



## A Whole World SDG:

- **Full accountability for the rising economic costs of an unsustainable future**
- **Finance motivated to invest in the SDG's close to our hearts.**

We have always needed an SDG for reducing our global footprint, and to motivate finance to invest in it. Now a more inclusive method of measurement clarifies how much *more profitable it would actually be*, when the true costs are accounted for. The key would be having a method for informing businesses, consumers, investors, regulators and markets (all economic decision makers) on what their own and each other's accountability for our vast and growing impacts on the earth and on each other, realizing that \*shares of GDP => equal responsibility for shares of its growing harm to our own future.

We now have good scientific methods that are constantly improving for matching economic choices economic footprints.

- **LCA (Life Cycle Assessment) accounts for the traceable impacts of individuals and businesses**
- **EF (Ecological Footprint) measures national renewable resource use using trade statistics.**
- **EI (Economic Impact) Combines traceable impacts by with equitable shares of untraceable impacts, using shares of GDP to measure shares of responsibility for total production and consumption impacts going into GDP.**

We also have improving understanding of their long term societal costs. For implementing the SDG's, that information could rationally steer market decision making to what's profitable for the whole, giving regulators, investors, businesses and consumers a good understanding of their responsibilities.

The key is including responsibility for shares of presently untraceable impacts not being counted in the total, to truly "internalize all externalities". That makes the World SDG goal easy to define: having all impacts guided to approach their own limits, within all cultural, economic and planetary boundaries of sustainability.

It would work by:

- **Matching shares of GDP with shares of the Economic Impacts that end user production and consumption causes.**
- **Attributing responsibility for economic costs for impacts for which the costs are measurable.**
- **Push science to learn how to do this better and better, so work on individual SDG's can be done to balance the Earth System as a whole.**

It would take effect by:

- **Assessing measurable impact costs and responsibility to those responsible.**

Connecting those responsible for :

- **Poverty - caused by increasing resource demands driving up resource costs unsustainably**
- **Societal costs of industrial farming from pollution and depletion to destabilizing traditional communities and deforestation**
- **Climate change - showing everyone that the enormous cost of inaction will come directly out of their own pockets.**
- **And many more**

It is widely recognized humanity is far from living sustainably, having already gone well beyond the carrying capacity of the earth. Clearly we need a well-defined SDG to reduce our global footprint.

<sup>1</sup> 8 Jan 14 Jessie Henshaw IPS Statement for OWG7 based on her "[Ideal Model - Ideal Model: New Architecture](#)" method and design

<sup>2</sup> LCA is the world standard method for assessing traceable impact, and the one on which most others are based

<sup>3</sup> EF is a product of the Global Footprinting Network

<sup>4</sup> EI is biophysical economic systems accounting: Henshaw, King & Zamikau 2011 "Systems Energy Assessment" in Sustainability MDPI see <http://synapse9.com/signals/2013/12/08/ideal-model-new-architecture> and <http://synapse9.com/SEA>

## Why we need a “World SDG”

We need a world SDG because the symptoms of our present world economic and cultural distress are all interconnected. The OWG is taking pains to list the most critical to act on, but because they're connected, none of these goals can really be acted on individually.

We also need to stop expecting past returns on growth in the future, and give people choice in long term outcomes. The profitability of the whole economy is reduced by the swelling societal costs for social and environmental impacts of growth and for maintaining the complex world systems growth built. So we need tools to show us what's profitable for the whole, caring for the earth and what we built.

For our world systems, what's yet to be discovered is how to address their interconnectedness as a whole. We need for our world systems a great discovery like that of medicine, that doctors could treat connected symptoms as “illnesses” of the whole body of connected parts. That came from realizing that *connected relationships revealed systems working as a whole*, to be strengthened and made more resilient as a whole as the real solution.

The World SDG would give people a good picture of their part in how our economic system works as a whole, and the roles and responsibilities for causing its symptoms. Then conversation in every organization, profession and community would lead to better individual political and economic choices to act in the interest of the whole.

Whether already happening or to begin soon, the evidence is that mounting strains on the economy from pressing ever harder on many natural limits at once, will make growth unprofitable, as even J.M Keynes observed would naturally occur. Knowing what would relieve the strains to maintain profitability is critical to our future. It would be a new way of investing, to care for the systems we've developed rather than demanding ever more from them, and from the earth. It starts with good information on how economies work as a whole, then diversely talented people all searching for their own paths to lasting success.      Jessie Henshaw 1/28/14

<http://www.synapse9.com/CAUN/WorldSDG.pdf>