

Reducing the carbon footprint of the richest

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This presentation is based on two pieces of research published by the Global Sustainability Institute at Anglia Ruskin University:

[Reducing inequality and carbon footprints within countries](#) (February 2016)

[The inequality of overconsumption: the ecological footprint of the richest](#)
(November 2015)

whygreeneconomy.org is a space to share ideas from across the world on a new economic model to tackle climate change and protect the environment

The logo for 'whygreen? ECONOMY' is displayed on a dark green rectangular background. The text 'whygreen?' is in white, with 'why' in a lowercase sans-serif font and 'green?' in a bold, lowercase sans-serif font. Below 'whygreen?' is the word 'ECONOMY' in a smaller, all-caps, white sans-serif font.



WHAT IS THE ECOLOGICAL IMPACT OF THE RICHEST



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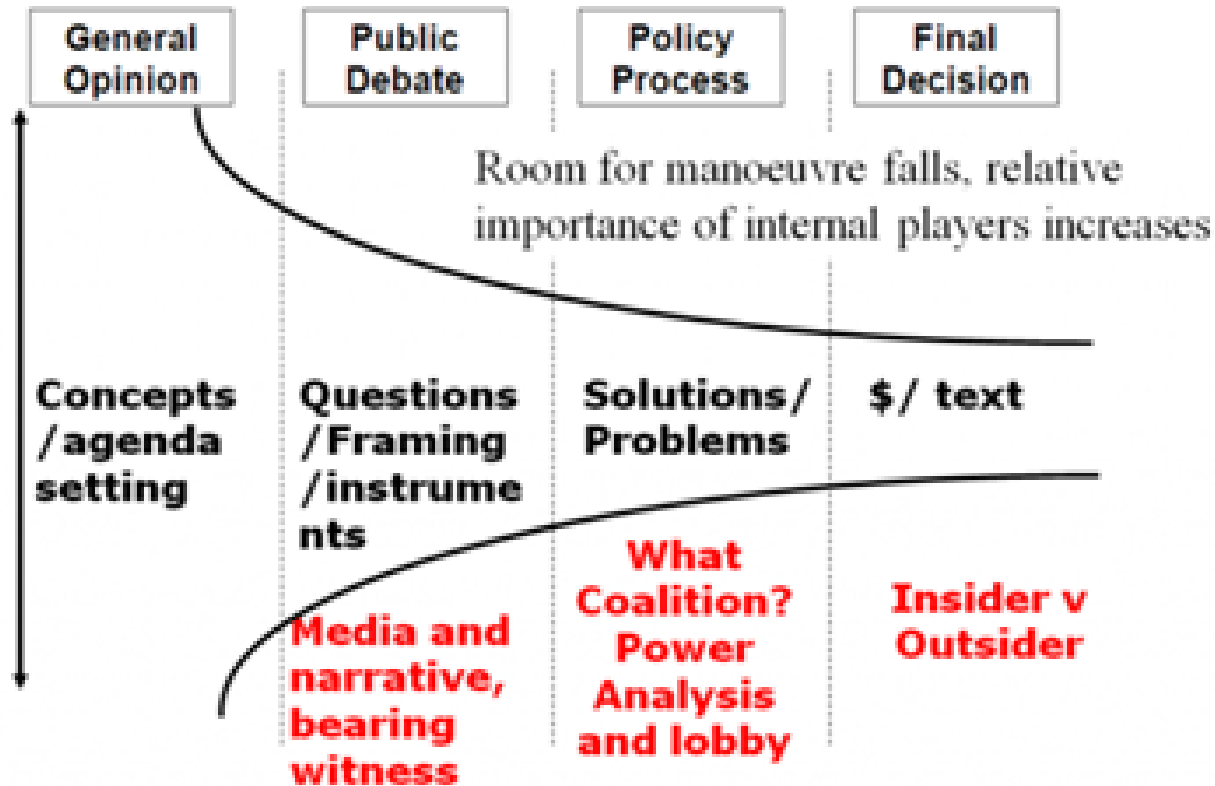
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Targeting the richest



Getting carbon inequality onto the political agenda

Understanding the Decision Process: The Policy Funnel



Factoring in the environment into policies that aim to reduce inequality

