

General information



Located in South América between Colombia and Perú.

Ecuador has a land area of 283,520 km²

Population is 15,223,680

The challenge of sustainability

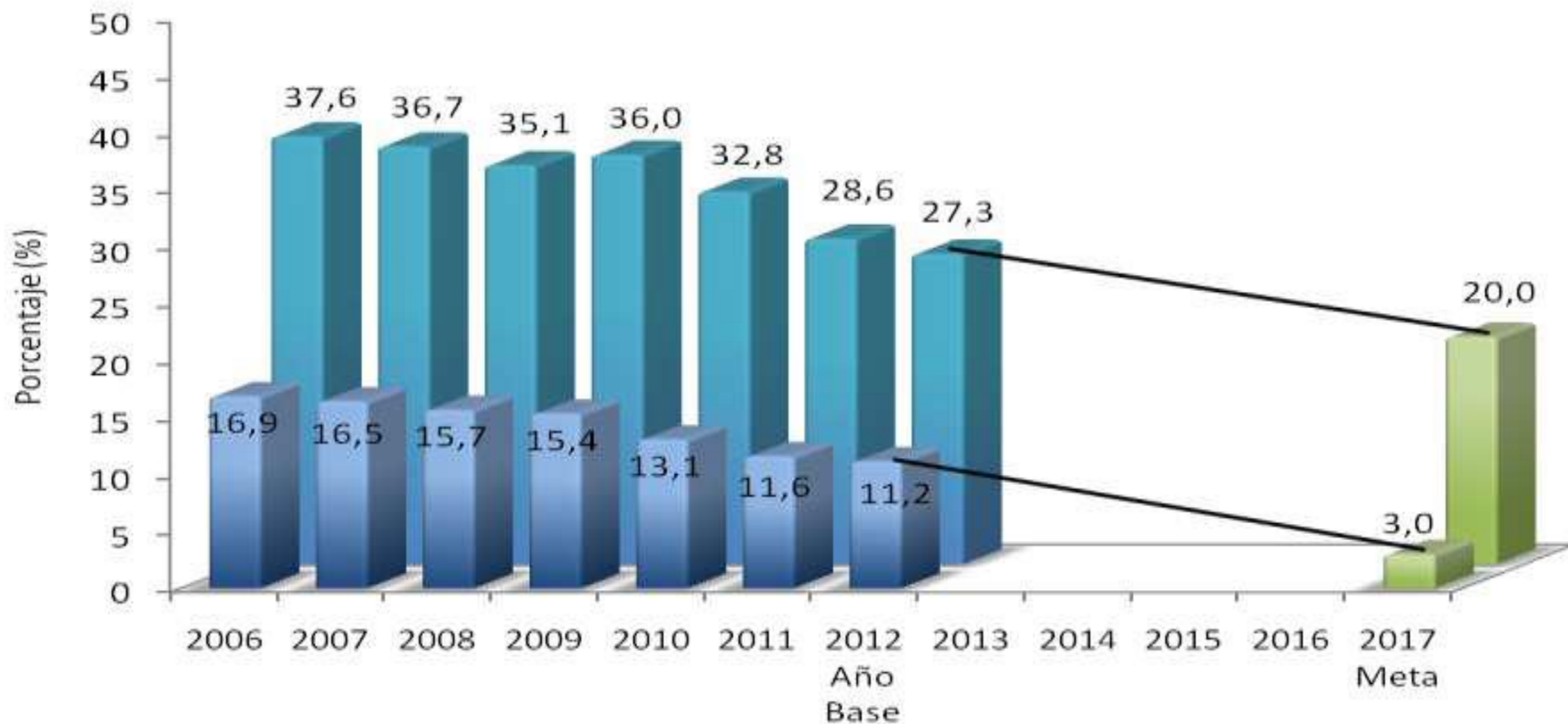
Ecuador and Latin América have had significant improvements in living conditions in the last decades.

Ecuador's economy in particular has **grown steadily** the last six years. The average growth rate for the period 2007-2012 was 4.1%. The challenge is how to grow with **equity** and **equality**, Ecuador has made big efforts Gini coefficient improved from 0,54 in 2006 to a 0,47 in 2011.

Another challenge is to **grow sustainably**

Poverty and extreme poverty incidence

Incidencia de pobreza y extrema pobreza por ingreso
(en porcentaje)



Ecological footprint

- Planet's ecological footprint exceeded since 1978 the natural capacity of ecosystems of support human activity.
- In 2008 Ecuador crossed the border and became an ecological debtor. Its footprint was 2,37 global hectares per person while its biocapacity was 2,18 hectares per person.

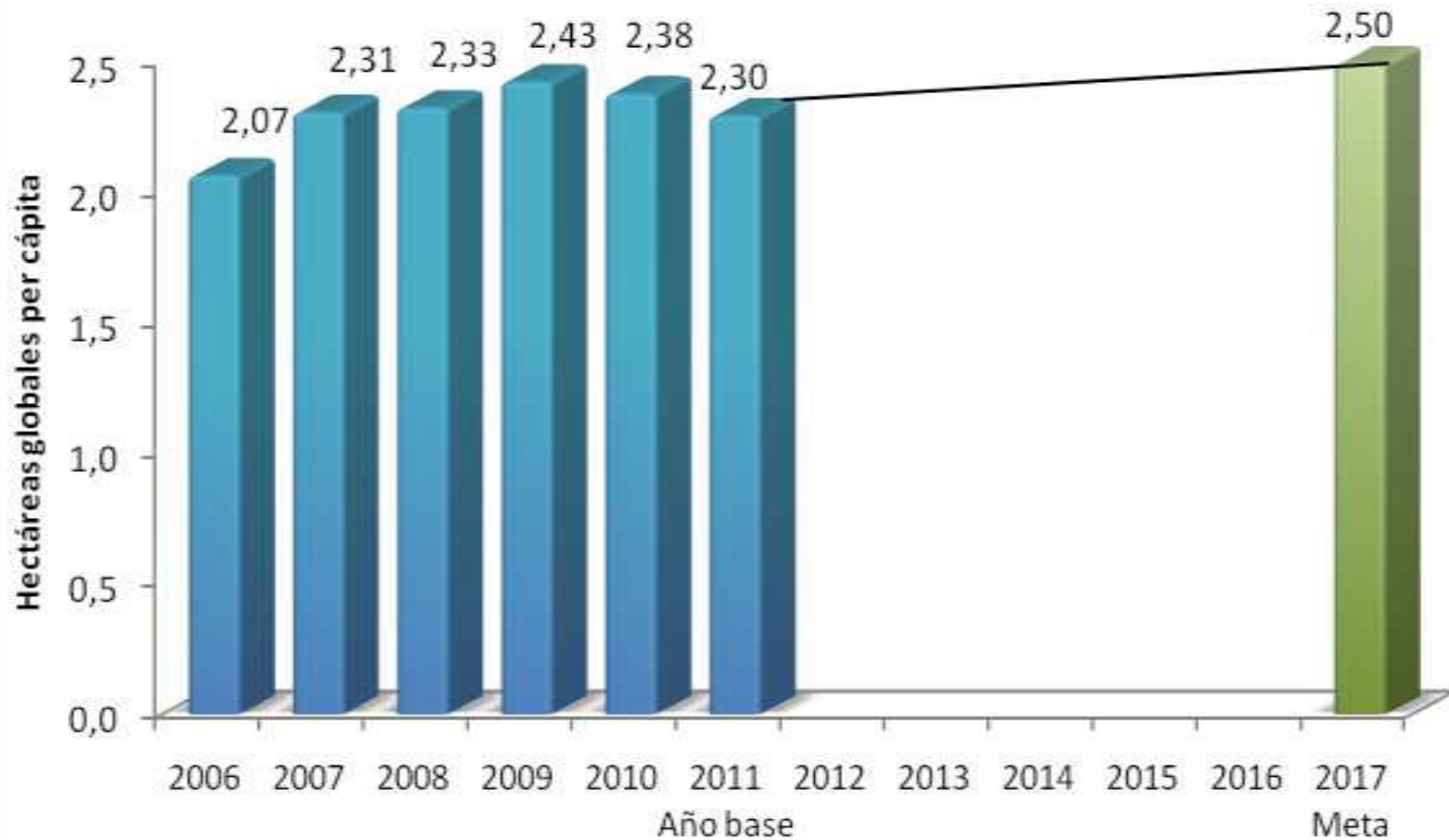
The National Plan of the Good Living

The Good Life is planned, not improvised. The Good Life is the life style that allows happiness and permanence of cultural and environmental diversity, is harmony, equality, equity and solidarity. Not looking for opulence and infinite economic growth.

Objective 7 of the plan is to guarantee the rights of nature, and promote environmental, territorial and global sustainability.

Biocapacity

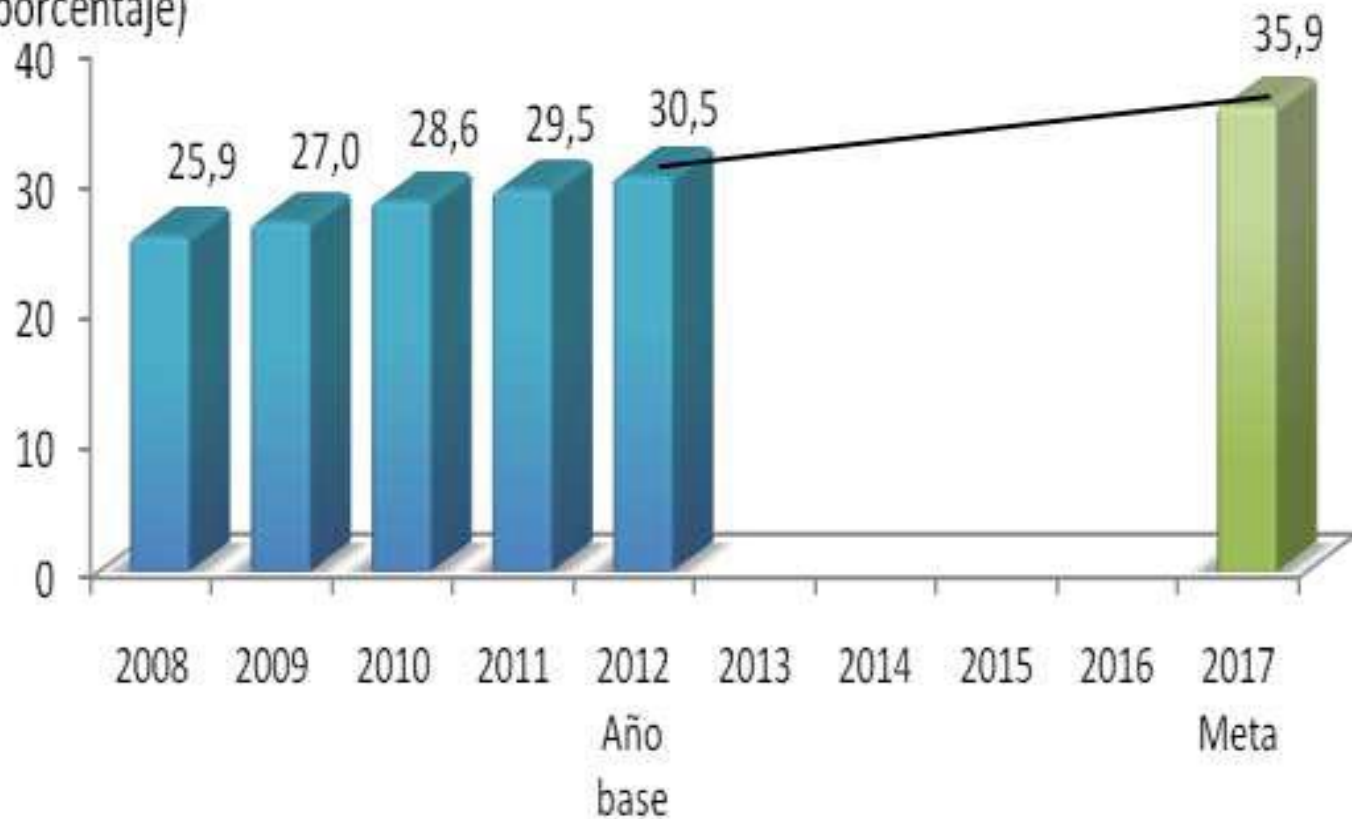
Biocapacidad (hectáreas globales per cápita)



Proportion of continental territory under conservation or environmental management

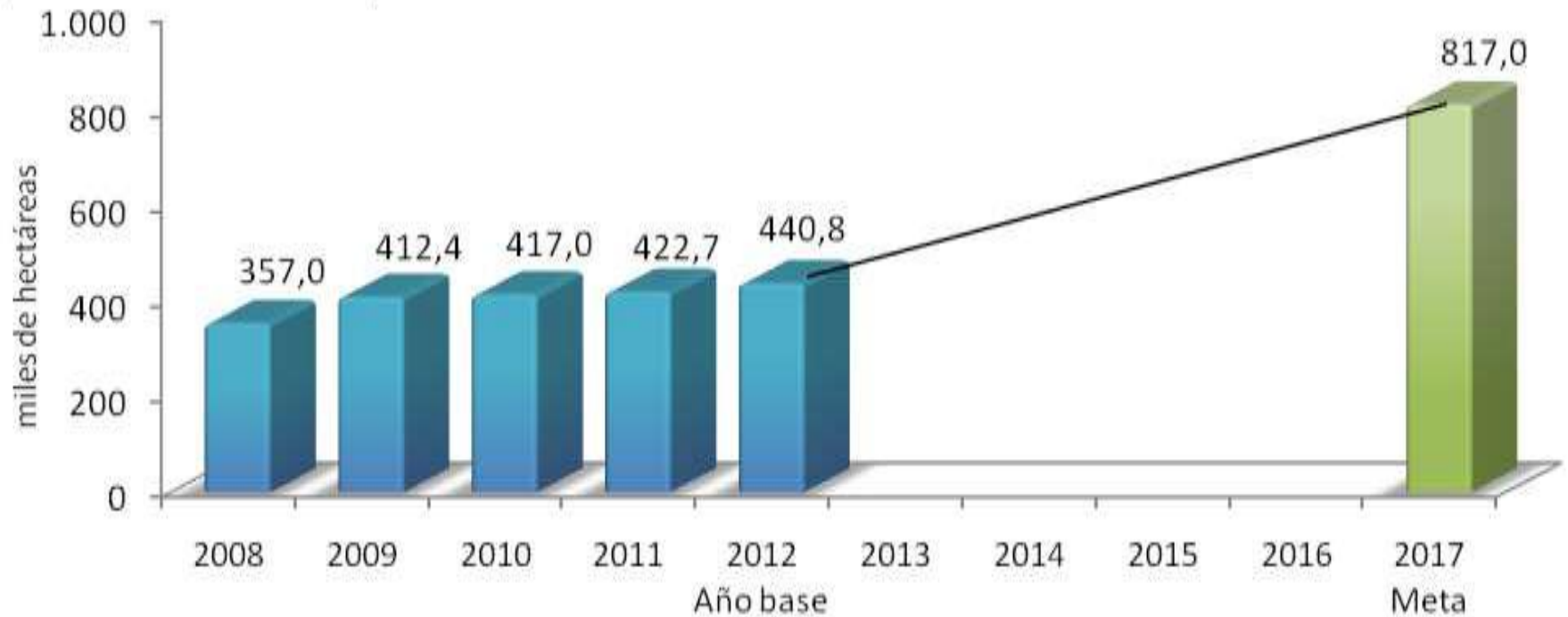
Proporción de territorio continental bajo conservación o manejo ambiental

(en porcentaje)



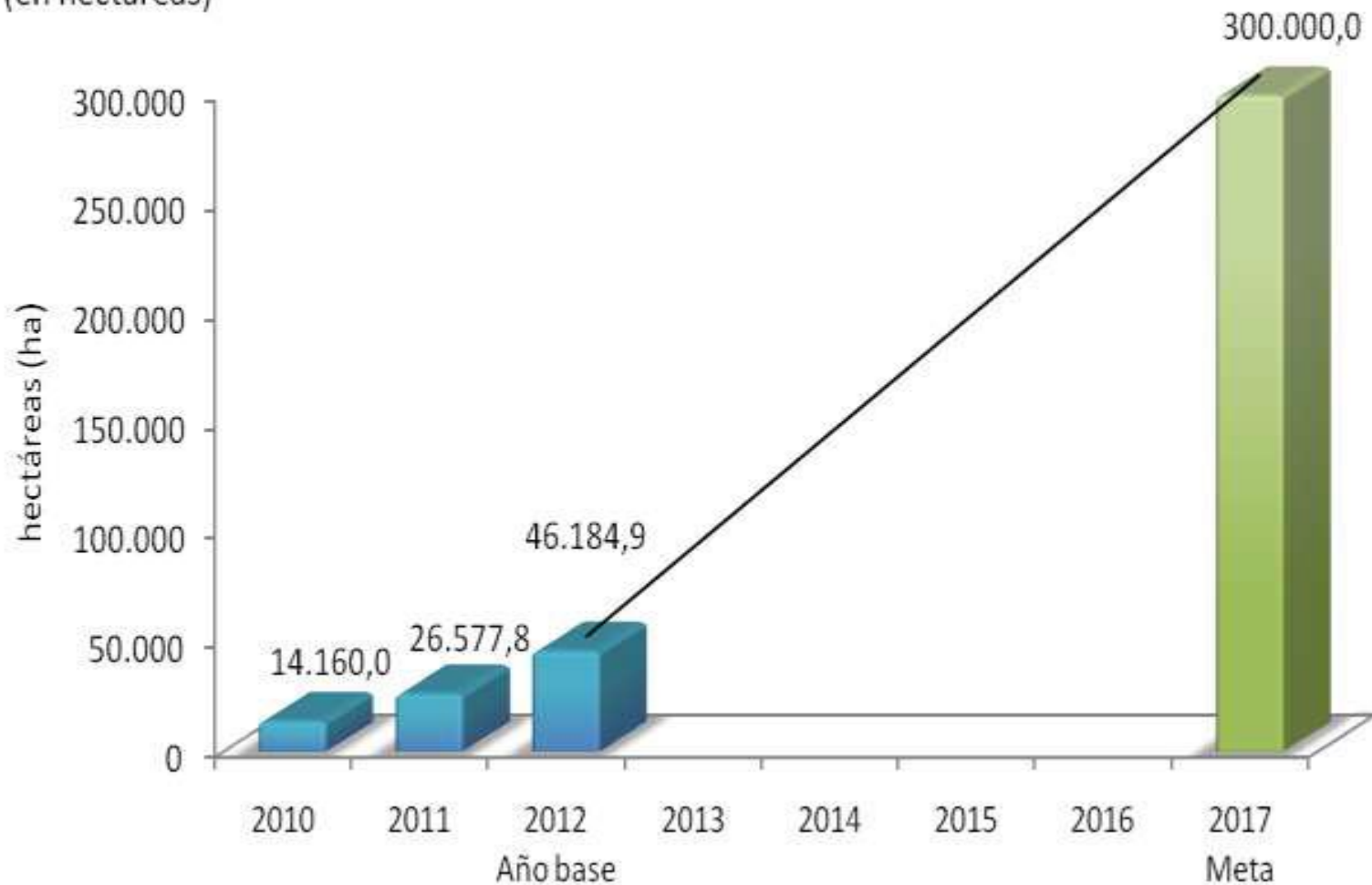
Surface of coastal marine territory under conservation or environmental management

Superficie de territorio marino costero continental bajo conservación o manejo ambiental
(en miles de hectáreas)



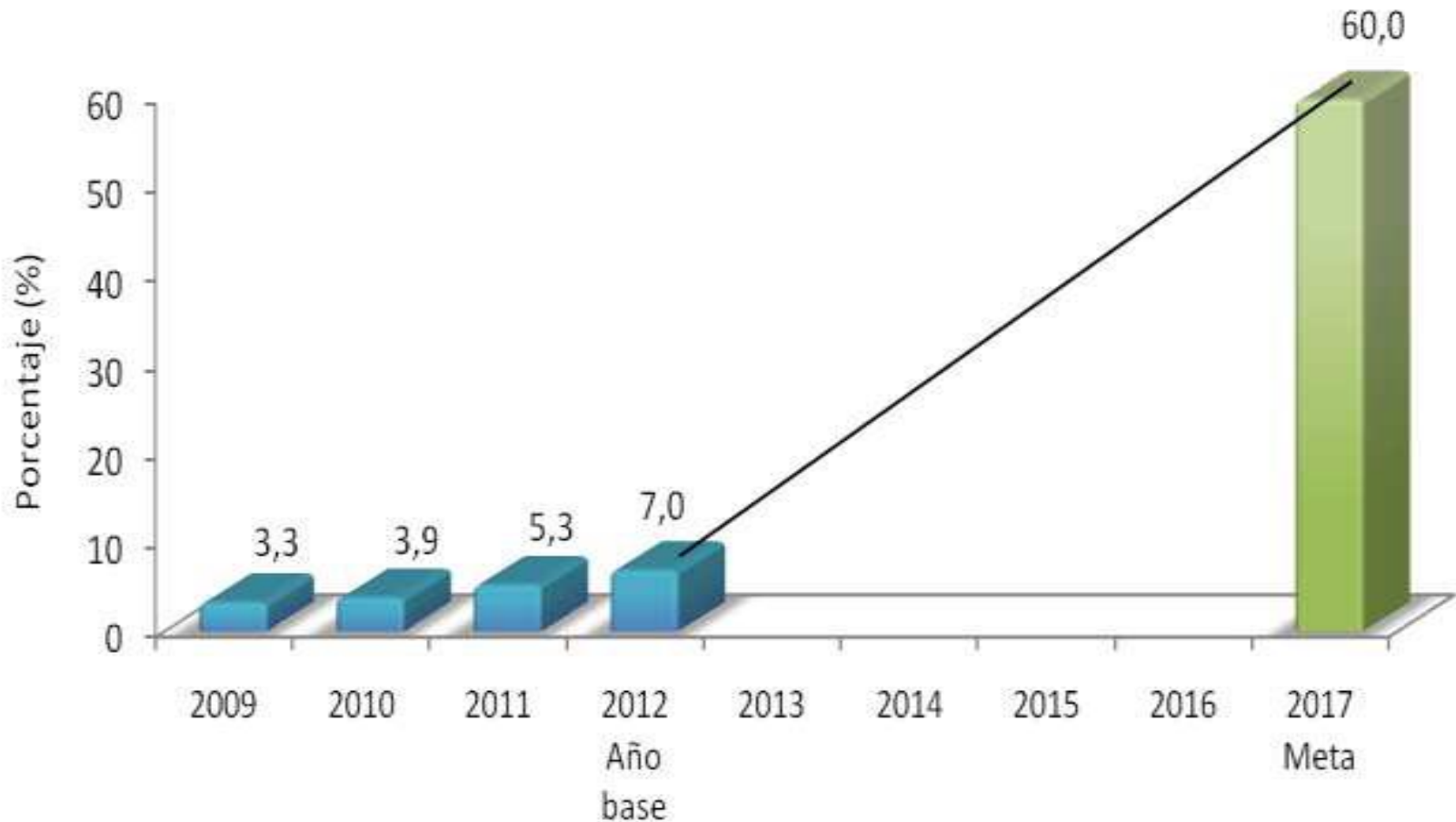
Forest restoration surface

Superficie de restauración forestal acumulada(activa y pasiva)
(en hectáreas)



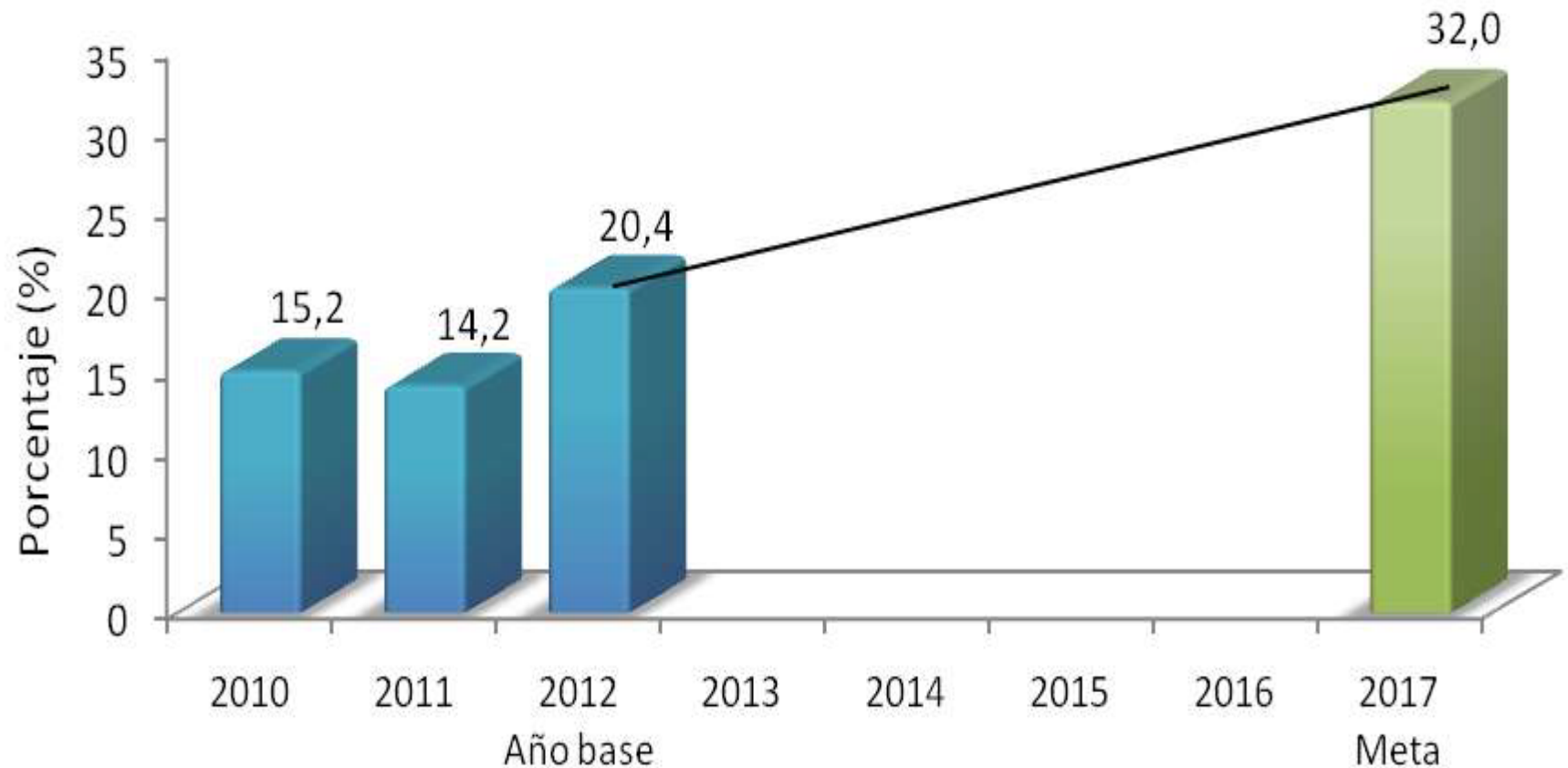
Percentage of contamination sources of hydrocarbon industry eliminated and remediated

Porcentaje de fuentes de contaminación de la industria hidrocarburífera eliminadas, remediadas y avaladas por la autoridad ambiental



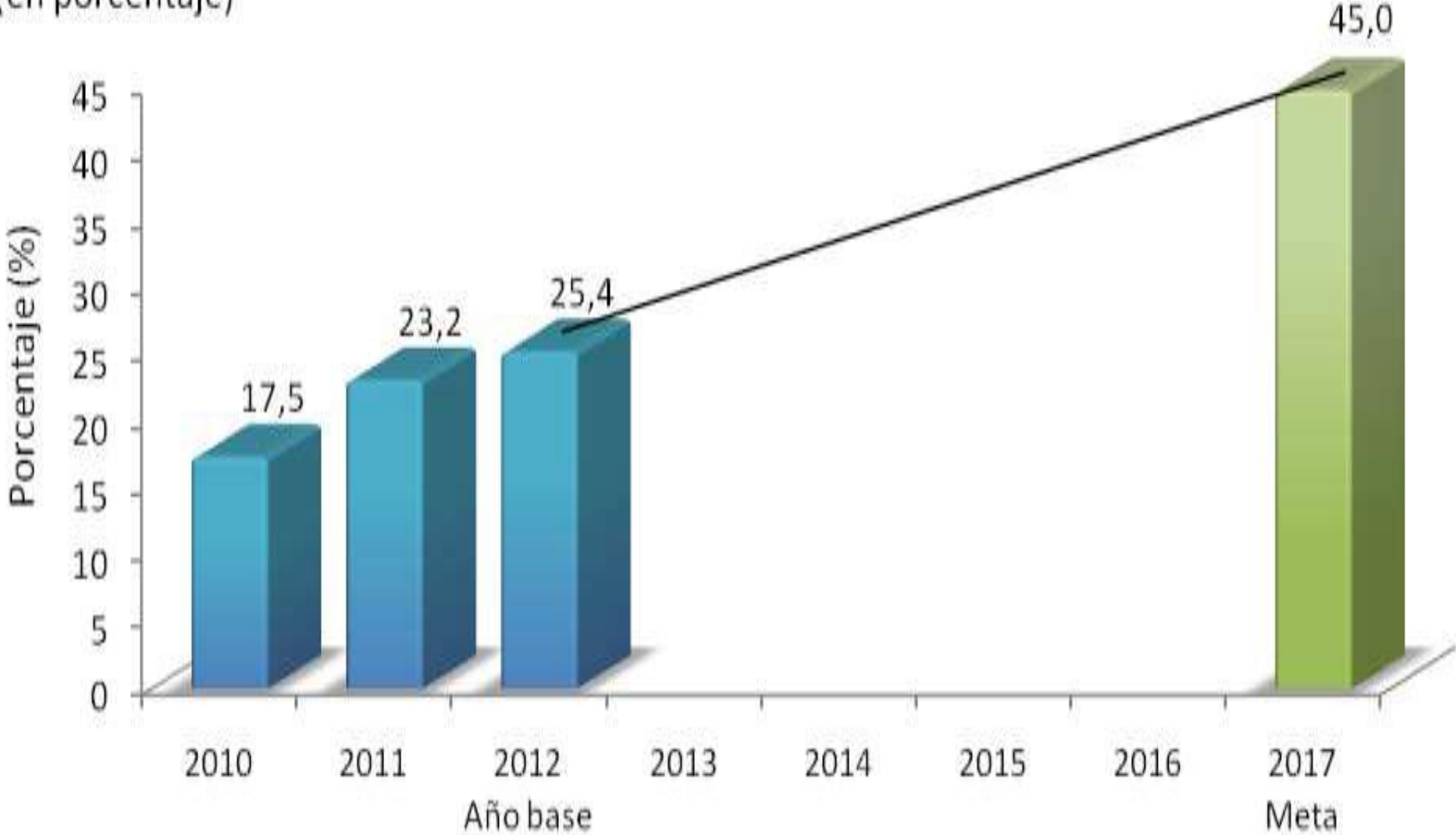
Percentage of households that classify organic waste

Porcentaje de hogares que clasifican desechos: orgánicos
(en porcentaje)



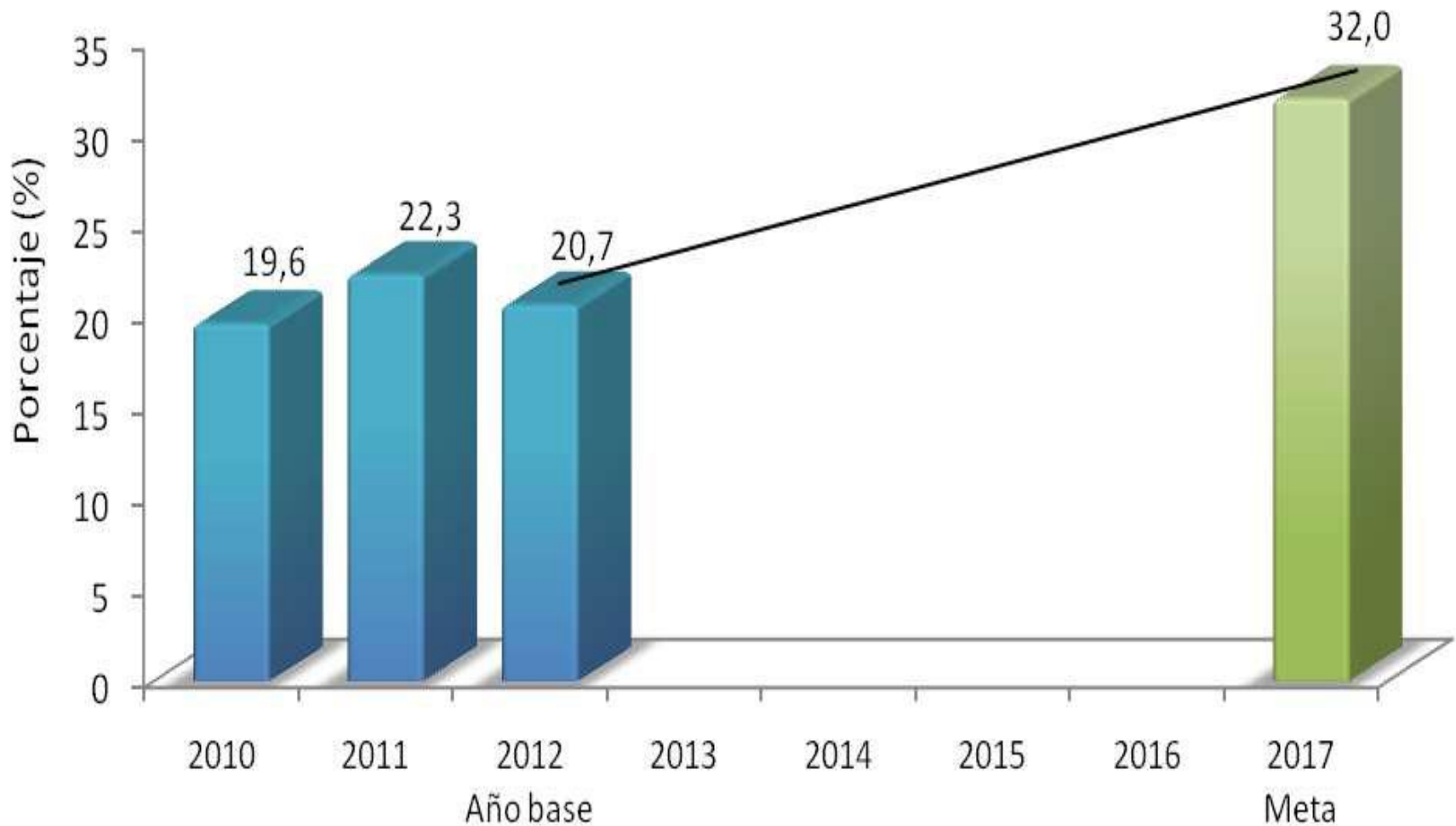
Percentage of households that classify plastic waste

Porcentaje de hogares que clasifican desechos: plástico
(en porcentaje)



Percentage of households that classify paper waste

Porcentaje de hogares que clasifican desechos: papel
(en porcentaje)



Towards a changing of our patterns of production and consumption

The National Plan of Good Living includes the change of the productive matrix from one that depends fundamentally on our ecosystems into another that depends more on innovation, science and knowledge.

The proposal is to produce under an ecoefficient model, which priorities are:

- The conservation and sustainable use of our natural heritage and natural resources,
- The insertion of clean technologies,
- The energetic efficiency,
- More participation of renewable energy
- Prevention, control and mitigation of contamination

By the side of consumption the plan considers:

- Promote public awareness on environmental ethics.
- Promote responsible consumption practices that generates a culture of sufficiency, saving, and minimal environmental negative impact.
- Apply incentives for changing the consumption patterns of the people promoting the reduction of luxurious consumption, reusing assets, classifying waste and recycling materials.

THANKS