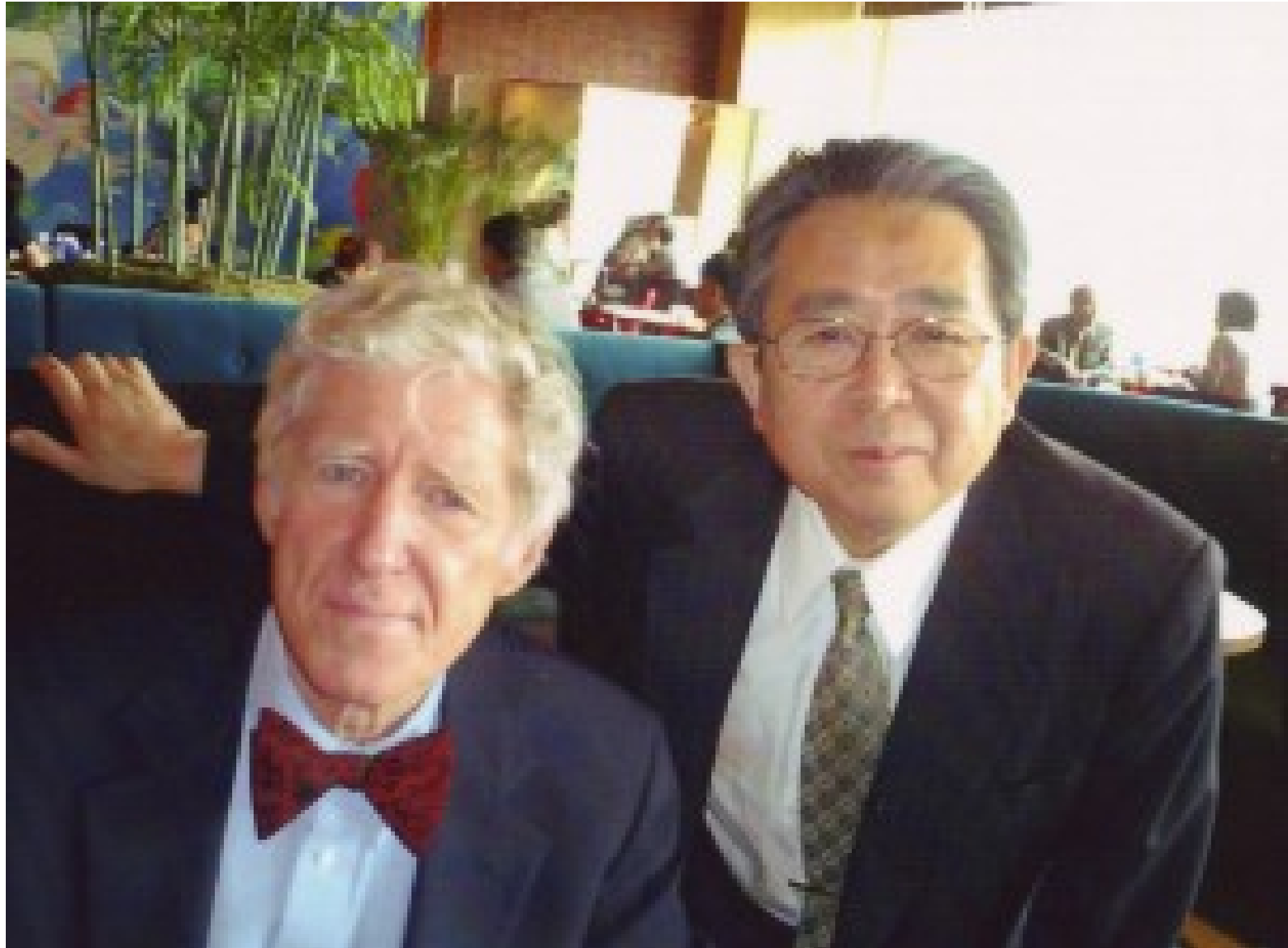


Efforts to eliminate poverty and slow population growth reinforce each other—and they also help prevent state failure by addressing the root causes of instability.

NHK Program, Tokyo



Toshishige Kurosawa & Lester





**Mid-
Atlantic
Rainforest,
Brazil**

Interview with Elephant Journal, Denver





**Janet:
New Zealand
speaking
tour**

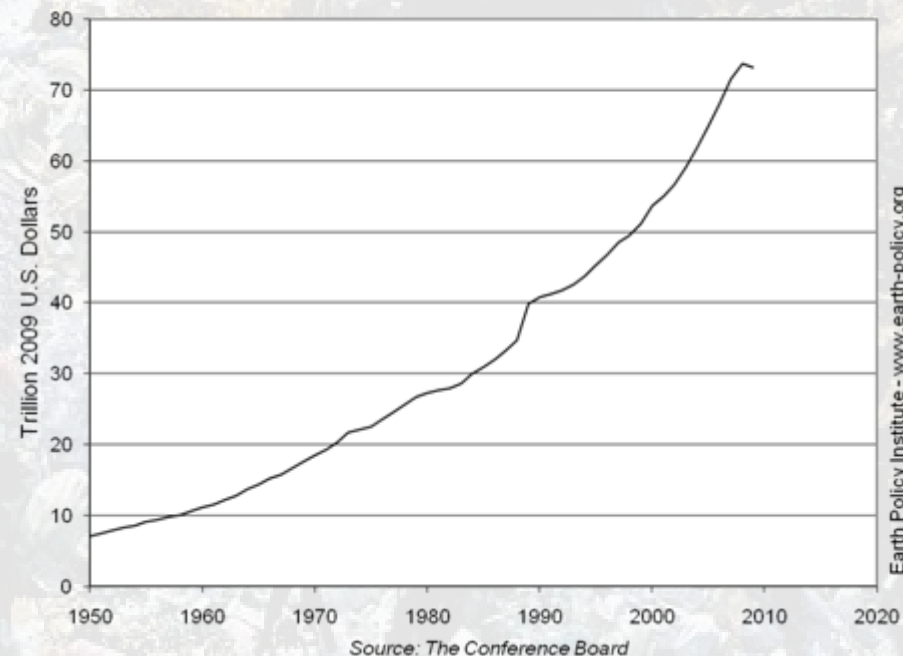


Japan 2003

A Bright Economic Future?

- The global economy has grown nearly 10-fold since 1950
- Mainstream economists typically project 3% annual growth
- In this view, an illustrious economic past is extrapolated into a promising future...

Gross World Product, 1950-2009



February 2005



OUTGROWING
THE EARTH

THE FOOD SECURITY CHALLENGE
IN AN AGE OF FALLING WATER TABLES
AND RISING TEMPERATURES

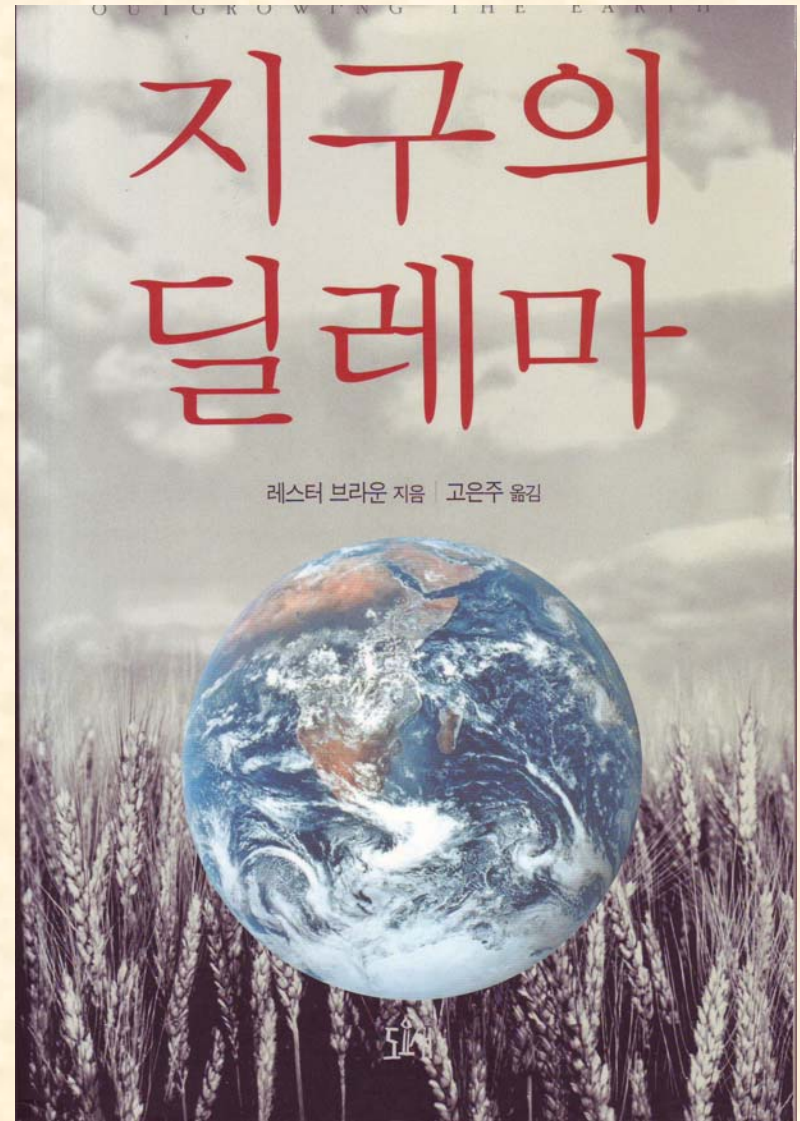
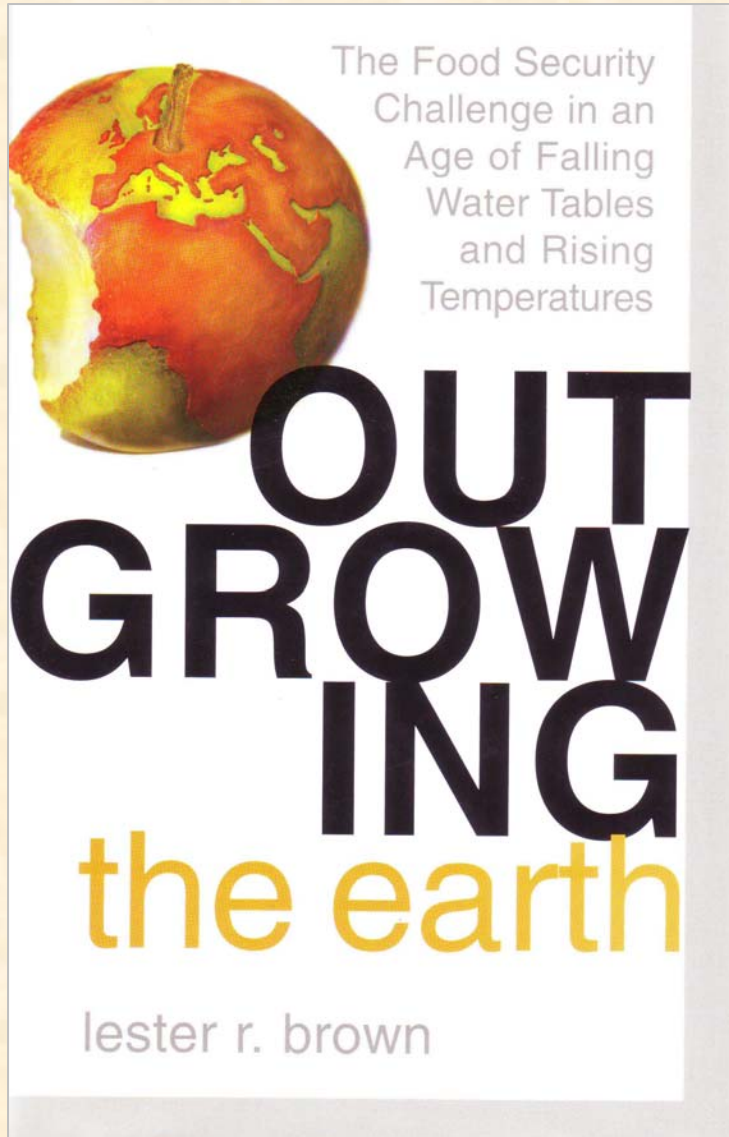
Lester R. Brown

"... groundbreaking ..."
– Herbert Girardet,
World Future Council
Initiative

“I’m fine; it’s the world I’m worried about.”



UK & Korean editions



Eroding Soils, Expanding Deserts

- Overplowing, overgrazing, and deforestation make soil vulnerable to wind and water erosion
- Roughly 1/3 of the world's cropland is now losing topsoil faster than it can be re-formed
- Topsoil loss reduces productivity, eventually leading farmers and herders to abandon their land
- Countries such as Lesotho, Haiti, Mongolia, and North Korea are losing the ability to feed themselves

We have yet to see the full effects of two giant dust bowls now forming: one in northwestern China and western Mongolia, and another in the Sahel of central Africa.

Permanent Exhibit of Lester Brown's books Rutgers University



New Jersey Agricultural Experiment Station
Honoring Excellence

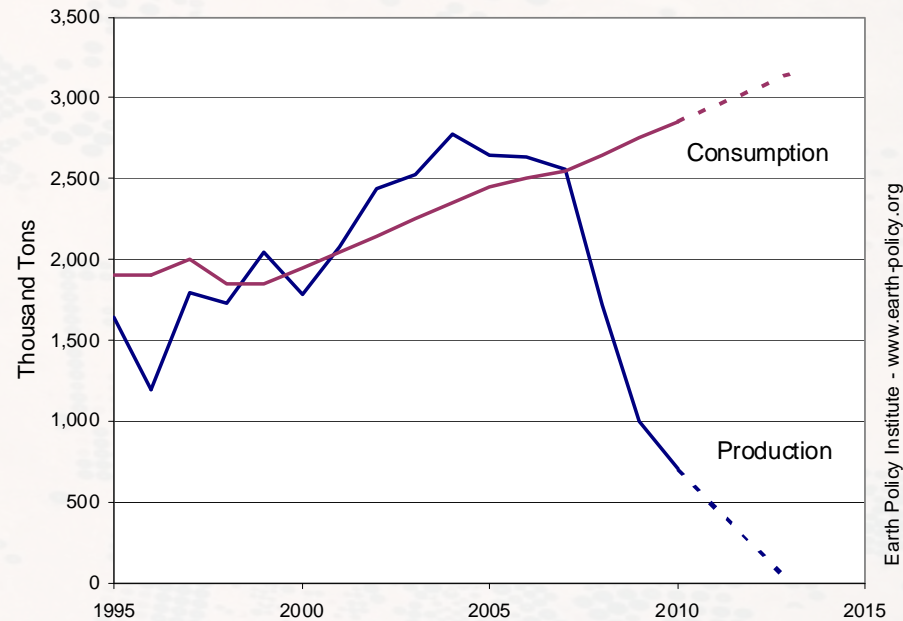
Celebrating
with
Lester at
Rutger's



Saudi Arabia's Bursting Bubble

- Saudi Arabia became self-sufficient in wheat by tapping a non-replenishable aquifer to irrigate the desert
- In early 2008, the government announced the aquifer was largely depleted
- The population of nearly 30 million could be entirely dependent on imported grain by 2013

Wheat Production and Consumption in Saudi Arabia, 1995-2010, with Projection to 2013

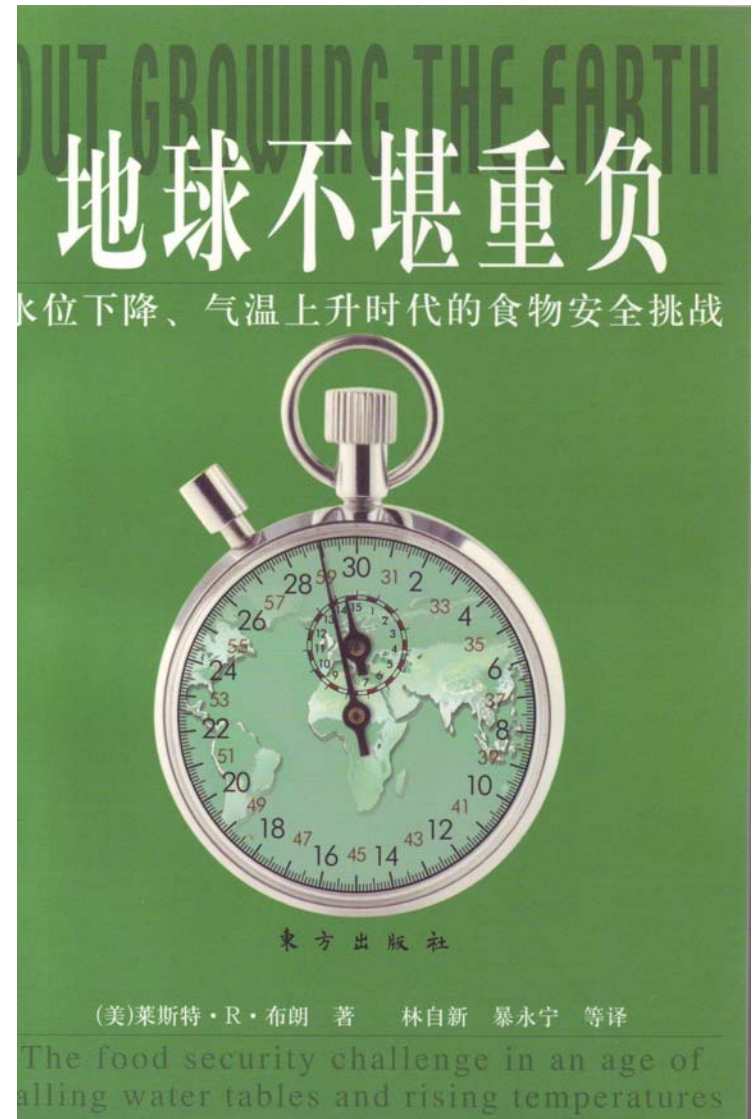
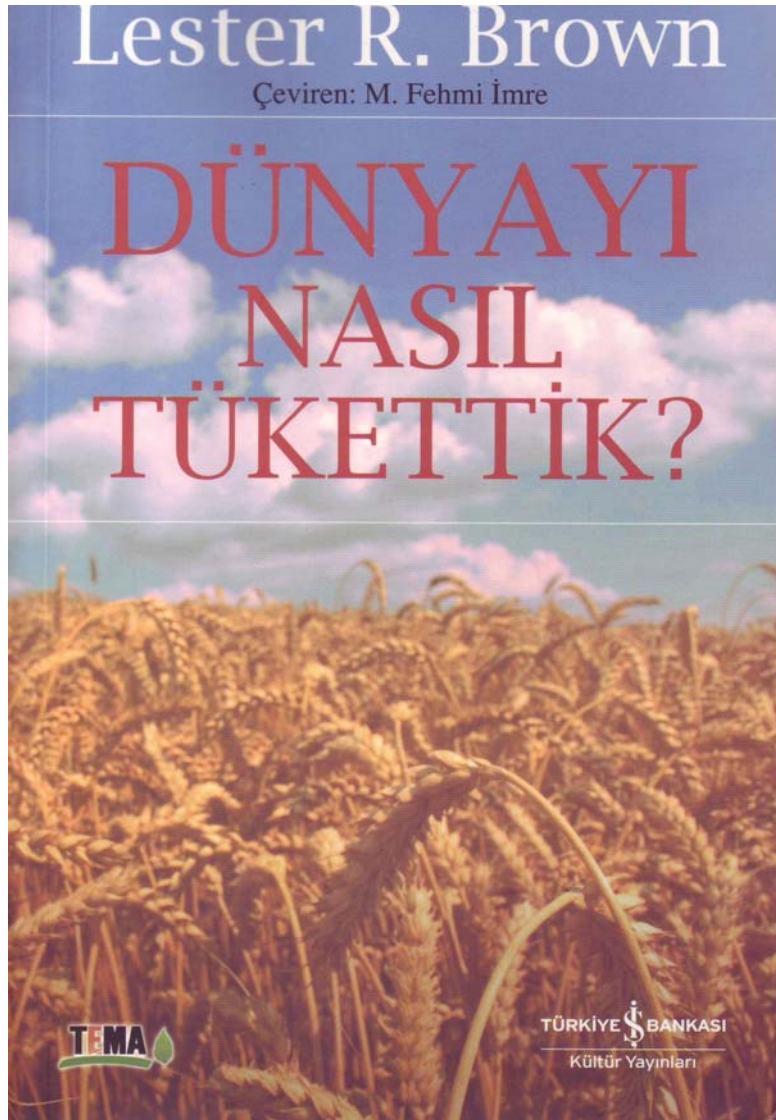


Source: USDA; EPI

Earth Policy Institute - www.earth-policy.org

Saudi Arabia is the first country to publicly project how aquifer depletion will shrink its grain harvest.

Turkish & Chinese editions



10-Mile Cherry Blossom Race, 2005



January 2006

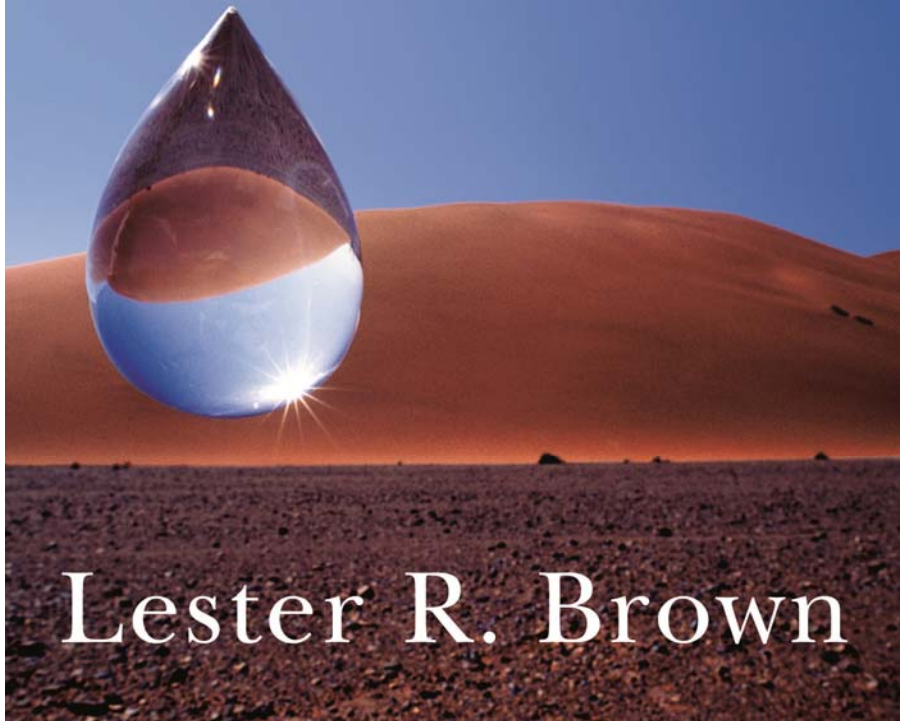
"Lester Brown should receive a Nobel Peace Prize for his new book."

**–Talli Nauman,
The Herald Mexico**

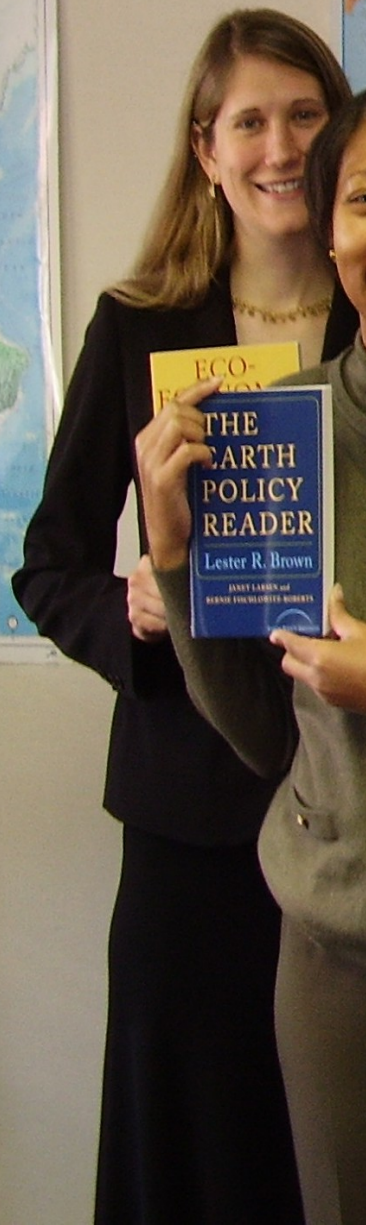
PLAN B 2.0

— Updated and Expanded —

Rescuing a Planet Under Stress
and a Civilization in Trouble

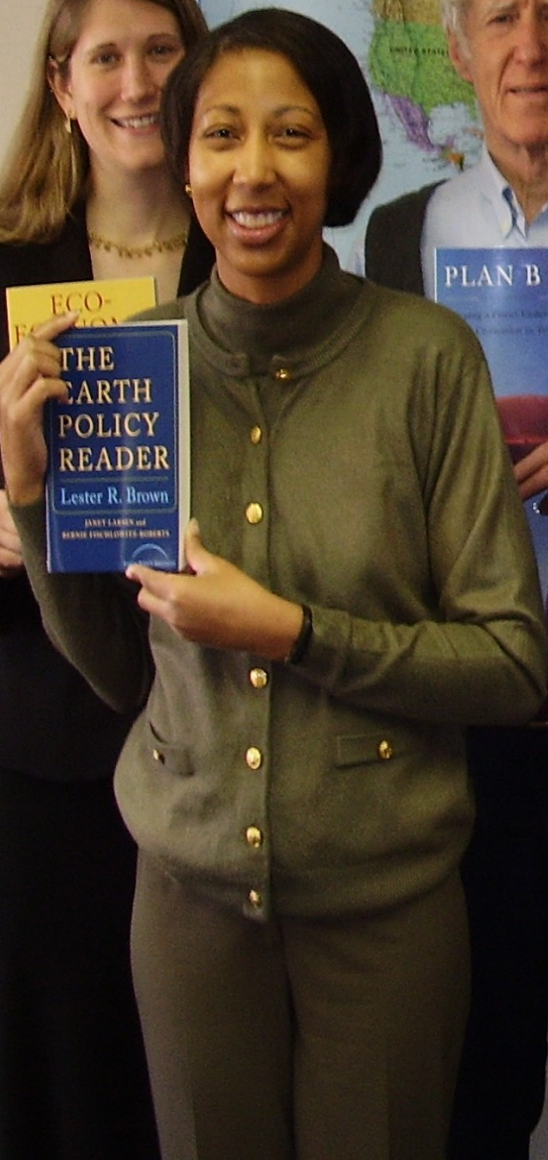


Lester R. Brown

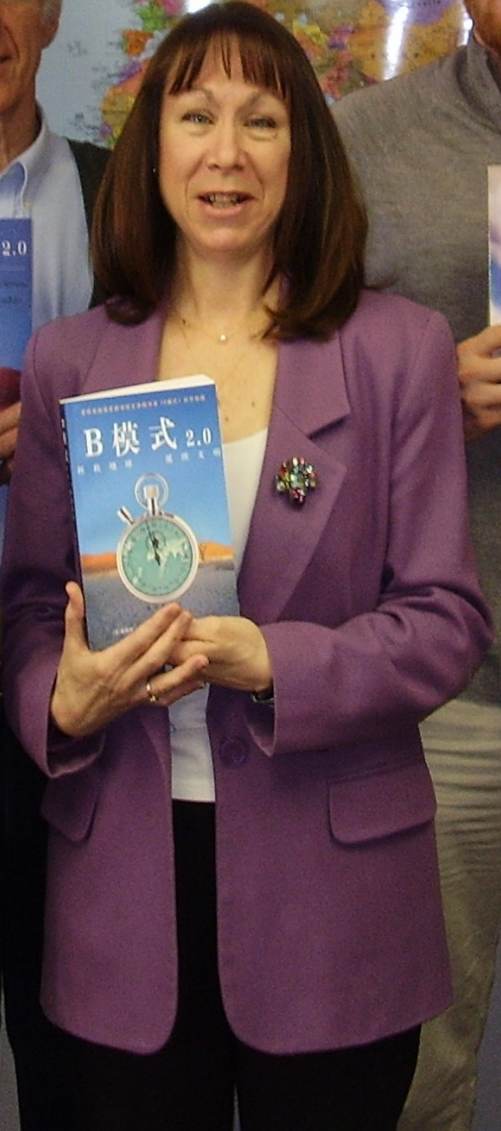


ECO-
NOMY

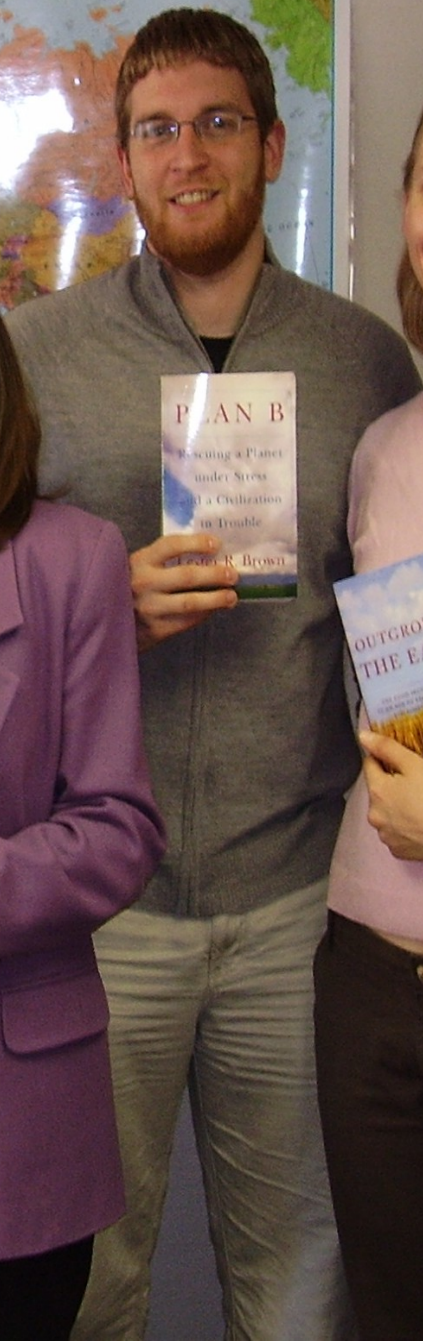
THE
EARTH
POLICY
READER
Lester R. Brown
JAMES L. HOGAN OF
MORGAN STANLEY HOLDINGS



PLAN B 2.0



B 模式 2.0
LESTER R. BROWN



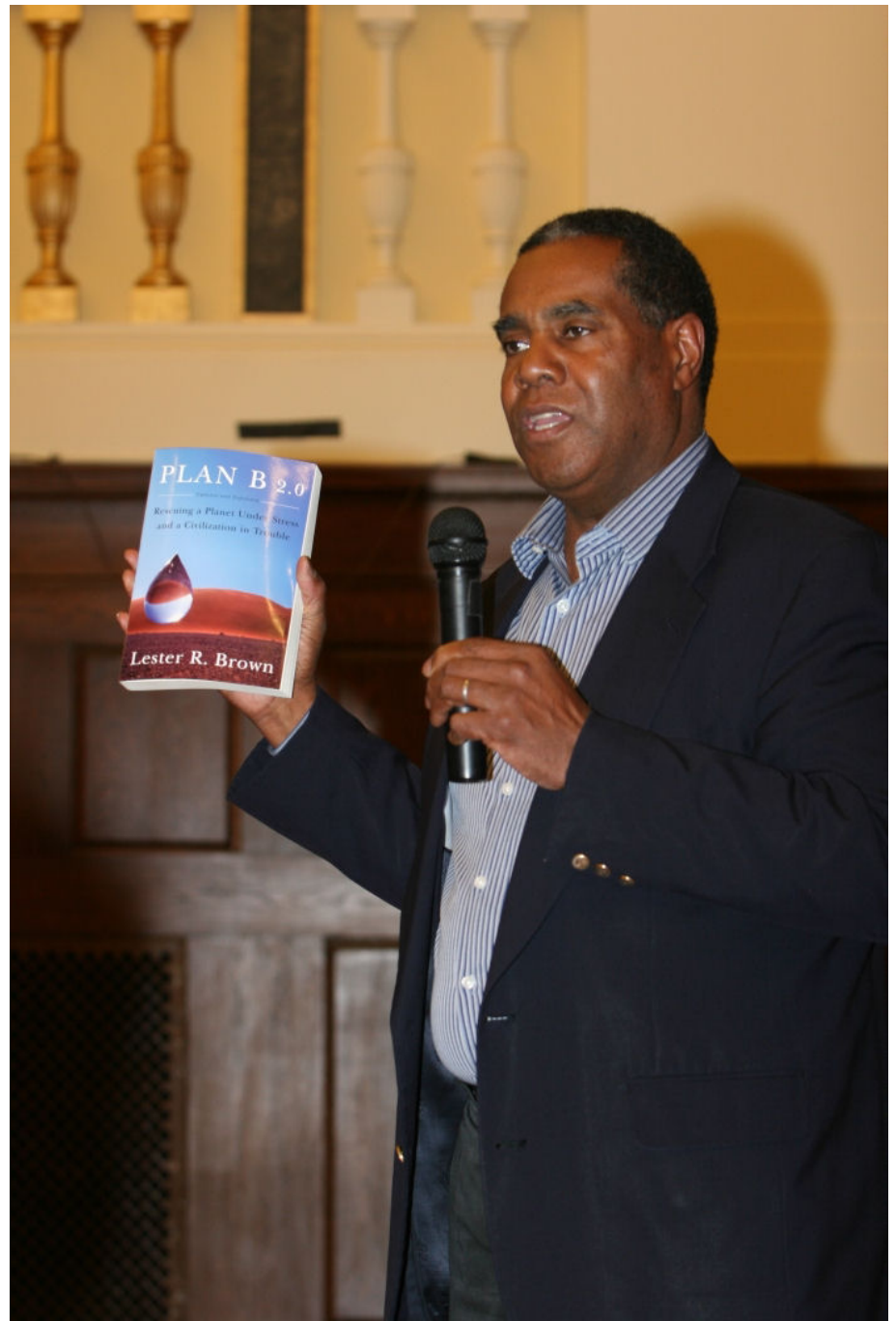
PLAN B
Rescuing a Planet
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Lester R. Brown



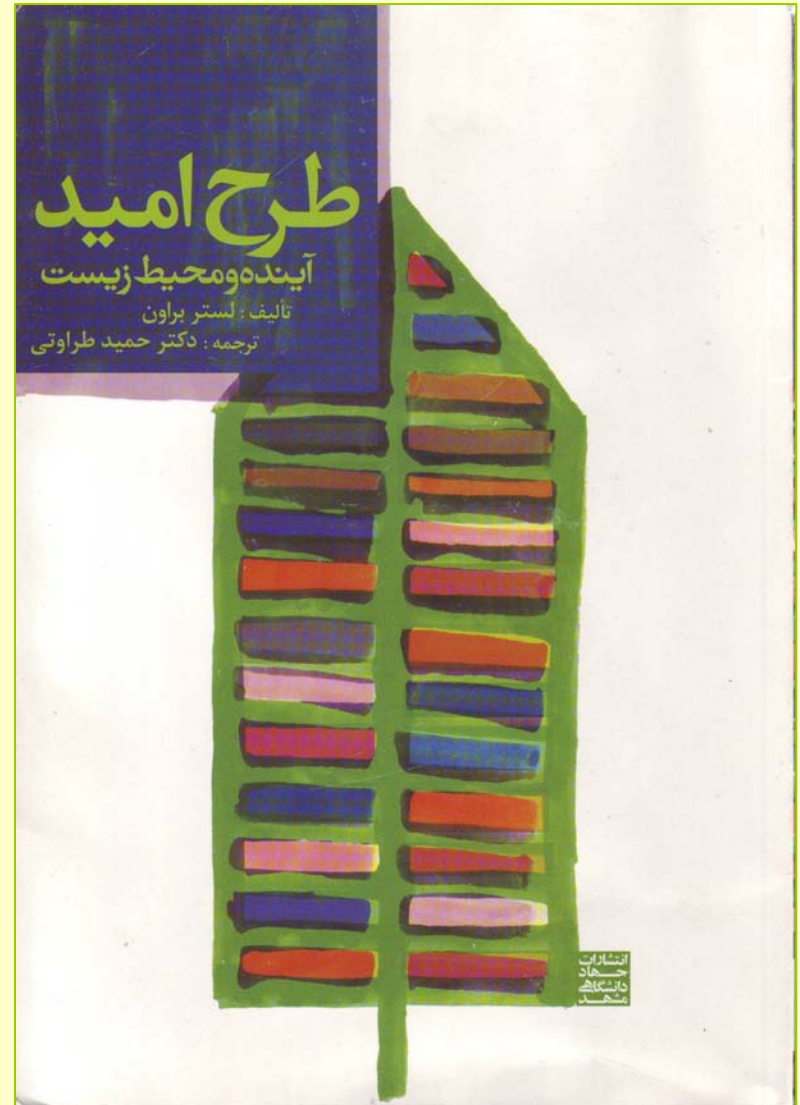
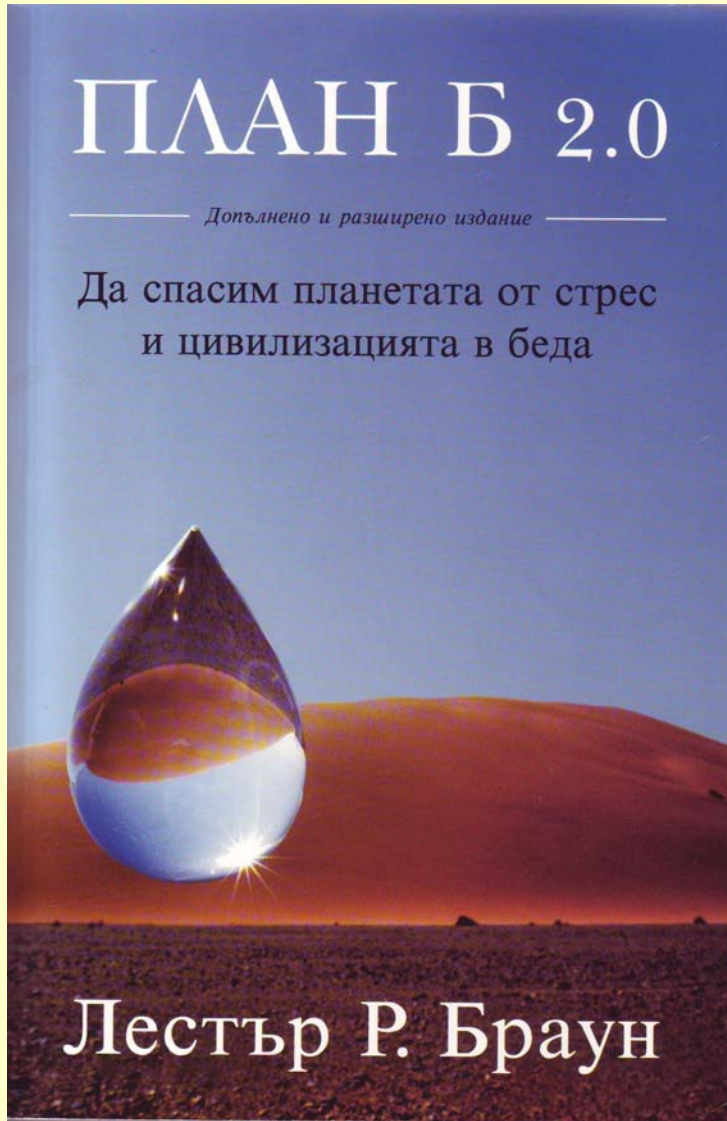
OUTGROWING
THE EARTH
Lester R. Brown

Lester's written the kind of book that when you put it down you HAVE to pick it up again! 😊

Steve Curwood of NPR's Living on Earth introducing Lester, Lexington, Mass.



Bulgarian & Farsi editions



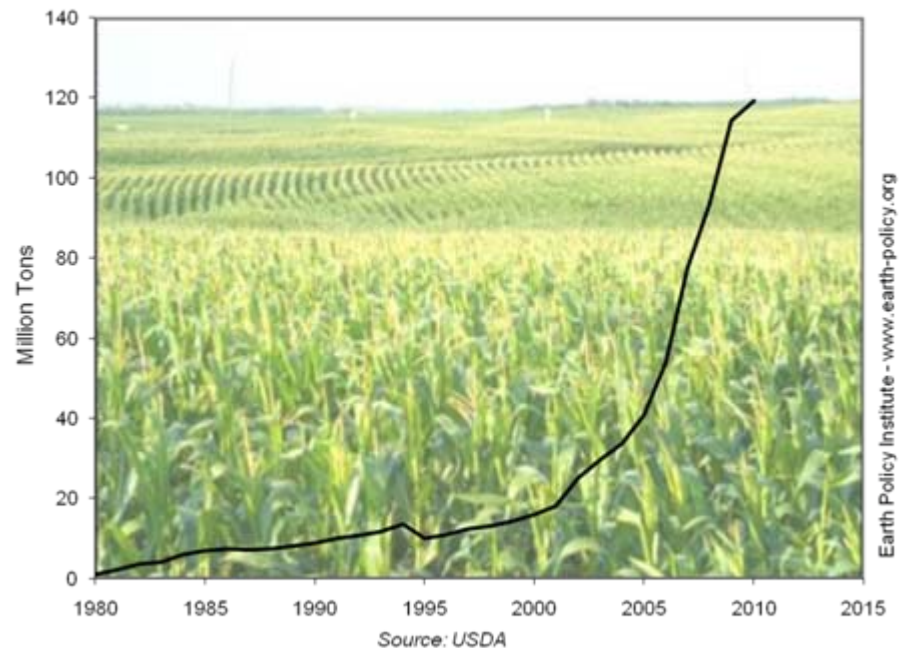
Bulgaria 2006



Food vs. Fuel

- Rising price of oil has made it profitable to turn grain into fuel
- More than one fourth of the U.S. grain crop is now going to ethanol
- U.S. ethanol euphoria helped double annual growth in global grain demand, raising food prices worldwide

Corn Used for Fuel Ethanol in the United States, 1980-2010

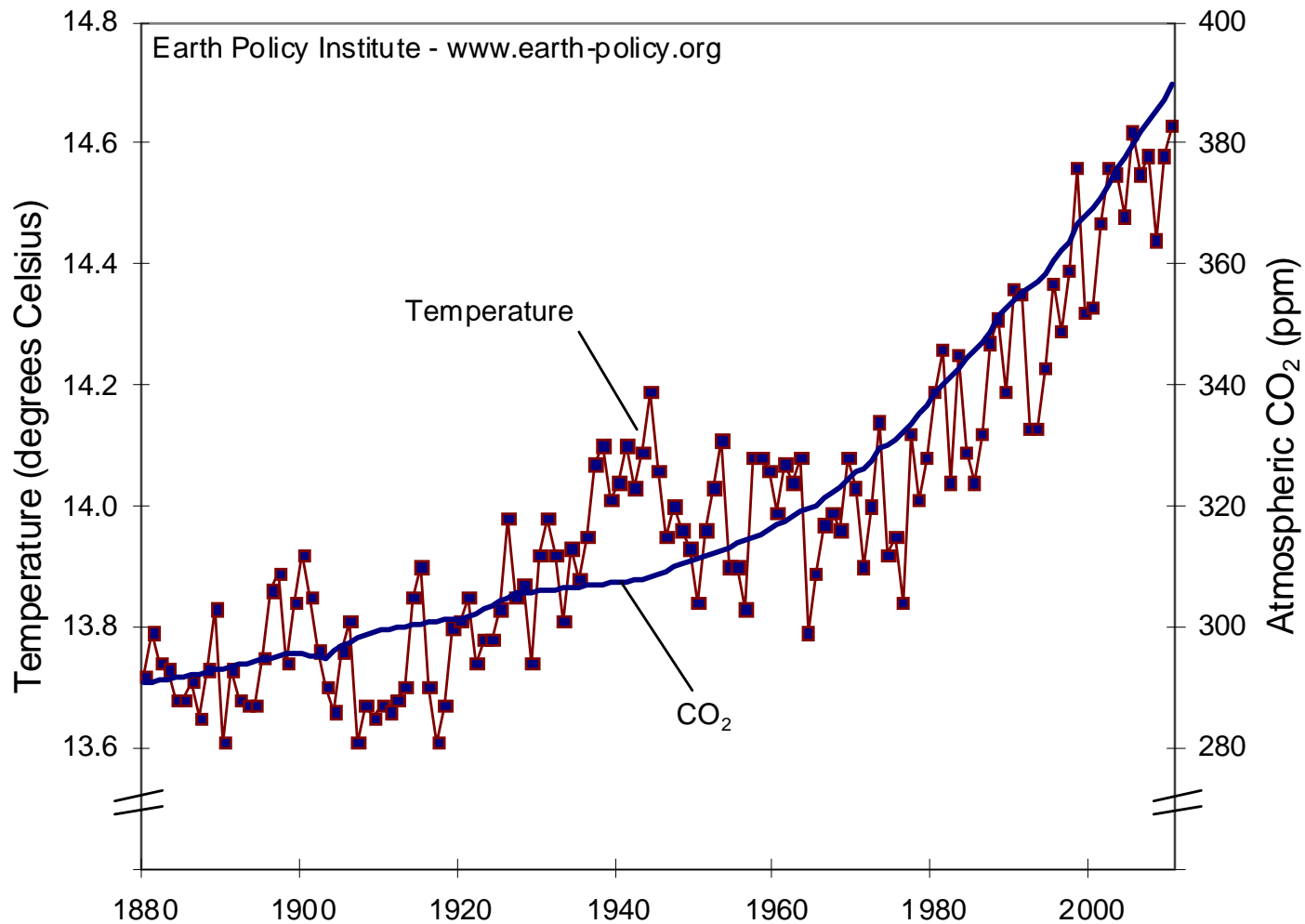


The grain needed to fill an SUV's 25-gallon tank with ethanol once could feed one person for an entire year.

Testifying on the Hill: Biofuels



Average Global Temperature and Atmospheric Carbon Dioxide Concentrations, 1880-2010

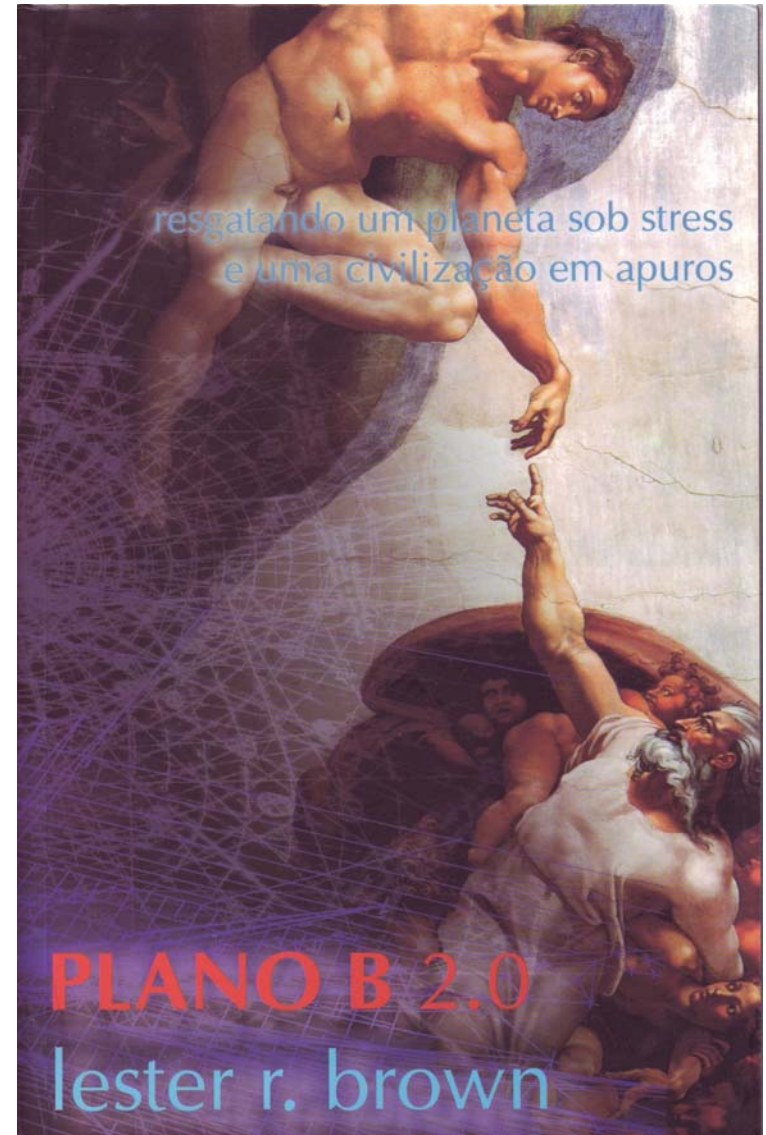
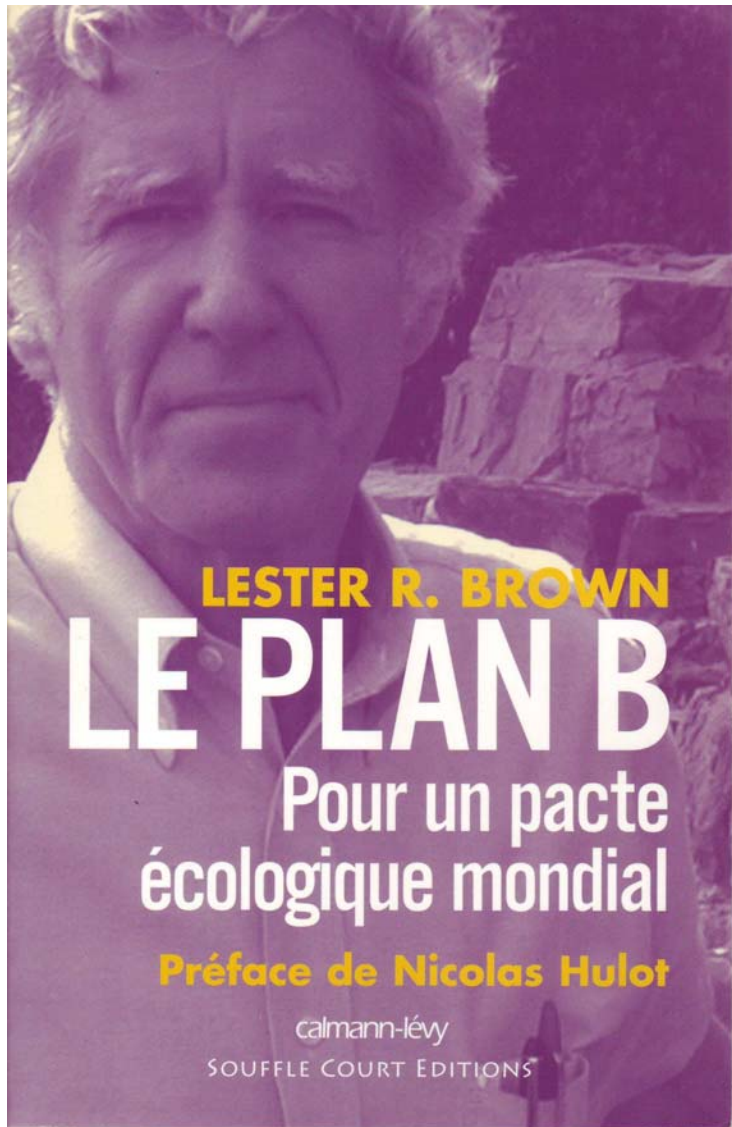


Source: NASA GISS; NOAA ESRL; Worldwatch

“Lester R. Brown... offers an attractive 21st-century alternative to the unacceptable business-as-usual path that we have been following with regard to the environment (Plan A), which is leading us to ‘economic decline and collapse.’”

— Thomas F. Malone, *American Scientist*

French & Portuguese editions



The French Team: Pierre-Yves Longaretti, Philippe Vieille, and others




Lester and Nicolas Hulot – Paris Launching Plan B 2.0



Receiving the Georg and Greta Borgström Prize,
Royal Swedish Academy of Agriculture and
Forestry, 2005



A large, jagged iceberg with a massive plume of white water being ejected from its base, set against a dark background. The water is splashing and creating a large cloud of white foam. The iceberg is composed of many sharp, pointed peaks and valleys, creating a complex, crystalline structure. The overall scene is dramatic and powerful, suggesting a significant event or a warning.

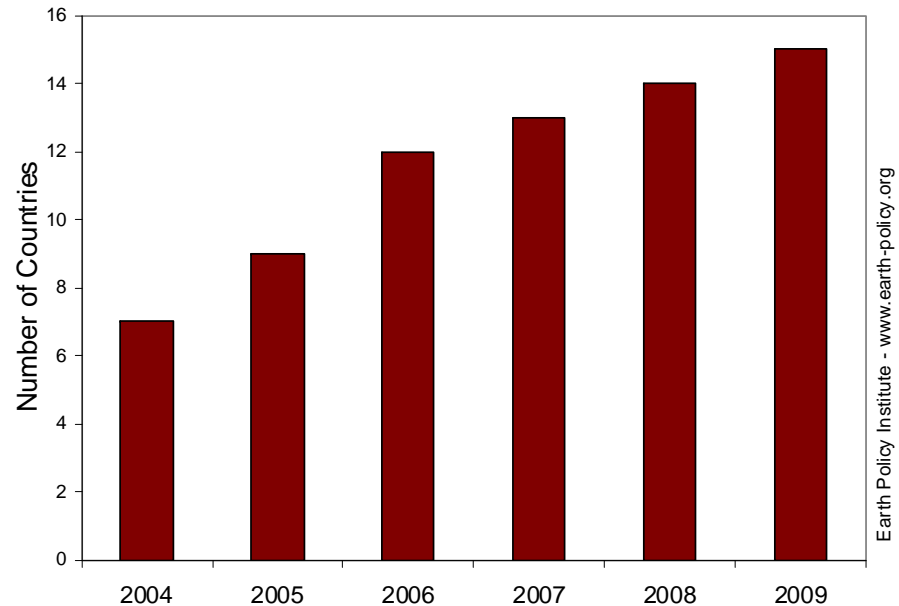
"Keep up the good work! Some of us are getting in the habit of relying on you all for valuable information and solid analysis."

**—Eric Britton, The New
Mobility Agenda**

More States Failing

- States fail when governments lose control of part or all of their territory and can no longer ensure their people's security
- As pressures from population growth, water shortages, climate change, and food scarcity increase, state failure is both spreading and deepening

Number of High-Ranking Failing States, 2004-2009



Source: EPI; Fund for Peace /Foreign Policy

Earth Policy Institute - www.earth-policy.org

How many states can fail before our global civilization begins to unravel?

SUBSTANTIALLY REVISED

PLAN B 3.0

MOBILIZING TO SAVE CIVILIZATION

LESTER R. BROWN

"We should all heed Brown's advice."
—President Bill Clinton



January 2008

"Lester Brown tells us how to build a more just world and save the planet from climate change in a practical, straightforward way. We should all heed his advice."

—President Bill Clinton

BOOKS ! ... Off the truck and into the office



**Books and more books ... let no one
say it cannot be done !**





Raffi and Lester

Presentation sponsored by Lexington Global Warming Action Coalition



Ramping Up Renewables

- Wind
- Solar
- Geothermal
- Other: Small-scale Hydro, Tidal and Wave Power, Biomass





Swedish publishing team: including Doris and Lars Almström (flanking Les), translators and initiators of a Swedish Plan B movement

Norwegian Launch



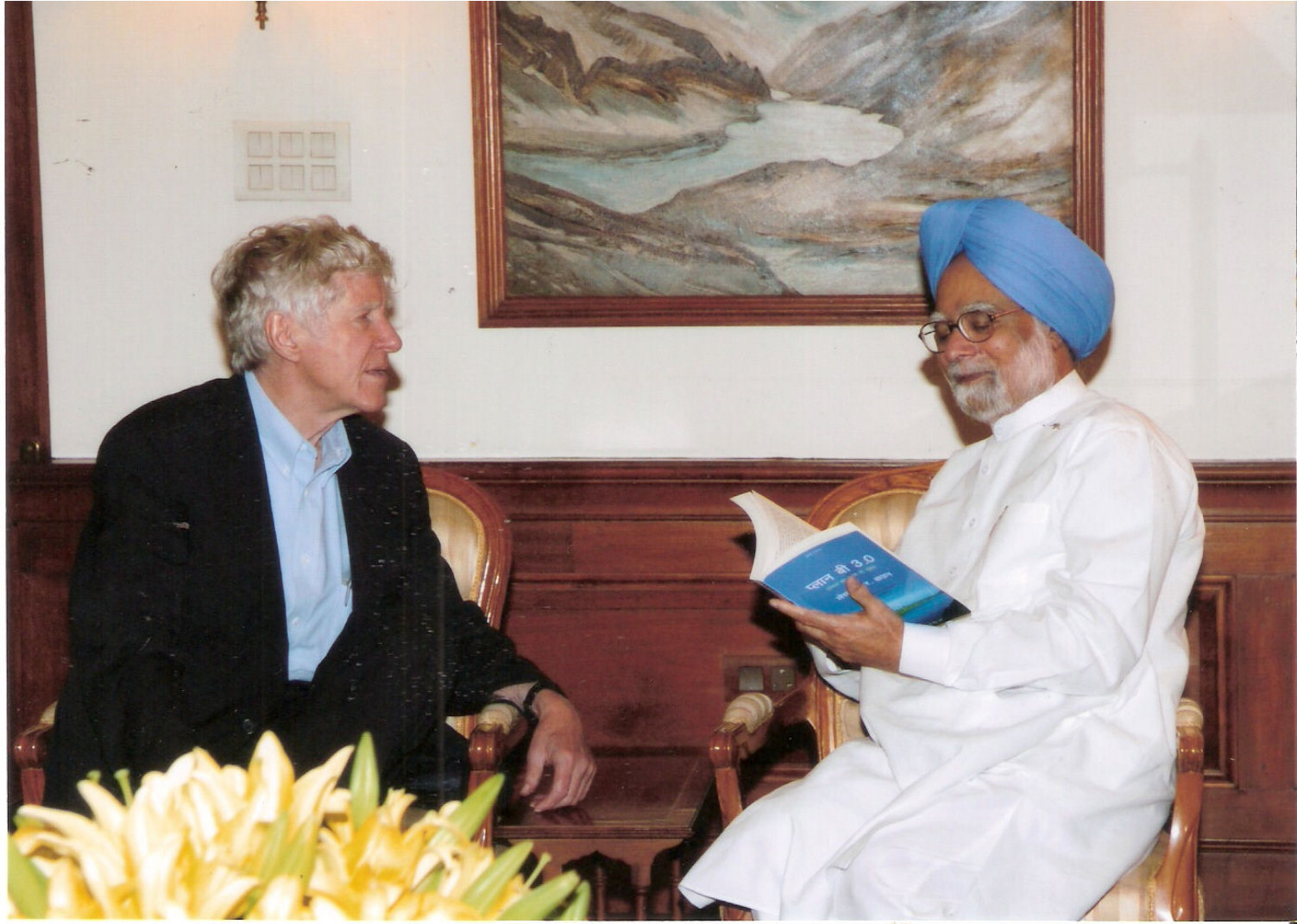


Meeting with 6th-graders from Branksome Hall, Toronto





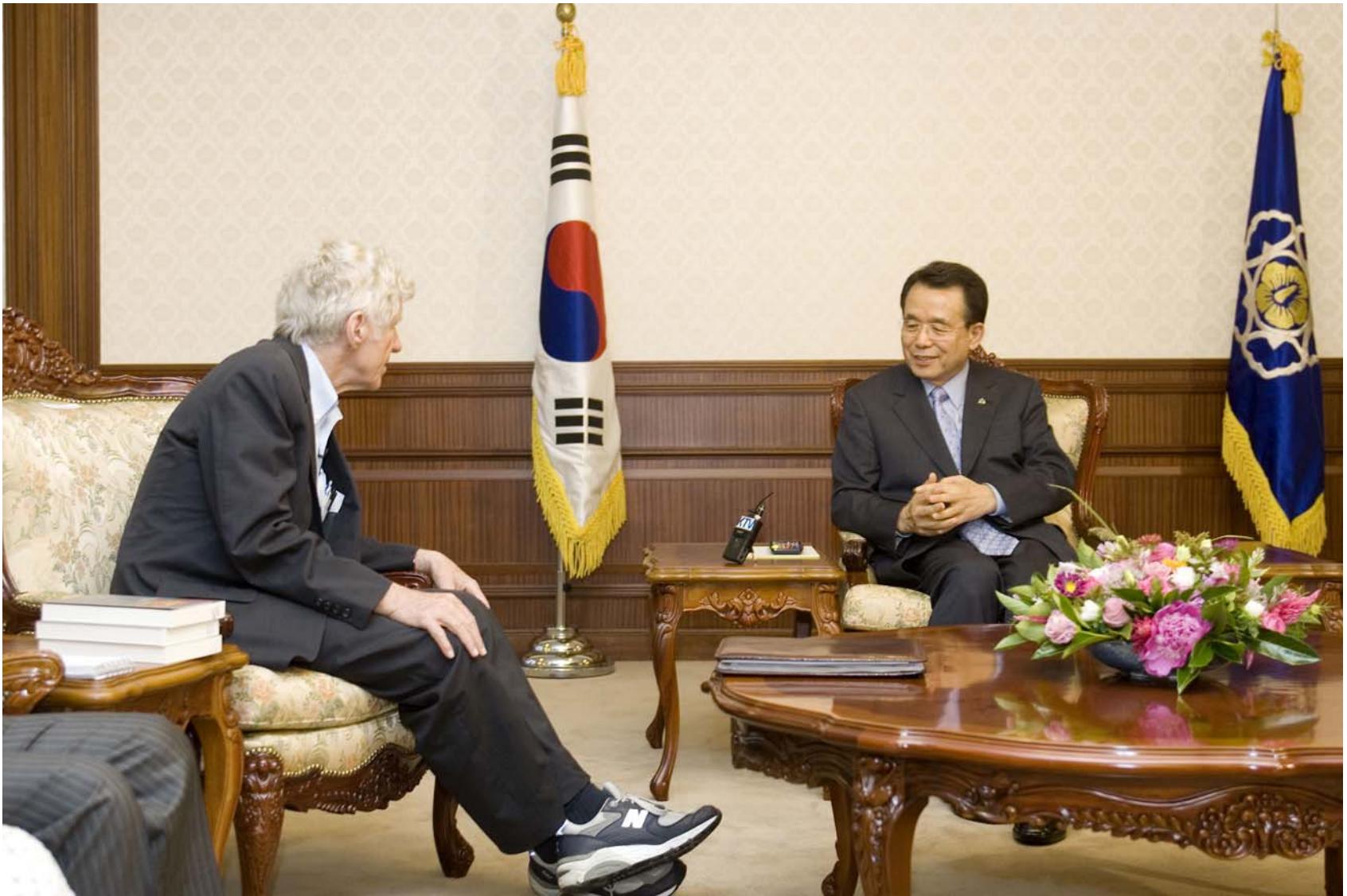
Meeting with India's Prime Minister Manmohan Singh



Meeting with the Mayor of Seoul



A chat with South Korea's Prime Minister Han Seung-soo about Plan B



Yul Choi, head of KFEM & Goldman Prize recipient, introducing Plan B





Snack time in Seoul

Plan B: Four Main Goals

1. Stabilizing Population
2. Eradicating Poverty
3. Restoring the Earth's Natural Support Systems
4. Stabilizing Climate

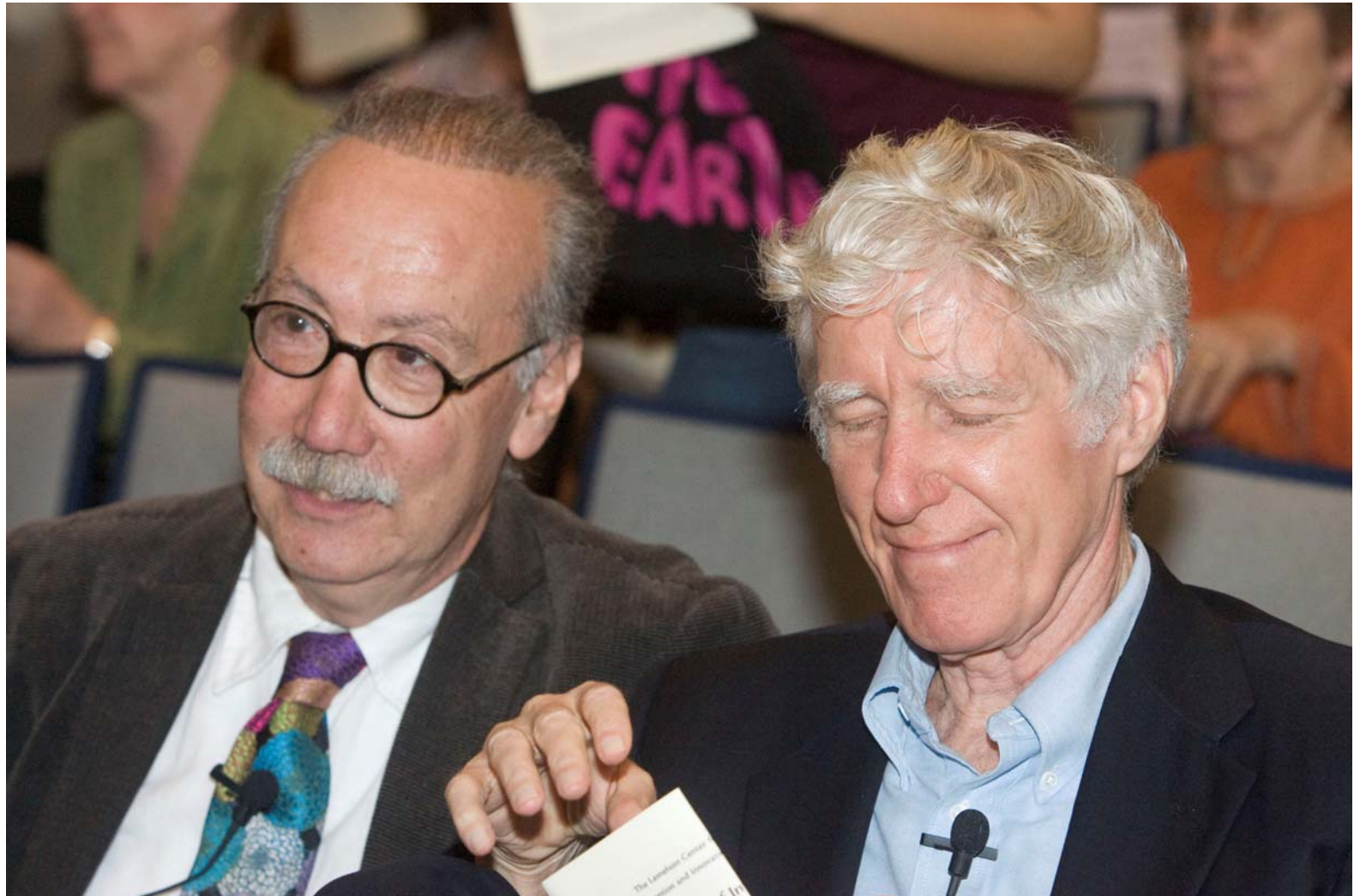
University of Maryland Hall of Fame



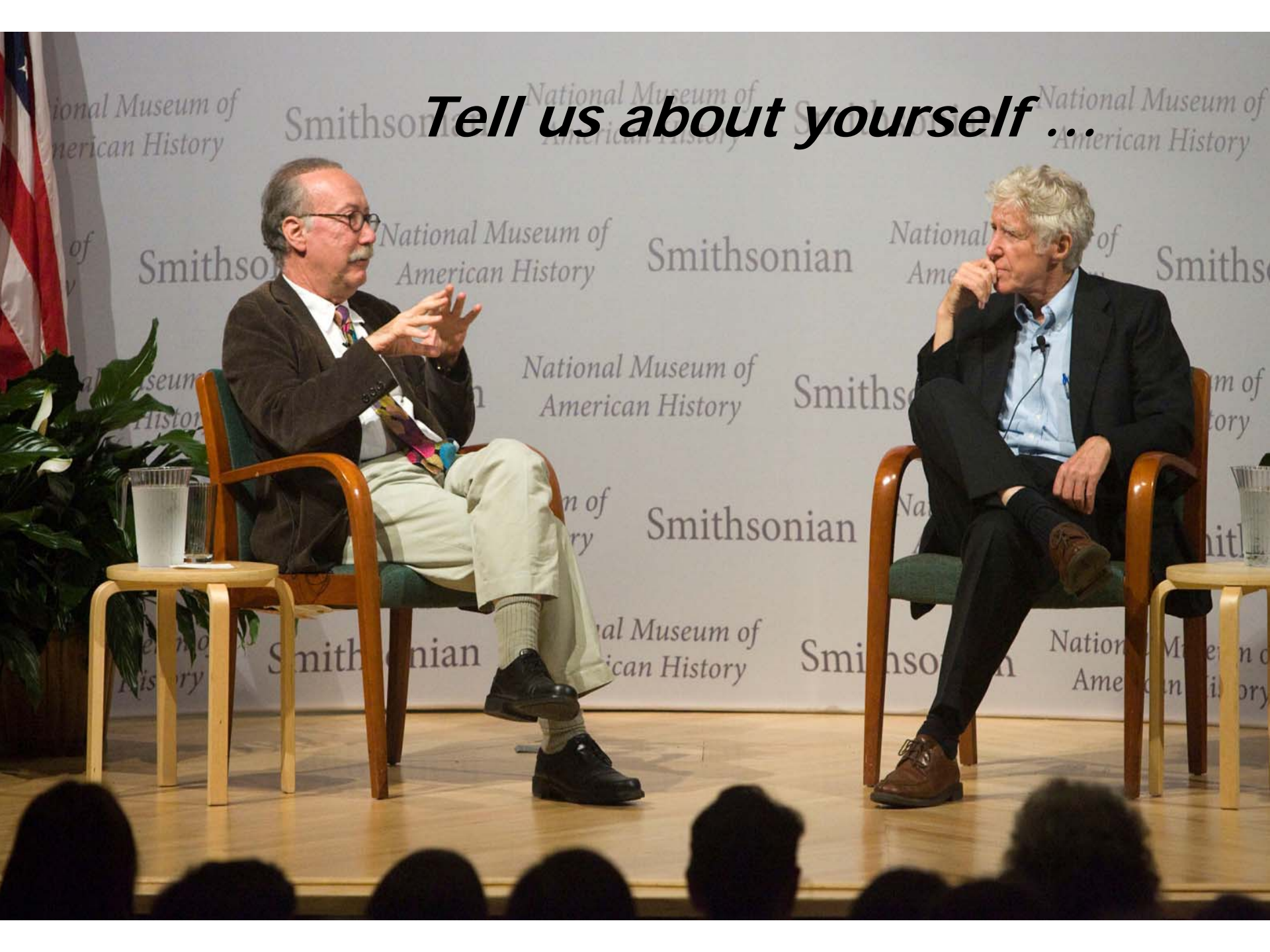
"Brown is impassioned and convincing when talking about the world's ills and what he considers the four great goals to restoring civilization's equilibrium..."

–April Streeter, TreeHugger.com

Smithsonian – Living Portrait with Marc Pachter



Tell us about yourself ...





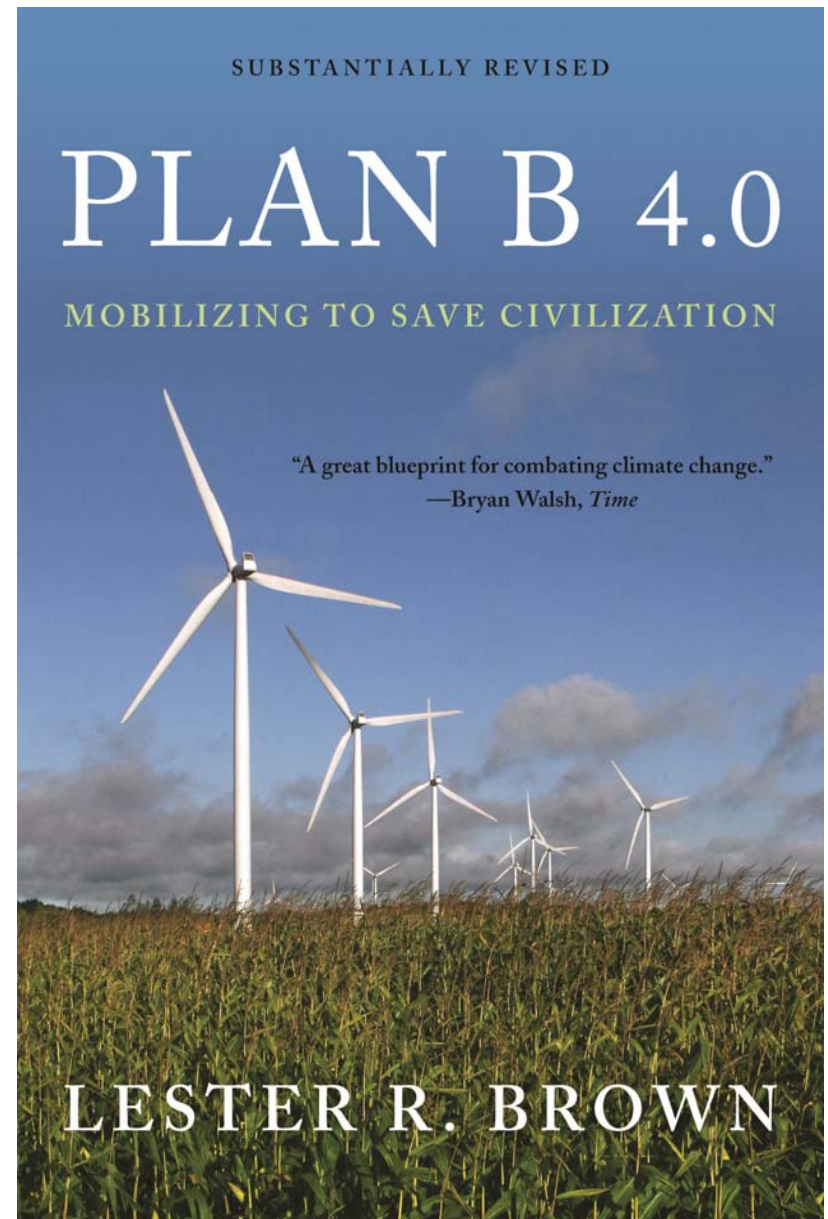
... even time for family



October 2009

"If you want to know the future of Planet Earth, there is one good place to look. It is a book entitled 'Plan B 4.0: Mobilizing to save Civilization.'"

—Bill Boyne, Post-Bulletin



Autographing books



Yep ... it takes two !



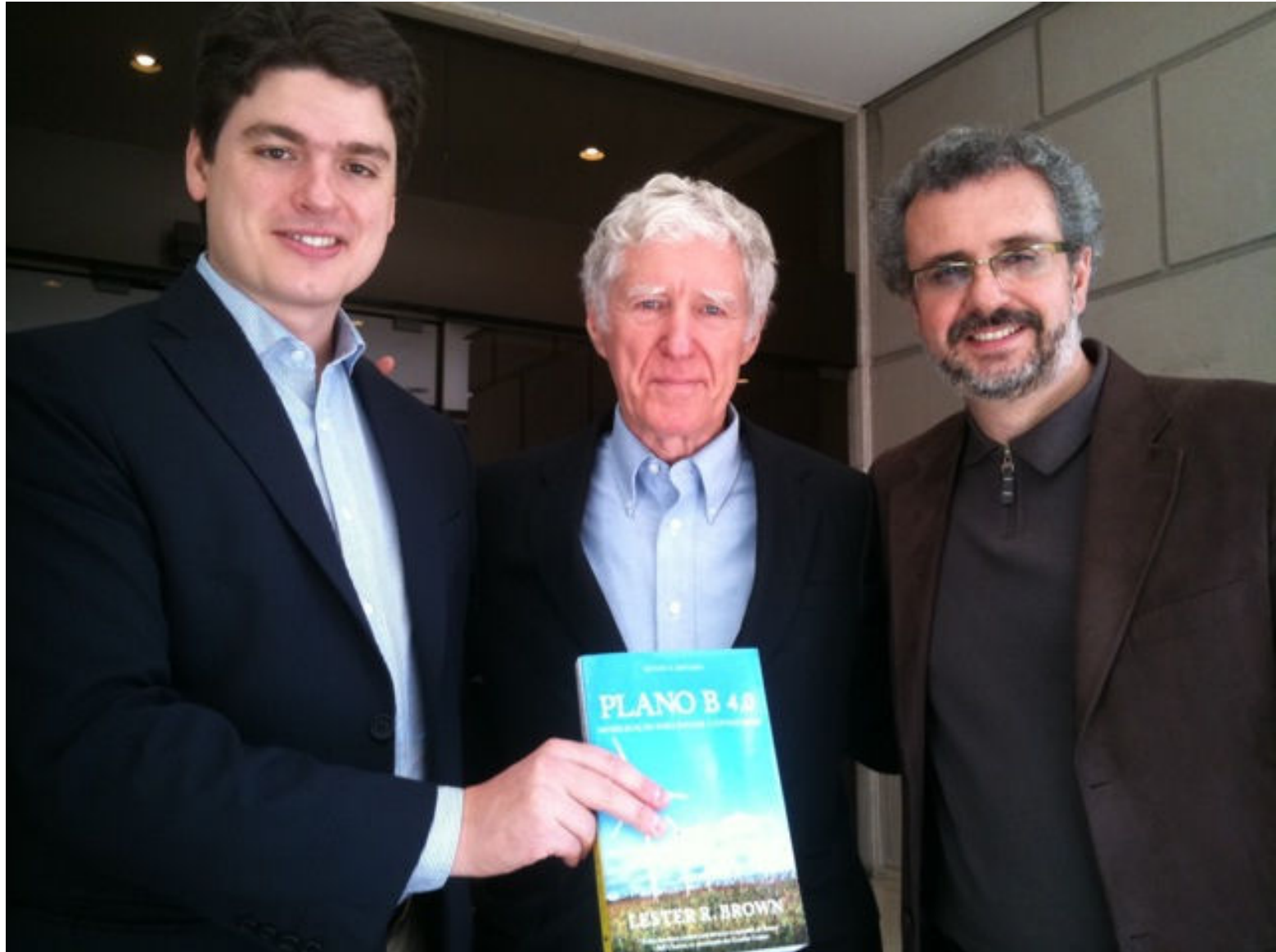
Janet speaking at an NGO-sponsored event at the UN Conference on Climate Change.



Advertising campaign
promoting Plan B goals



Brazilian launch



Brazil's Premiere Cultural Program: Roda Viva (artist Paul Caruso)





"[Plan B] is a clear and remarkable summation of a new plan for society."

**–Gianfranco Bologna,
World Wildlife Fund Italy**

Raising Energy Efficiency

- Buildings
 - Retrofits with better insulation and more efficient appliances can cut energy use by 20-50%
- Lighting
 - A worldwide switch to highly-efficient home, office, industrial, and street lighting would enable the world to close 705 of its 2,800 coal-fired power plants

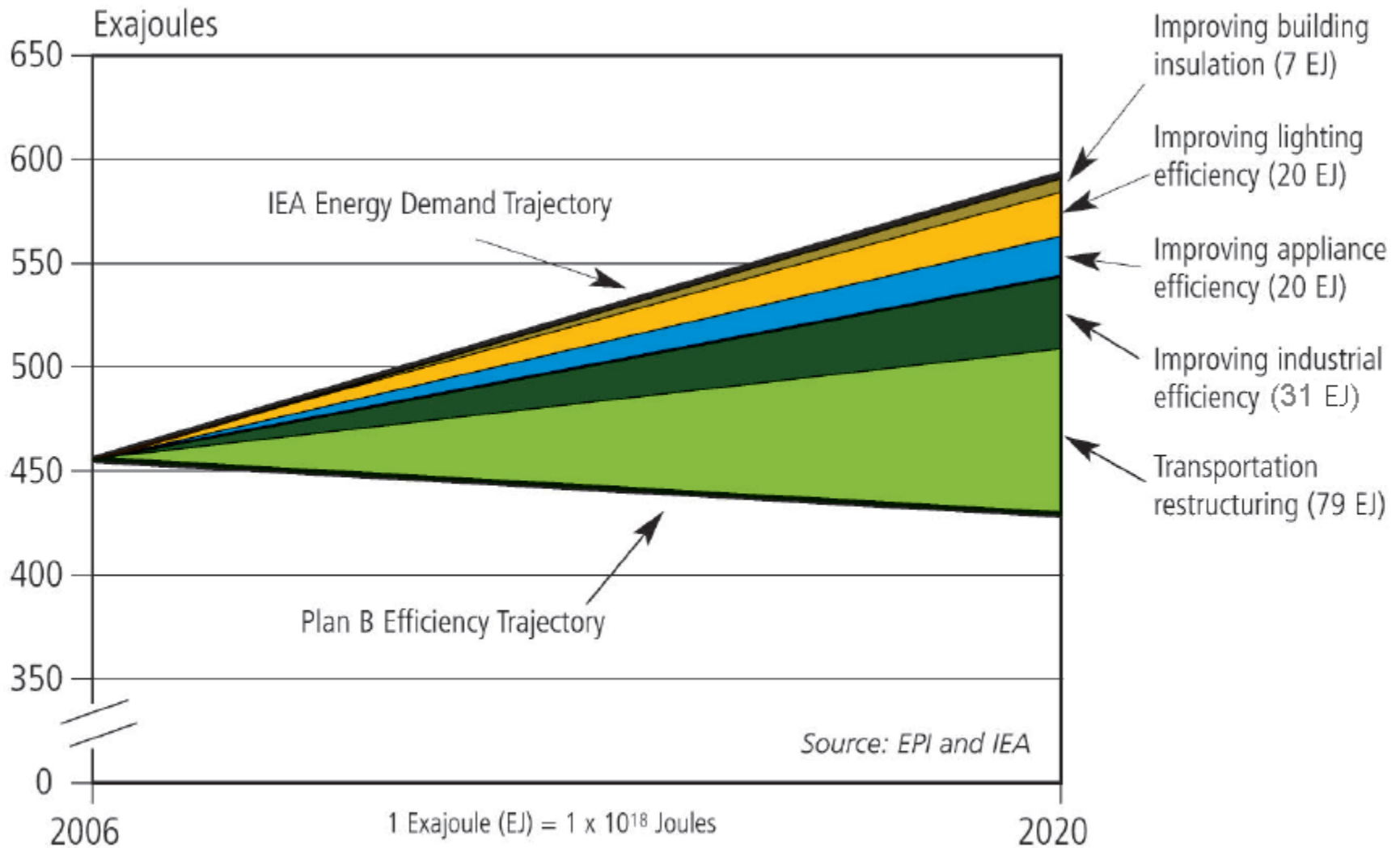


**Launch in Tokyo
Janet & Les with Soki Oda
(publisher) and interpreter**



**Travel by train in Japan
is so-o-o civilized.**

Plan B Energy Efficiency Measures



Launch in Shanghai





**Launching
Chinese edition**

**Lester with
Lin Zixin,
mastermind of
Chinese
translations**

Hosts in Beijing

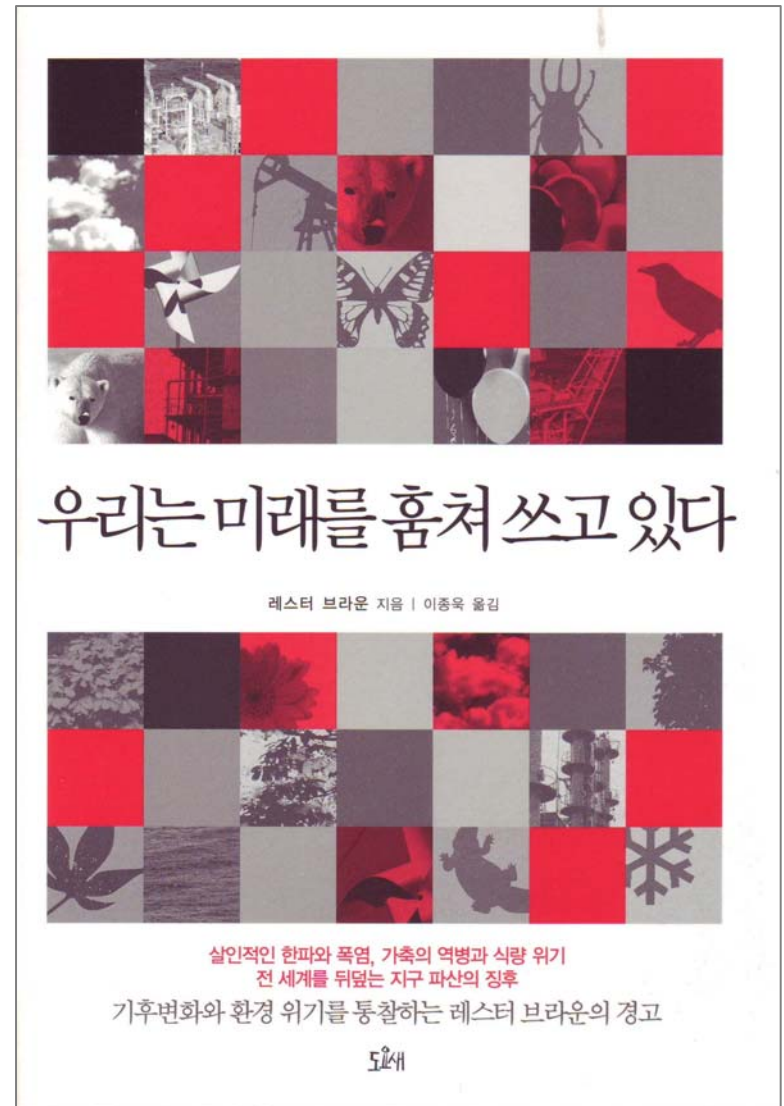
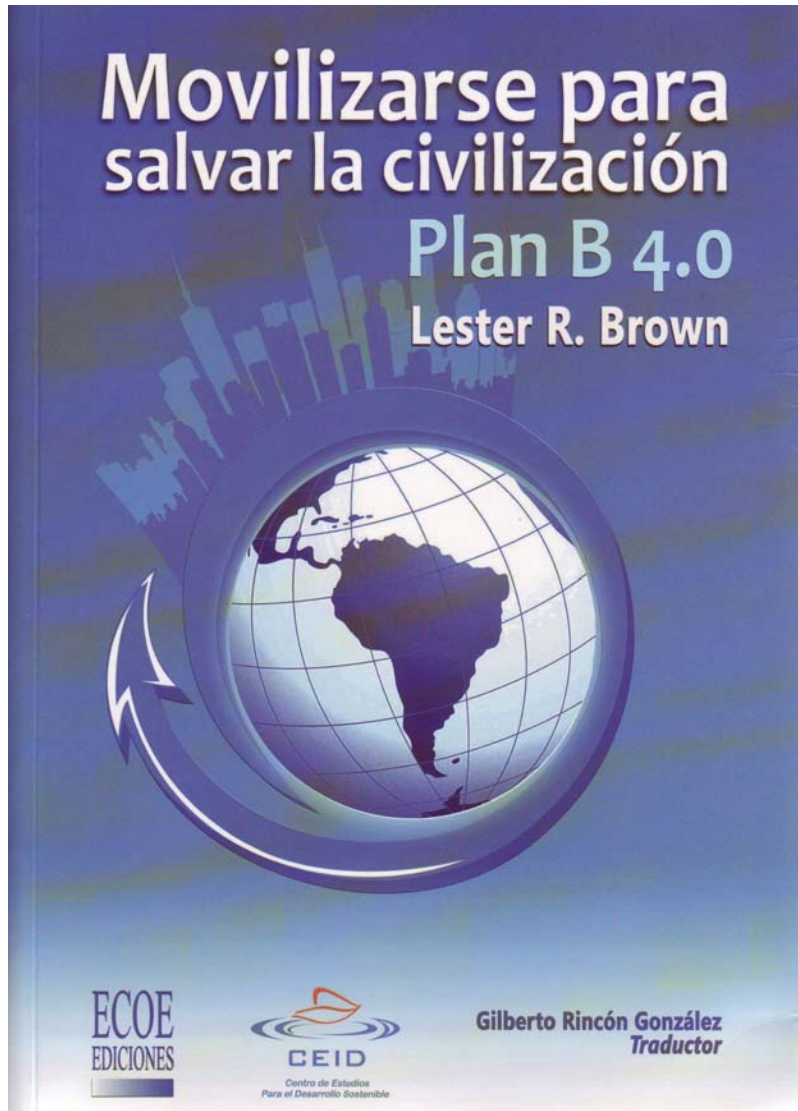




"If people in Congress would quit protecting client industries and squirming over polls and just listen to straight-talking Cassandras like Brown, we might stand a chance of averting climate/food disaster."

–Tom Philpott, Grist

Spanish & Korean editions

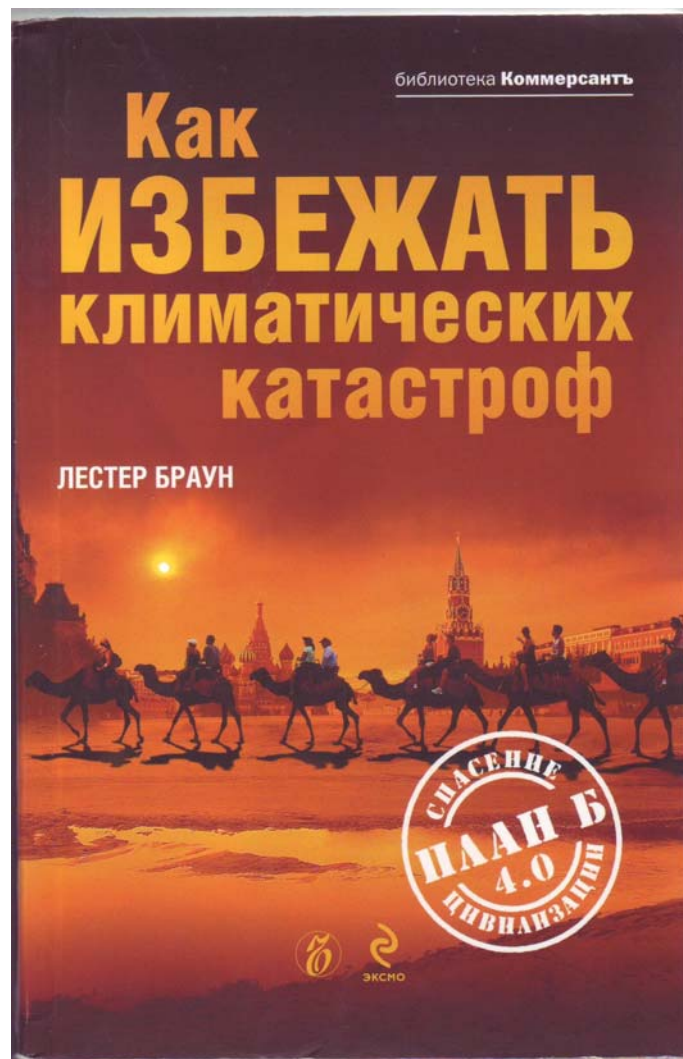
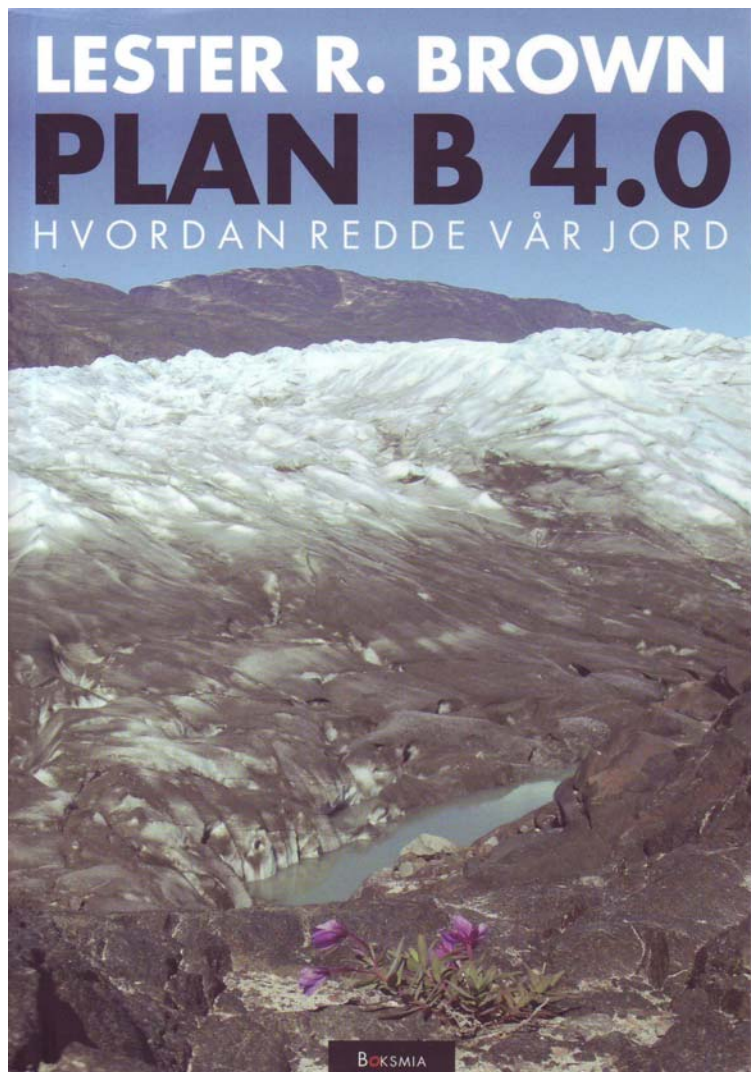




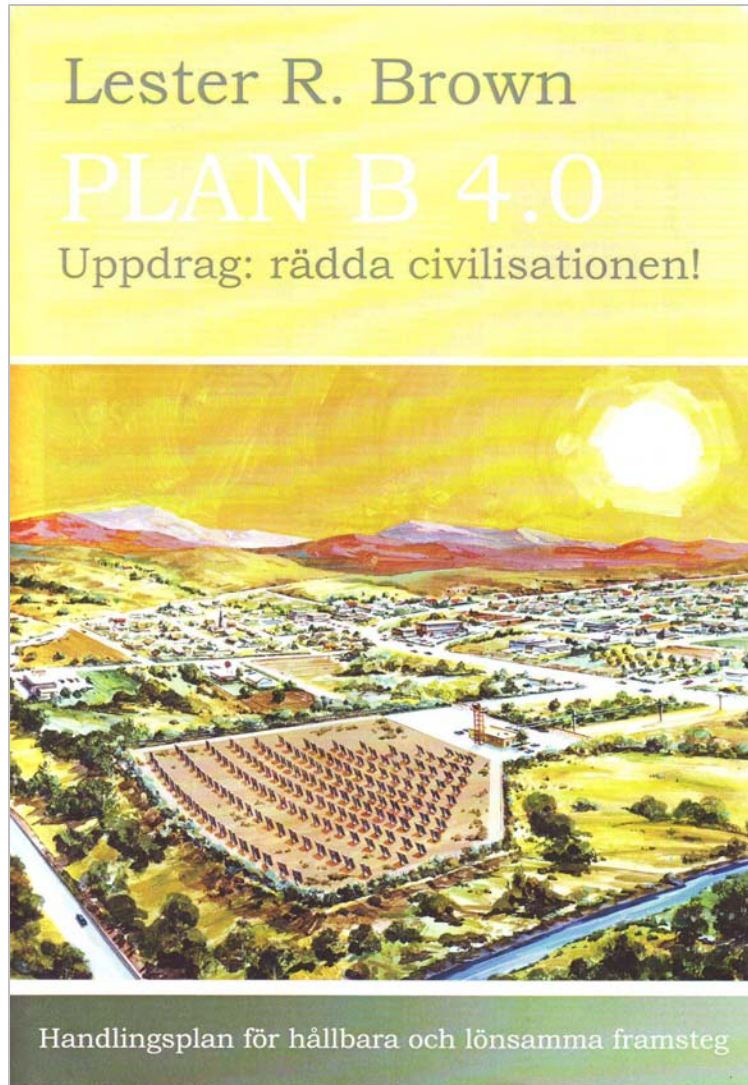
**Lester in Bogotá with Gilberto Rincon of
CEID, Latin American publisher**

19/11/2008

Norwegian & Russian editions



Swedish & Italian editions



Overview

A World on the Edge

- A Bright Economic Future?
- Warning of Collapse
- Three Indicators to Watch
- Precarious Global Food Situation: How Did We Get Here?
- Food Demand Growing
- Food Supply Tightening
- Watching the Clock

The Response: Plan B

- Plan B: Four Main Goals
- Stabilizing Population and Eradicating Poverty
- Restoring the Earth
- Climate Action Plan
- How Do We Get There?
- Plan B Budget
- A Wartime Mobilization
- Let's Get to Work

Receiving Hero award from Alliance for Sustainable Colorado







Lester with Junko Edahiro, head of several Japanese NGOs and author



2010: A Year of Extremes

- 2010 tied with 2005 as the hottest year since recordkeeping began in 1880
- 19 countries set high-temperature records, most notably Pakistan, which hit 128.3 °F, a new record for all of Asia
- Extreme weather events included flooding in Pakistan and Australia, the heat wave in Russia, fires in Israel, and landslides in China

The number and severity of these events are symptomatic of instability in the climate system.

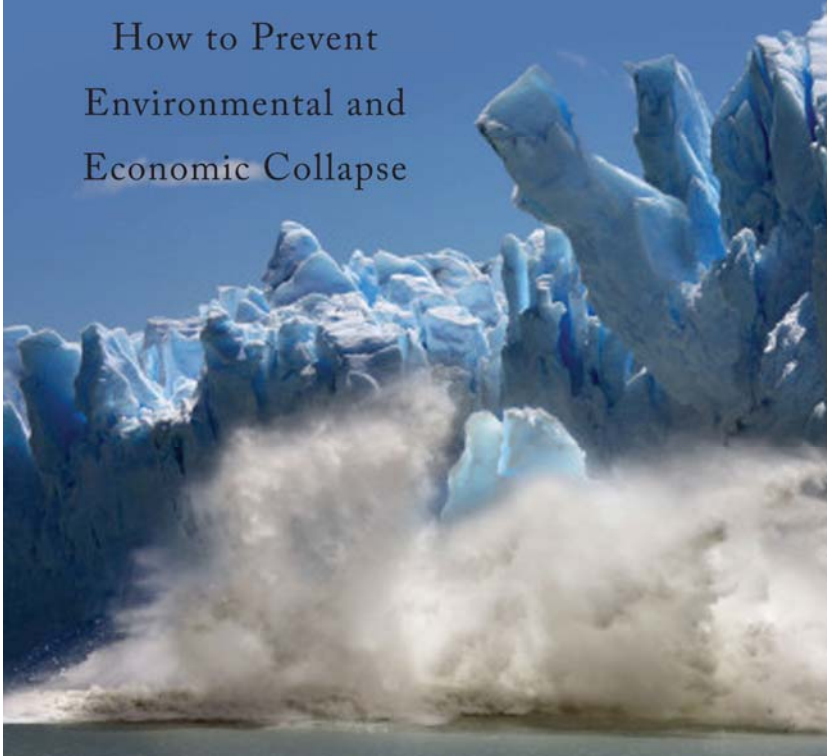
A World on the Edge

- A gathering “perfect storm” of trends threatens to send civilization into economic and political chaos
- The 2010 extreme heat wave in Russia and record flooding in Pakistan are early warnings of the global consequences we can expect if we continue with business as usual

LESTER R. BROWN

WORLD ON THE EDGE

How to Prevent
Environmental and
Economic Collapse

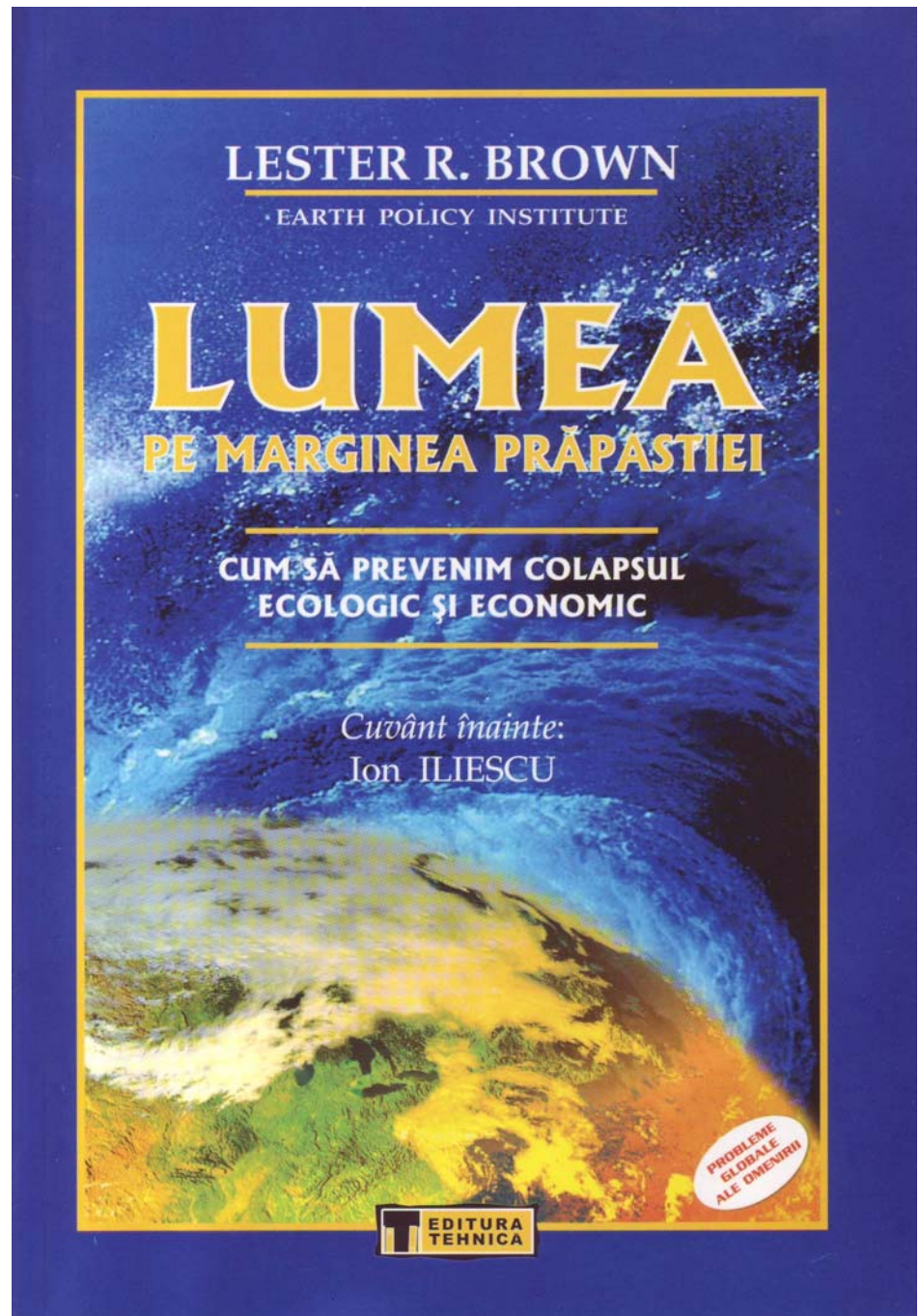


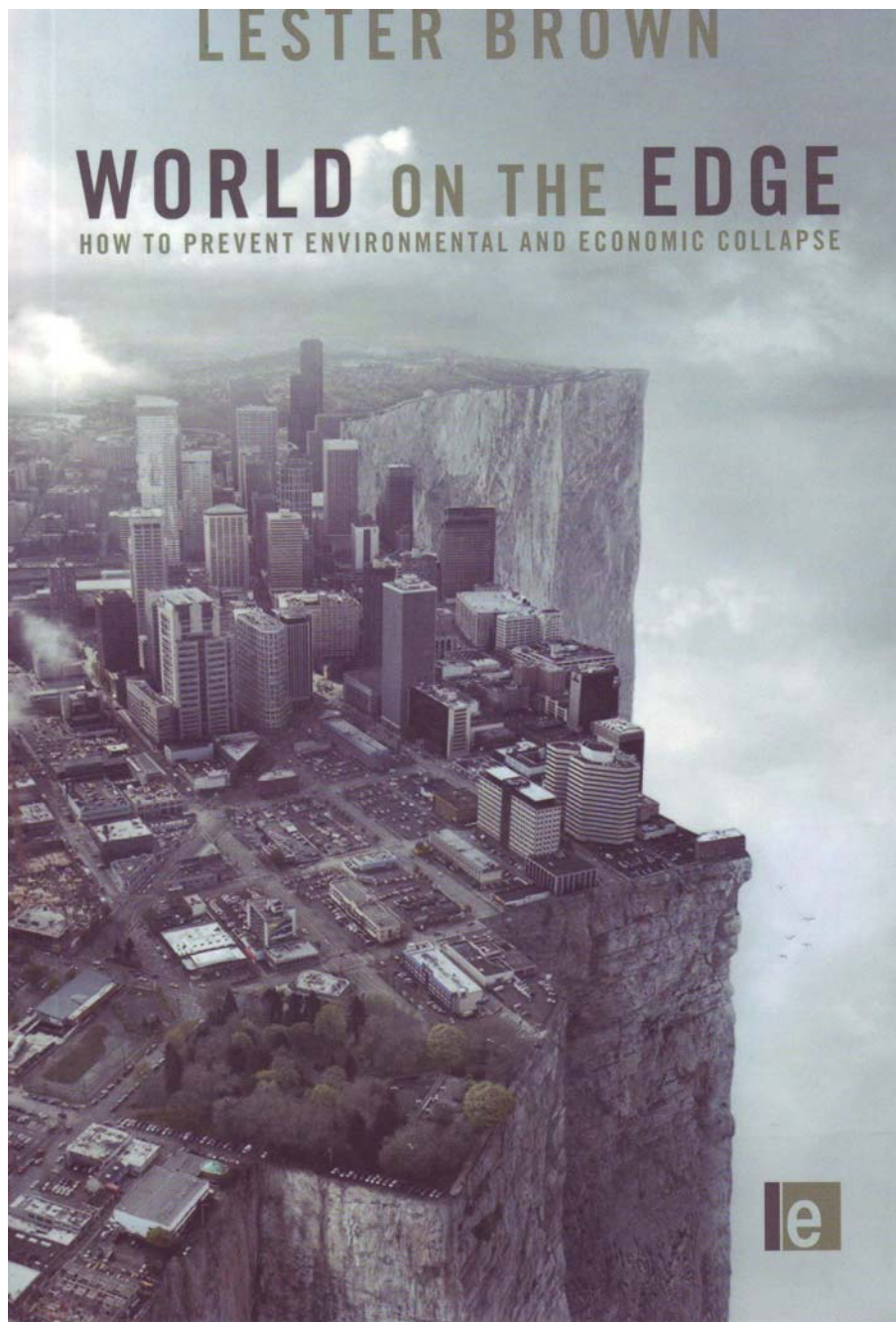
January 2011

"[World on the Edge] manages to cover both the grand sweep of global trends and the fine detail of some of the ideas being developed in response."

—Ed Crooks,
Financial Times

Romanian ed.





UK/Commonwealth ed.
(with distribution
throughout South
Asia)

Restoring the Earth

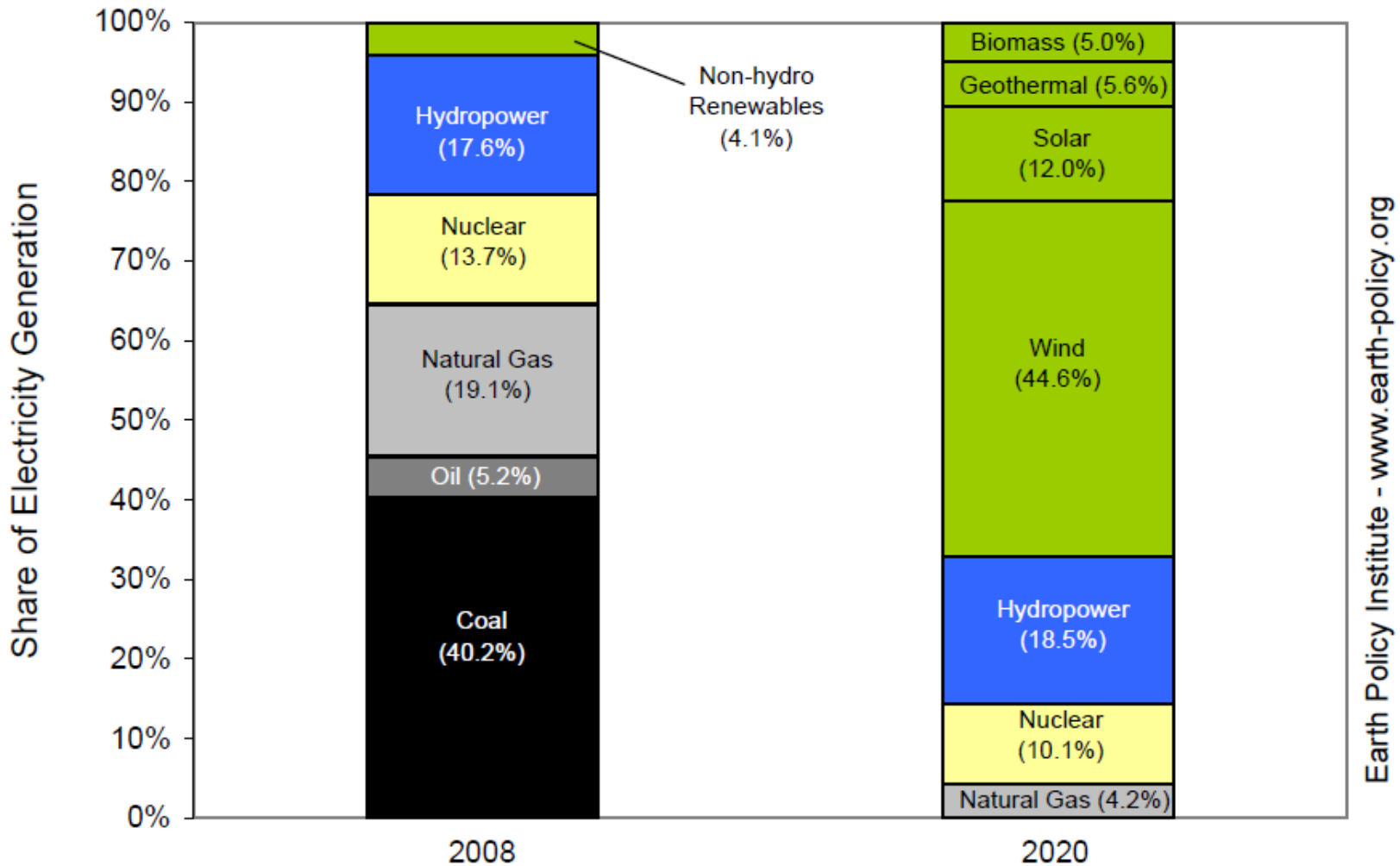
- Planting trees
- Protecting topsoil on cropland
- Restoring rangelands
- Restoring fisheries
- Stabilizing water tables
- Protecting biological diversity

Total Additional Annual Cost = \$110 billion

"This is the ultimate survival guide for our species. Lester Brown plots a path around and beyond the looming environmental abyss with courage, compassion and immense wisdom."

—Jonathan Watts, Asia Environment Correspondent for *The Guardian* and author, *When A Billion Chinese Jump*

World Electricity Generation by Source in 2008 and in the Plan B Economy of 2020



Source: EPI and IEA

"The world is a much more hopeful place because of the work and life of Lester Brown."

—Ted Glick, Policy Director of the
Chesapeake Climate Action
Network

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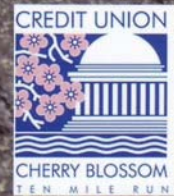
MAY/JUNE 2011 ForeignPolicy.com

The New Geopolitics of Food

cover story by
Lester Brown

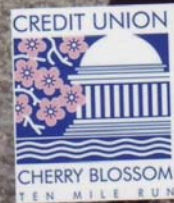


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... SO MUCH TO DO

