

**POPULATION  
MATTERS**

**FOR A  
SUSTAINABLE FUTURE**



**ANNUAL REPORT**

**JULY 2017 - JUNE 2018**

Leilani Münter

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INTRODUCING LEILANI MÜNTER

US racing car driver Leilani Münter (cover image) became a patron in May 2018. Leilani combines her profession racing cars with a roll-call of environmental activism, including promoting green energy, veganism and publicising threats to the oceans and species extinction. Leilani first became interested in population when studying for her biology degree at the University of California. Carbon neutral in her racing since 2007, Leilani’s personal motto is, Never underestimate a vegan hippy chick in a race car!

Cover Photo credit: Scott LePage

STATEMENT BY THE CHAIR

Last year’s Chair’s statement opened by giving thanks to a departing member of the Population Matters family. This year it is my turn to offer a similar tribute. After three years as a trustee, the last of which as Chair, Andrew Macnaughton has moved on from the Board.

Over that period, Andrew’s guidance and vision helped set up PM for the next part of our journey. I’m honoured to take forward the baton and along with the whole of the organisation, wish Andrew all the very best – he remains very much part of the ‘family’ as an active member of our Scotland local group.

It was my profound interest in population issues that led me to Population Matters, where I offered to facilitate the High Level Strategic Review. My background is in business, not charity work or campaigning, but having been involved with Strategic Thinking and Planning for over 15 years and business management for a further 25 years I believe a business perspective is highly relevant to the third sector. Hence my first year with Population Matters has seen an increased focus on strategy, especially in helping determine which priorities will most effectively achieve our mission.

Led by our most capable and forward-thinking Director, Robin Maynard, the team has set out a path for the next 3 years and beyond - but PM has been active on more fronts than just planning, delivering ongoing campaigning and some very successful fundraising.

A vital aspect of our work is to reach more people with our message; in particular, to influence policy-makers within the UK and overseas.

Success breeds success: we know our organisation must grow to meet the many challenges it faces. By working with and expanding our Advisory Council and list of Patrons, we are growing our centres of influence and credibility. Our message must be supported with accurate and best available data - with this in mind, we will be strengthening relationships with research institutions.

Robin and the team, supported by guarantor members, have built a partnership with and are raising the profile of the World Scientists’ Warning. Alongside that, I am excited by the team’s work in scoping out an international policy framework for population, as there is for climate change.

My first year as chair coincides with a noticeable shift in zeitgeist and discourse around population, reflected in the greater, wider media coverage the population issue achieved over the year, and the growing interest from funders. Notwithstanding the opportunities, perhaps our biggest challenge is trying not to do too much.

Arguably the largest single contributor to the unsustainability of our planet, yet communicating the impacts of our human population remains controversial and too challenging for some. Many individuals agree with us, but too few act or speak out – fearing

inconvenience to their lifestyles or feeling powerless - “What difference will it make if I alone make a change?” Our job is to dispel such apathy and encourage personal activism.

But we must also catalyse action and policy-change at the governmental level, nationally and internationally. This will require both a groundswell of favourable public opinion and voter-sympathetic policies that emphasise the societal and economic benefits of our agenda.

Population Matters cannot achieve this on its own. Our message has to ‘go viral’. Our role is to ‘chip away’ at the monolith of public and political indifference and ignorance, whilst encouraging others to pick up a chipping hammer.

We must avoid chasing every opportunity or initiative that appears to support our overall message. Rather, to borrow from Reinhold Niebuhr, we need to display the serenity to avoid trying to change the things we cannot, the courage to do the things we can to effect change, and the wisdom to make the best choices between those two.



Terry Murphy  
Chair



PATRONS

**Sir David Attenborough**  
**OM CH CVO CBE FRS FZS FRA**

Naturalist, broadcaster and former controller of BBC Two

“The human population can no longer be allowed to grow in the same old uncontrolled way. If we do not take charge of our population size, then nature will do it for us and it is the poor people of the world who will suffer most.”



**Sir Partha Dasgupta FRS FBA**

Frank Ramsey Professor of Economics, University of Cambridge  
“Population growth, poverty and degradation of local resources often fuel one another.”

**Paul Ehrlich ForMemRS**

Bing Professor of Population Studies, Stanford University  
“Overdrafts on aquifers are one reason some of our geologist colleagues are convinced that water shortages will bring the human population explosion to a halt. There are substitutes for oil; there is no substitute for fresh water.”

**Adrian Hayes**

Record-breaking polar explorer and adventurer, speaker, coach, campaigner and author

“It is pointless campaigning against climate change or to ‘save the Arctic’ without addressing the root cause behind it and virtually every other environmental or indeed social issue we face: our unsustainable numbers on this planet. That is the real inconvenient truth.”



**John Guillebaud**

Former Emeritus Professor of Family Planning and Reproductive Health, University College, London and Medical Director, Margaret Pyke Centre for Family Planning  
“Should we now explain to UK couples who plan a family that stopping at two children, or at least having one less than first intended, is the simplest and biggest contribution anyone can make to leaving a habitable planet for our grandchildren?”

**Jane Goodall PhD DBE**

Founder, Jane Goodall Institute and United Nations Messenger of Peace

“It’s our population growth that underlies just about every single one of the problems that we’ve inflicted on the planet. If there were just a few of us, then the nasty things we do wouldn’t really matter and Mother Nature would take care of it but there are so many of us.”



**James Lovelock CH CBE FRS PhD**

Originator of the Gaia Theory  
“Those who fail to see that population growth and climate change are two sides of the same coin are either ignorant or hiding from the truth. These two huge environmental problems are inseparable and to discuss one while ignoring the other is irrational.”

**Jonathon Porritt CBE**

Founder Director of the Forum for the Future and former Chair of the United Kingdom Sustainable Development Commission

“Population raises all these questions about religion, about culture, about male dominance in the world and (people) get very uncomfortable about that.”

**Leilani Münter**

Race car driver and environmental activist

“The ultimate intelligence of our species will be determined by whether we face our population issue and get it under control, or continue to sweep it under the rug because it’s an uncomfortable conversation. The future of life on Earth depends on us doing the former.”



**Norman Myers CMG PhD**

Visiting Fellow at Oxford, Harvard, Cornell, Stanford, California, Michigan and Texas Universities  
Many children face a prospect of a world which has been devastated of its forest cover and lost many of its species. Would it not be worthwhile to reinforce that enormous investment in the future, that grand gesture of hope in the future by chipping in just a little bit more, that one penny per day for family planning facilities? To ensure that our children inherit a world worth living in. A world where population growth has been slowed to zero, with equity and fairness for all citizens on this planet, and where our environments are safeguarded and restored.”

**Sir Crispin Tickell GCMG KCVO FZS**

Former Director of the Policy Foresight Programme at the James Martin Institute and former United Kingdom Permanent Representative on the United Nations Security Council

“Population was a big issue about 30 years ago, now it’s not, but I suspect it will come back because it has to be discussed as one of the big environmental problems of our time, it’s one animal species out of control, and the awful thing is that if we don’t control it then Mother Nature will do it for us.”



Image courtesy of Jamie Grant

**Aubrey Manning OBE FRSE FIBiol**  
Emeritus Professor of Natural History, University of Edinburgh

“Looking across the world at present it is obvious to anybody with even slight biological knowledge that human numbers are out of balance.”

**Susan Hampshire OBE**

Actress and population campaigner

“It’s been so obvious to me for so long that cramming ever more people onto our little planet does it ever more damage I cannot understand why so many people find this so hard to grasp, and why so many governments ignore it.”

**Sara Parkin OBE**

Founder Director and Trustee of Forum for the Future and board member of the Natural Environment Research Council and the Leadership Foundation for Higher Education and Head Teachers into Industry

“As the soaring demand for food, water and energy is exacerbated by climate change, it is no longer legitimate to leave policies for lowering birth rates off the policy agenda.”



**Lionel Shriver**

Journalist and author

“We need to recognise that slowing population growth is one of the most cost-effective and reliable ways of easing pressure on our environment and securing a sustainable future for us all.”

**Chris Packham**

Naturalist, nature photographer, television presenter and author



“There’s no point bleating about the future of pandas, polar bears and tigers when we’re not addressing the one single factor that’s putting more pressure on the ecosystem than any other - namely the ever-increasing size of the world’s population.”



## DIRECTOR'S REPORT

**An essential component for any campaigning organisation seeking to catalyse action and positive changes in its chosen area of operation is good planning – and that is something that we have prioritised over the past year.**

The High Level Strategic Review undertaken over the summer and autumn of 2017 provided Population Matters with a clear framework and direction of travel for our activities and focus. The framework and set of recommendations were endorsed by an overwhelming majority of our guarantor members in the survey we conducted in November 2017 (p.22). The review and its recommendations then formed the foundation for developing into our Strategic Plan, which sets out the key areas and activities we will be focussing on over the next three years

In simple terms, our core purpose is to persuade policy-makers and the public to accept and act on our patron Sir David Attenborough's common-sense statement:

**"All environmental problems become easier to solve with fewer people, and harder and ultimately impossible to solve with ever more people."**

The complex challenge and long-term goal is to slow human population growth and ultimately bring our numbers back into balance with our planet's available resources and within the boundaries of its life-supporting ecosystems.

Our chosen focus on human population and its impacts upon the sustainability and wellbeing of our world, its

ecosystems and biodiversity – including that of our own species and future generations – is the most challenging and urgent environmental issue of our time. It also presents considerable communications challenges.

Our ambition is to own the population issue, **'Taking PM Global'** over the next 3 - 5 years. Simple, yet complex, challenging, urgent and ambitious! Hence the need to plan, prioritise, and focus our resources where they can achieve optimal and rapid effect.

Over the past year we have been building a professional operational team enabling greater strategic coherence, oversight and consistency of delivery of our outputs. Alongside that, the support and contributions of our members and wider supporter base remain critical to our financial security and for adding value and effort to our campaigning and advocacy work. There has been a notable increase in the number of individuals and also grant-making bodies keen to support our work with significant donations – and we have been building on that by developing and piloting a new fundraising strategy with the help of an independent consultant.

That growing interest in and support for our work reflects positively on our efforts, but also on a distinct change in the external environment and public receptivity to our messages.

Just as our reporting year started, new research from [Lund University](#) showed that the most ecological action any individual (particularly citizens of developed countries such as the UK) could take to reduce their climate 'footprint' was to have one less child. This was published with [blazing headlines](#) in the press:

**"Want to fight climate change? Have fewer children!"**

declared The Guardian in admirably plain English! A more extensive piece of research was carried out by [Project Drawdown](#). Its initial list of the 'Top 100' most effective, available solutions for contributing to curb climate change was refined down further to the 'Top 10'. When 'Educating Girls' and 'Family Planning' are combined they rise to number one, saving more carbon per annum than all onshore and offshore wind power combined. (p.10)

The scientific winds are blowing to our benefit, not just those gusts around climate change, but the collective winds of academia as represented by the ['World Scientists' Warning'](#) published in November 2017. Signed by over 20,000 scientists from 184 countries and across the disciplines, the Warning is clear in its message regarding population growth:

**"It is also time to re-examine and change our individual behaviors, including limiting our own reproduction (ideally to replacement level at most)."**



Whilst our steel mannequin 'Big Foot' (a non-gender specific, generic representation of Homo sapiens!) has continued his progress across the country communicating the concept of the Anthropocene Era, 'Girl Power' has also been at the forefront of our campaigning efforts and practical action. Our new patron, Leilani Münter, has gained us global media coverage, eloquently articulating the impacts of human population growth and the power and responsibility we all have to make a difference – in particular, through enabling girls and women to make informed choices about their family size or indeed whether to have children at all. The discussion and debate was carried forward by the stars of our 'Small Families' campaign video, Anna Hughes and Emma Oliff. Through our [Empower to Plan](#) initiative we're supporting projects that provide girls and women with access to contraception, greater opportunity and life-choices.

Looking back over the year's activities and events, it is evident that there has been a shift in the external environment

in our favour and a corresponding step-change in the level of our activity and reach. Having been a lone voice for the past quarter of a century since its founding, Population Matters is in a strong position to be the pre-eminent organisation addressing human population globally, getting our voice heard, pressing others to add theirs and putting the population issue where it should be - at the heart of sustainability.



**Robin Maynard**  
Director



**Professor Aubrey Manning OBE,**  
**24 April 1930 –**  
**20 October 2018**

It is with great sadness, that as we were going to press, I learnt that our longstanding patron Aubrey Manning died after a period of illness. We will honour and celebrate Aubrey's life and achievements, especially his long commitment to Population Matters, in the next edition of the magazine. His death is all the more poignant for me as just before his health failed I was due to visit him in Scotland to discuss plans to extend our 'Anthropocene' campaign. Our deepest condolences to Aubrey's widow, Joan, and family.



YEAR AT A GLANCE

A High-Level Strategic Review is carried out during 2017 -18, with the recommendations and outcomes communicated to our members over the Autumn of 2017. 88% of our members who responded to the consultation, agree with the Review’s recommendations – as do our Patrons and Advisory Council. [p.22](#)



Announcement of Leilani Münter as a Patron in May 2018, triggers a cascade of positive stories.



Population Matters website petition secures nearly 2,000 signatures asking the Natural History Museum to do more to communicate the facts and impacts of the Anthropocene Era - marking the dominance of our species and its impacts upon the planet. [p.14](#)



Our fundraising and membership team make best use of the legal requirement under the General Data Protection Regulation (GDPR) to contact all our supporters. Reminding people of who we are, what we do and why (if they haven’t already) they should join us: 159 people set up a new membership and over 1,200 signed-up to receive general updates confirming that PM represents their voice. [p.23](#)

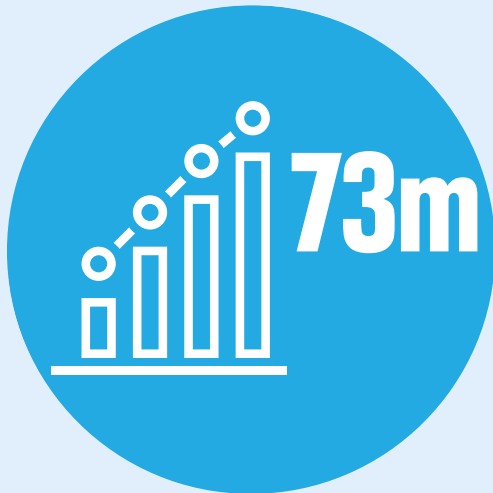


In March 2018 our conference ‘Climate Change and Us: More Feet, More Heat?’ draws together an international panel and diverse audience to examine the relationship between population and global warming. [p.16](#)



UK government launches ‘A Green Future’, its 25-year plan for the environment. The plan fails to mention human population. Following a submission in response, PM is invited to a meeting with the key civil servant responsible for the report, where we press for action.

Over the year we add 8,000 followers to our Facebook page, with one post reaching more than 4 million people. We also attract 2,300 new Twitter followers making the total number of followers 50% higher than in 2015/16.



The Office for National Statistics announces that the population of the United Kingdom is 66.6 million people, and projects a population of nearly 73m by 2041. Its principle long term projection shows no end to population growth over the coming century.



In April 2018, we launch our new crowdfunding project, Empower to Plan, supporting grassroots, practical family planning projects and making a difference where it’s needed most.



Our campaign video ‘Small Families, Small Planet’, released in September 2017, is viewed more than 50,000 times. [p.16](#)



A public opinion survey commissioned by PM from YouGov finds that 74% of those surveyed believed the government should have a national strategy for addressing population, with 63% supporting the setting of targets for overall numbers a key plank of our proposal for the UK (indeed all countries) to have a Sustainable Population Policy. [p.15](#)



# THE CONTEXT AND ISSUES

Over the past year there have been some notable shifts in public discourse around the population issue. Published research and other interventions by scientists and academics have provided confirmation, collateral and credibility to our agenda and concerns.

These include:

*Proceedings of US National Academy of Sciences, (July 2017)* published research describing a ‘biological annihilation’ of wildlife in recent decades means a sixth mass extinction... [is] underway and more severe than previously feared.’ Human population growth is cited as a key driver. PM Patron Paul Ehrlich is one of the lead authors.

*Lund University (July 2017)* published a study comparing the eco-actions individuals can take to reduce their

greenhouse gas emissions and so help curb climate change. The study concludes that the most effective action is to choose to have one fewer child (especially in developed countries), amounting to twenty-times the reduction of any other available action - affirming the focus of and analysis behind our Smaller Families campaign.

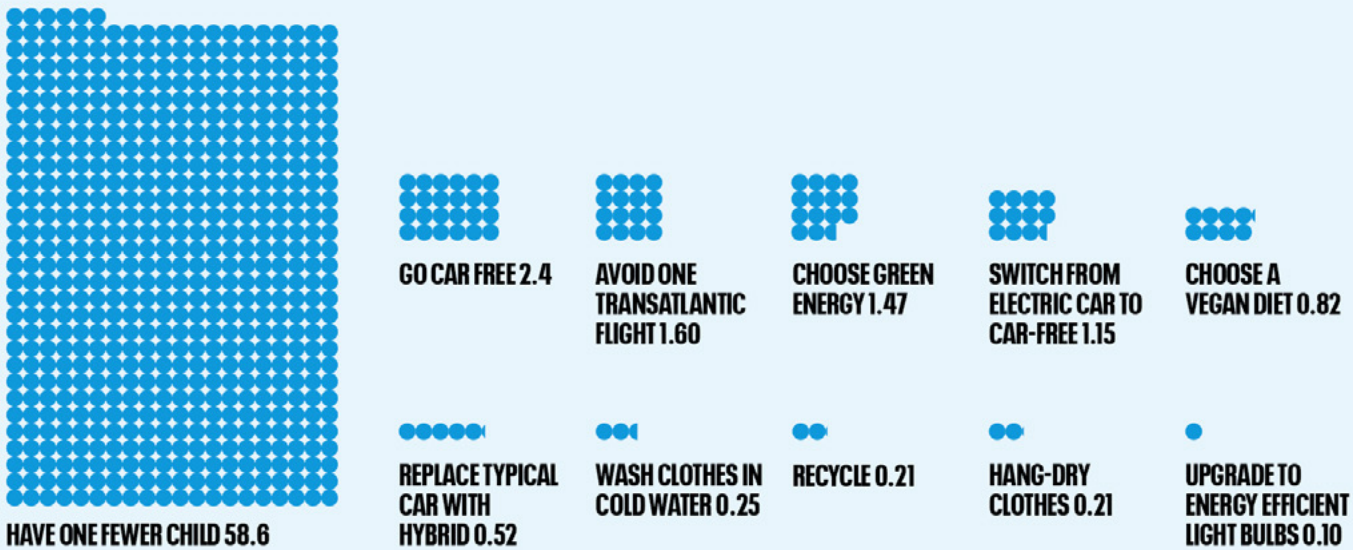
*Project Drawdown* published their evaluation of the top ten most effective, available solutions for contributing to curb climate change. Educating girls

and Family Planning are ranked at numbers 6 and 7 when combined, given their overlap, these rise to number 1, saving more Gigatonnes of carbon per annum than all onshore and offshore wind power combined. The coordinator of project Drawdown, Paul Hawken describes those two positive interventions as ‘No Regrets’ Solution.

*World Scientists’ Warning to Humanity (November 2017)* Perhaps most powerfully of all, 25 years on from a previous environmental warning by



## TONNES OF CO<sub>2</sub>-EQUIVALENT PER YEAR FOR ONE PERSON UNDERTAKING EACH ACTION



Source: [Seth Wynes and Kimberly Nicholas, 2017](#)

leading scientists, a group of concerned scientists issue a ‘[Second Notice](#)’. This ‘World Scientists’ Warning to Humanity’ states that,

**“By failing to adequately limit population growth, reassess the role of an economy rooted in growth, reduce greenhouse gases, incentivize renewable energy, protect habitat, restore ecosystems, curb pollution, halt defaunation, and constrain invasive alien species, humanity is not taking the urgent steps needed to safeguard our imperilled biosphere.”**

The Warning highlights population as a primary driver, “It is also time to re-examine and change our individual behaviors, including limiting our own reproduction (ideally to replacement level at most).”

The accompanying signatory has (at time of writing) been endorsed by over 20,000 scientists from more than 180 countries and across multiple disciplines. Population Matters is part of an international partnership [promoting the Warning](#) more widely.

**“Educating girls lays a foundation for vibrant lives for girls and women, their families, and their communities. It is also one of the most powerful levers available for avoiding emissions by curbing population growth. Women with more years of education have fewer and healthier children, and actively manage their reproductive health.”**

[Project Drawdown](#)



## STRATEGIC OVERVIEW

### Vision

Our vision is of a future with decent living standards for all, a healthy and biodiverse environment, and a stable and sustainable\* human population.

\*Achieving sustainability requires:

- living within the constraints of renewable resources.
- the convergence of living standards both within and between societies.
- reducing over-consumption.
- respecting the natural ecosystems on which all life on earth depends.

### Mission

Our mission is to create a level of public awareness and policy action on overpopulation and unsustainable consumption that is equivalent to, or exceeds, that achieved for climate change.

### Values

#### We believe that:

- Unsustainable population growth contributes to environmental degradation, resource depletion, poverty and inequality.
- Everyone has duties to the community and to future generations to act in ways that do not undermine the protection, fulfilment and advancement of fundamental rights and freedoms.
- In a world of limited resources, our reproductive and consumption choices are of critical importance to discharging these fundamental moral duties.
- Everyone has a right to a standard of living adequate for health and well-being, and to live in an international order in which fundamental rights and freedoms, including gender, sexual and reproductive rights, can be fully realised.

### Purpose

Population Matters is a membership charity that addresses population size and environmental sustainability. We campaign, inform, undertake research and do all we can to encourage an open, fair-minded and constructive debate about population.

We promote smaller families and sustainable consumption across the world, to achieve a healthy planet and a decent standard of living for all.

Our goals include enabling universal access to family planning services, an end to gender discrimination and a convergence in living standards.

## STRATEGY AND BUSINESS MODEL

### Strategy

Our long-term goal is to achieve a level of public awareness and governmental action on overpopulation and unsustainable consumption equivalent to that achieved for climate change. Our principal focus will be education and awareness-raising amongst the general public and civil society in order to create the necessary grassroots support and actions for effective political engagement. This principal focus will be supported by other work strands and these are set out below.

As referred to earlier, the Board, working with staff, members and others, completed a High Level Strategic Review (HLSR) of the organisation’s strategy, structures and activities to optimise our use of resources and achievement of objectives. Its outcomes, recommendations and proposed actions have been translated into an organisational Strategic Plan – which will be outlined at the 2018 AGM.

#### Campaigning, raising awareness and research

Campaigning and advocacy will support the principal focus. Our responses to transient topical issues will link them to national and global population growth and, where possible, to our principal focus. We will concentrate on matters that resonate with our members and the wider public, whilst always keeping in mind the global context.

### Education

Public education activities develop awareness of population sustainability and ways of addressing the problem in order to support our campaigning and behavioural change activities. As resourcing and opportunities allow we will focus our educational activities on reaching audiences and achieving objectives identified in the HLSR and subsequent Strategic Plan.

#### Research

Our research programmes develop and promote access to the knowledge and science of population sustainability, essential for a sustainable future. They will integrate global and local aspects and include material in support of our campaigning, such as forecasting the impact of continued population growth.

#### Communications

We will ensure that the organisation disseminates a co-ordinated and consistent message by developing and implementing our communications strategy. Priority work this year is a review and refresh of our website, overall messaging, branding, organisational character and ‘voice’ conveyed online (influencing all PM communications).

#### Developing alliances

We will work with partner organisations to pursue mutual goals, demonstrating the impact of population on other issues.

We are committed to ensuring that our consumption in terms of resource use, travel and waste is as sustainable as possible and this is reflected in our expenses policy.

### Resourcing

We will ensure that Population Matters has the human and financial resources to meet its purposes through: the effective engagement with members and the public to maintain and grow membership; sustaining, increasing and diversifying income from membership and other sources; ensuring that the organisation is appropriately staffed (within budgetary constraints) to support its operations and development; optimising the support and enthusiasm of our volunteers’ efforts.

A fundraising strategy was drawn up by an external consultant and has been piloted with encouraging results to date through this year.

#### Governance

We will meet our legal obligation to conform to company and charity law and in line with our articles of association. We will review and strengthen our management of risks, including those relating to operations, information, and organisational and personnel sustainability; review and, where necessary, propose amendments to the articles of association at least every ten years; and engage regularly with members and supporters.

#### Business model

Our funding comes mainly in the form of membership fees, individual donations and legacies. We have increased our outreach to and engagement with charitable trusts and other grant-making bodies in line with the fundraising strategy. Overall we are working to increase the breadth, diversity and depth of potential funding sources.

# ACTIVITIES AND PERFORMANCE

## Campaigning

### Welcome to the Anthropocene

World Population Day falls each year on 11 July, at the start of our reporting period. This year, Population Matters launched our new campaign, “[Welcome to the Anthropocene](#)”, highlighting the impact of human population growth on the natural world, and its contribution to what scientists are now calling the Sixth Mass Extinction. The central message of the campaign is embodied in [Big Foot](#), our life-sized metal sculpture of a human being fabricated from a matrix of hundreds of steel babies squashing the life and diversity out of Planet Earth (so representing the 11,500 of us added to the global population every hour and our increasingly heavy ‘global footprint’ as a species on the planet). Big Foot travelled widely over the year and drew positive attention and support wherever he went. Our campaign launched with his appearance outside the Natural History Museum, accompanied by an exclusive article in The Times.

In response to a letter from PM patrons’ Professor Aubrey Manning and Chris Packham, the museum’s director, Sir Michael Dixon wrote:

**‘Understanding man’s relationship with and impact on the natural world is central to our public programme and our scientific research... where appropriate, Population Matters is certainly an organisation we would wish to consult and potentially work with.’**

The director of Kew Gardens responded: ‘I agree entirely that this is an extremely important issue and that building public understanding of the issue and mitigating actions is critical.’

The campaign also marked the first time Population Matters has run a petition on our own website, securing nearly 2,000 signatures.



Big Foot also appeared at the landmark Livestock and Extinction conference organised by Compassion in World Farming and WWF in November. Our director Robin Maynard, and a number of invited speakers subsequently, raised the issue of population during the event.

### Sustainable Population Policy

The start of 2018 saw the UK government publish ‘A Green Future’, its 25-year plan for the environment. Despite some ambitious and eye-catching goals, the plan failed to address human population at all. Following a comprehensive submission in response to the consultation by Population Matters, in which we highlighted the [Sustainable Population Policy](#) that we initially launched in 2017, we were invited by Secretary of State Michael Gove to meet with his team, notably the senior civil servant and author of ‘A Green Future’.

The meeting was a sobering, but useful insight into the challenges of securing government attention on the issue, with civil servants highlighting the practical difficulties in gaining traction when the issue cuts across numerous ministerial departments and, most importantly, the almost certain resistance from the Treasury, which apparently still holds to the old economic shibboleth that any curbing of population growth would be detrimental to economic growth.

### Practical Action

In April 2018, we launched our new crowdfunding project, [Empower to Plan](#), through which our supporters and the wider public can donate directly to grassroots, practical family planning projects, making a difference where it’s needed most. Worldwide, an estimated 200 million women do not have access to basic family planning and are not able to choose when or whether to have children.

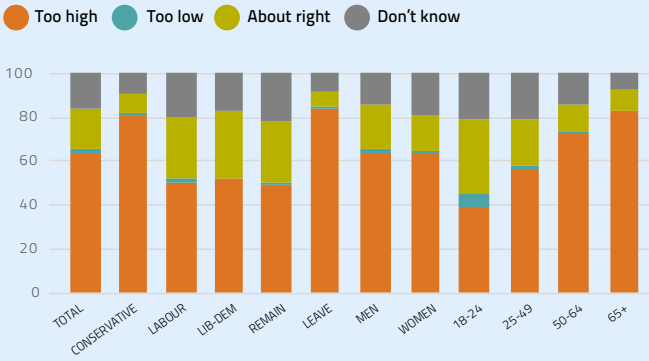
Empowering women and meeting their unmet need for family planning not only gives them the chance to

### Public support

In June 2018, following the announcement by the Office for National Statistics (ONS) that the UK population has topped 66 million people, we commissioned a nationwide YouGov poll to assess the level of concern about the population issue, and public support for action to address it.

The key finding of our poll was that 74% of people surveyed believed the government should have a national strategy for addressing population, with just 7% opposing the idea.

**Question:** The Office for National Statistics projects that in 2041 the population will increase from 66 million now to 72.9 million. Generally speaking, do you think this rate of population growth is too high, too low or about right?:

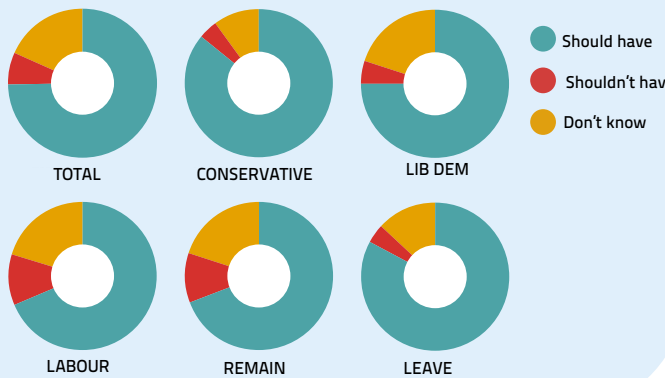


All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,693 adults. Fieldwork was undertaken between 28th – 29th June 2018. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). Graphs supplied courtesy of Miller Designs.

63% supported the setting of targets for population – a key plank of our proposals. Exactly half of those surveyed believed the current population of the UK to be too high and 64% considered the rate of future population growth projected by the ONS to be too high – an increase from 66m to 73m in the next 23 years. Only 2% thought either the current population or rate of future growth was too low.

The poll reinforced that the issues of concern to us are shared by the public, providing vital leverage for our lobbying campaign as it develops.

**Question:** Generally speaking, do you think the government should, or should not, have a strategy to address population in the UK?



improve their own lives, but naturally brings down birth rates – helping tackle the wider issue of unsustainable population growth. To date Empower to Plan has raised funds (with PM making up any shortfall) for projects in Guatemala (WINGS Guatemala), Kenya (CHASE Africa), and closer to home in Nottinghamshire (You Before Two).

### Press and media

This reporting year marked one of Population Matters’ most successful ever for [media coverage](#) – not simply

because of the range and influence of the outlets, but because of the depth and nature of the reports.

The [announcement](#) of Leilani Münter as a patron, triggered a cascade of positive stories examining the choice to become child-free for environmental reasons, including coverage in The Times (with an accompanying editorial), The Guardian, Daily Mail, BBC, Sky News and BBC Radio Scotland. Leilani also represented us in a swathe of other broadcast stories internationally.

We also obtained additional and exclusive coverage in The Times for our population policy opinion poll. Three Letters to the Editor by Robin Maynard were published in The Guardian over the course of the year. We also received coverage on UK population statistics, as well as having an opinion piece published in the i newspaper in response to the Duke and Duchess of Cambridge announcing they were having a third child.



Education and communication

In September 2017, we launched our video, ‘[Small Families, Small Planet](#)’, targeted at a younger audience and focusing on the positive impacts of choosing a smaller family size. The film uses animations to reveal the facts about our numbers, our consumption and the importance and benefits of bringing down family size in both the developing and the developed world. It records the authentic reactions of randomly selected young people as the information is projected on a screen in front of them.

Eliciting spontaneous reactions of amazement and horror, the film features participants reflecting on the impacts of their own choices about family size. The film, and multiple shorter edits used on our social media, have been viewed more than 50,000 times.



A landmark event in the year was our conference in March, ‘Climate Change and Us: More Feet, More Heat?’. It brought together an international panel of experts and campaigners. The conference explored the relationship between climate change and population, and examined how ending population growth could contribute to efforts to hold temperatures steady. The event was very well-attended (despite taking place just as the ‘Beast from the East’ extreme weather hit the UK disrupting travel) and received by a diverse audience, many new to population campaigning as well as existing PM supporters. The presentation from Professor Peter Wadhams, a world authority on Arctic sea ice (and its decrease) was particularly apposite, as he was able to show up on the screen the dramatic fluctuations in the Arctic weather system – the cause of the ‘Siberian’ conditions gripping the UK at the time of the conference.

The year also saw the development of new graphics and infographics to convey the population message more clearly and quickly to wider audiences. These proved very successful on social media, reaching hundreds of thousands of people over the course of the year. Population Factfulness briefing responding to the publication of Hans Rosling’s posthumously published book Factfulness utilised many of those graphics. Synthesising the key arguments, we provided a well-received set of counter-facts demonstrating that Rosling’s reassurances on population were ill-founded and potentially dangerous; especially in largely excluding the evident environmental impacts of human population growth.

In the reporting period, we have added 8,000 followers on Facebook, while seeing our most successful post reach more than 4 million people. We have also attracted 2,300 new Twitter followers, with the total number of followers now 50% higher than in 2015/16.

GOVERNANCE

Registration details

Population Matters is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. Until 2011, Population Matters was known as the Optimum Population Trust, which remains the registered name.

Registered company number: 3019081 (England and Wales)

Registered charity number: 1114109

Registered office: 135-137 Station Road, London E4 6AG, United Kingdom

Board activities and composition

Meetings

The Board held four standard meetings during the year and in addition participated in a training session on trustee responsibilities and the new Charity Governance Code delivered by the charity’s lawyers.

Committees

There is one Board committee, the investment committee, which is chaired by the honorary treasurer. In addition, the Board has delegated authority to working groups to consider specific aspects of the charity’s operations (EmpowerToPlan, governance, guarantor member input system, Advisory Council, campaigning, finance, new website and research).

Power	Board	Director
ADVOCACY		
Making population concern alliances	X	
Making other alliances		X
Responding to consultations		X
COMMUNICATIONS		
Setting policy	X	
Issuing statements		X
Issuing reports after consulting relevant Board members		X
FINANCE AND FUNDRAISING		
Membership termination or refusal	X	
Membership terms and conditions	X	
Opening/ closing bank accounts	X	
Transferring funds between PM accounts		X
Setting budgets	X	
Contracts of over £3K (£5K sup. by chair and treasurer) (incl. VAT) (Items over £2K to be reported) (Administrator £500) (incl. VAT)*	X	
Tendering procedures		X
Making funding applications		X
Agreeing contractors’ personal expenses		X
Agreeing director’s personal expenses	X (Chair)	
HUMAN RESOURCES		
Commencing and ending contracts	X	
Changes to contract conditions		X
Directing staff and volunteers		X
Selecting staff and volunteers		X
STRATEGY AND GOVERNANCE		
Adoption of strategy	X	
Approval of annual report	X	



Officers during year

**Chair – Terry Murphy**  
**Vice chair – Fiona McKenzie**

The Vice chair acts as the senior independent director.

**Honorary treasurer – Percy Kelland**

Directors during year

Maggie Avison

Maggie has a background in animal welfare and environmental charities including World Animal Protection, and academic qualifications including an MSc in Social Cognition at UCL, where she explored the social judgement and behaviour of individuals. She is currently working as a freelance researcher in the charity sector.

Stephen Bown

Steve is a semi-retired Professor of Medicine at University College London, now focusing on environmental problems, particularly overpopulation. He has a keen interest in education and jointly supervises MSc dissertations at the LSE Business School on population related topics, as well as giving presentations in schools and to a wide range of adult audiences.

Harry Cripps

Harry is a chemical engineer and chartered environmentalist with over 35 years of process industry experience. As an independent consultant, he specialises in energy efficiency, water and waste minimisation and development of sustainable process technology. During his time as a trustee, he has played an active role, attending all board meetings and providing continuity whilst helping Population Matters steer a course through a period of on-going development including changes of Chair and CEO/Director.

John Davies

John is a retired teacher with experience in business. He has been involved in setting up and running local groups and has been a keen champion of Population Matters’ Empower to Plan project. He believes in the importance of working to develop measurable, effective engagement given the decreasing time scale we have in which to halt environmental degradation.

Claire Kemble

Claire is a Programme Director for a strategic medical communications agency, where she develops integrated communications programmes involving the delivery of complex data to a range of stakeholders. Prior to becoming a trustee, she had have worked with Population Matters on a voluntary basis to support events and was involved with the initiation and running of the Population Matters London Group.

Karin Kuhlemann

A public sector regulatory lawyer and part-time PhD student at University College London, researching political theory and law about the right to procreate and its implications for population policy.

Andrew Macnaughton

Andrew is a former career Army officer now fully committed to the environmental and developmental charity sectors. His MSc studies in Environmental Management involved research into barriers to including population as a factor in policy-making. He has held the positions of Treasurer and Chair with Population Matters. He is now Chair of the Board of Trustees of the Onaway Trust.

Fiona McKenzie

Fiona worked in investment banking and went on to run her own practice in alternative medicine. Her background in finance and holistic medicine led her to ‘look at the whole’ and appreciate the need for we humans to address our ever-increasing numbers. As Vice Chair, she has been busy supporting the new chair and building relationships with other organisations and major donors to enable us to do our work more effectively.

Terry Murphy

In a career that has included the Royal Navy, financial services and software, Terry has held a variety of senior executive roles and more recently has worked in a consultancy role with small businesses and organisations, helping them to think strategically and plan for success. His involvement with Population Matters has included working with the High Level Strategic Review process and taking on the role of Chair.

Emma Olliff

Emma is a marine biologist with a Masters degree in biological diversity, who now works in farming. She is involved with a project called RegenerEat, which aims to reconnect people with their ecosystem through their food, supporting regenerative agriculture and building resilient, holistic food systems. She has appeared in our video ‘Small Families, Small Planet’ and is a regular spokesperson for Population Matters.

Ascanio Vitale

With a background in engineering, Ascanio has worked as an energy and climate campaigner for Greenpeace and WWF. He is now the chief executive of Stop CO2, an engineering consultancy focussed on energy efficiency and environmental sustainability and Flyzen, a company that explores the impact of aviation on climate change.

	Date of first appointment	Date of resignation if during the year	No. of Board meetings attended during the year as a Board member
Maggie Avison	15/10/2011	-	4 out of 4
Stephen Bown	07/11/2009	-	4 out of 4
Harry Cripps	07/11/2009	-	4 out of 4
John Davies	10/10/2015	-	4 out of 4
Claire Kemble	21/10/2017	12/05/2018	2 out of 2
Karin Kuhlemann*	12/10/2013	21/10/2017	0 out of 1
Andrew Macnaughton*	10/10/2015	09/12/2017	2 out of 2
Fiona McKenzie*	17/02/2015	-	3 out of 4
Terry Murphy*	21/10/2017	-	3 out of 3
Emma Olliff	21/10/2017		2 out of 3
Ascanio Vitale	10/10/2015	-	4 out of 4

\* Members of the investment committee

Appointment process

Elections to the Board are held annually at our Annual General Meeting. The Board has a responsibility in terms of good governance and succession planning to find, qualify and recommend appropriate candidates. The Board seeks candidates with commitment, good judgement and relevant skills who will improve representation of significant socio-demographic segments. However, any guarantor member nominated by another guarantor member can stand for election. Board members may be co-opted during the year, but their appointment must be confirmed by the Annual General Meeting.

Duration and maximum term

The term of office is a maximum of one year, renewable by appointment at the Annual General Meeting. If the Board recommends a Board member be appointed for a tenth or further consecutive years, it must justify that recommendation in the Annual Report. If a Board member stands down for a year and then stands for election, the following year is treated as a first year.

Skills and recruitment

The Board seeks to encompass functional skills and experience relevant to the activities of the charity, in addition to those with a strategic skillset and regularly reviews Board skills and contributions. It seeks to be diverse as to gender, age, social background and ethnicity but recognises the challenges in achieving this. Recent additions have included those with skills in campaigning, communications and strategic planning, as well as those representing a younger demographic. New Board members are provided with an induction covering the organisation and their responsibilities, including company and charity law.

Conflict of interest and remuneration

No Board member has a pecuniary interest in the activities of the organisation. No Board members are remunerated other than for modest expenses. No Board member, or other person related to the charity, had any personal interest in any contract or transaction entered into by the charity during the year.



AUDIT, BANKERS AND RISK

Audit

Audit committee

As a relatively small charity an audit is not required and consequently we do not have an audit committee.

An independent examination of the financial statements is undertaken, overseen by our treasurer.

Internal audit

We do not believe that a formal internal audit function is required at this stage in our development.

Independent examiner

The independent examiner is Keith Hopson FCA of:  
Findlay, Wetherfield, Scott & Co.  
135-137 Station Road,  
London E4 6AG

The independent examiner is fully independent of the company and its personnel.

We have a longstanding relationship with our independent examiner and believe that as he fully understands our business and operations and has a good working relationship with us, he should continue in this role.

The independent examiner provides limited payroll and other administrative services to the company. These are not of material financial interest to the independent examiner.

Bankers

<b>CAF Bank</b> 25 Kings Hill Ave. Kings Hill West Mallng ME19 4JQ	<b>Barclays Bank plc.</b> Corporate Office Leicester LE87 2BB
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Risk

Risk management

The Board has a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. A review of principal risks is included in the papers of each Board meeting and we maintain a risk register, which is reviewed at least annually.

Top risks

As with most charities, the key risks have been identified as failing to demonstrate effectiveness in achieving charitable goals, reputational risk and the loss of key personnel. Action has been taken to reduce the likelihood and impact of these risks.

Changes to risk  
Reduced

Funds are spread across a number of institutions, reducing the risk arising from institutional failure.

Internal communications and file storage are increasingly carried out via a cloud-based team collaboration system, whilst our CRM system is maintained on a secure virtual private server, reducing the risk arising from loss of personnel or information.

Reputational risk has been reduced by the professionalisation of our communications and messaging, and the engagement of an external communications agency to provide best-practice guidance on our core messages and language.

A human resources review has been undertaken, and operational policies and guidelines continue to be improved and extended, reducing risk in a number of areas.

Increased

An increasing proportion of our income is coming from a small number of large donations and legacies. This concentration means that income is less predictable and potentially more project based. We have recognized this in our planning and have engaged a fundraising consultant to help ensure a greater diversity of income streams and an optimisation of overall income.

Insurances

We hold the following insurances with:

CaSE Insurance

Manor House, 19 Church Street  
Leatherhead, Surrey  
KT22 8DN

- Employers’ liability
- Public liability
- Products liability
- Legal expenses
- Equipment breakdown
- Trustee indemnity/ Directors & Officers liability

Going concern

We are of the opinion that the charity is viable and can be considered a going concern due to reserves well in excess of expected operational requirements, a rising income, predictable and controllable expenditure requirements and robust risk management procedures.

Remuneration

There is no remuneration committee or formal executive remuneration policy. The Board reviews the prevailing market rate in determining remuneration.

STAKEHOLDERS AND STAKEHOLDER ENGAGEMENT

Advisory Council

Population Matters operates in the complex field of population and sustainability to which many academic disciplines are relevant, and to fulfil our function effectively we need ready access to trusted sources of specialist advice. We call on our Advisory Council to give us an independent perspective on our strategy, performance and major decisions. The High Level Strategic Review, referenced elsewhere in this report, included amongst its recommendations ‘Revitalising and utilising the Advisory Council (and Patrons) to provide expert oversight and enhance our credibility’ – a working group comprising Board members and other stakeholders has been set up to address this recommendation.

Public Benefit

The Board confirms that it has complied with the duty in section 17(5) of the Charities Act 2011 to have due regard to public benefit guidance published by the Commission in exercising their powers and duties. The Board believes that the activities of the charity, in education, research and advocacy, insofar as they contribute to the achievement of stable and environmentally sustainable human population levels and thus environmental sustainability, have a clear public benefit and are becoming ever more relevant. The ‘Strategy and Business Model’ (p.13) outlines the strategy employed for meeting our charitable purposes and details of the activities we have undertaken during the last year and the impact they have had can be found in ‘The Year at a Glance’ (p.8) and elsewhere throughout this report.

Advisory Council members

Martha Campbell PhD

Lecturer at the University of California – Berkeley School of Public Health and Board member of World Health Partners in New Delhi, the Margaret Pyke Trust in London and the African Institute for Development Policy in Nairobi. Previously the director of the population program of the David and Lucile Packard Foundation.

Patrick Curry PhD

Honorary Research Fellow in the Department of Archaeology and Anthropology at the University of Wales – Lampeter and author of Ecological Ethics: An Introduction, Polity, 2011.

Clifford Garrard

Executive Director, Population Institute Canada, and formerly Director of Canada’s Foreign Service Middle East Relations Division.

Rajamani Nagarajah

Health and development consultant to the European Commission and former Director of Population Concern.

Jane O’Sullivan PhD

Executive Committee Member, Sustainable Population Australia, Honorary Senior Fellow, School of Agriculture and Food Sciences, Faculty of Science, the University of Queensland.

John Rowley

Founder/Editor of www.peopleandplanet.net and former Editor, People magazine (International Planned Parenthood Federation).

William Ryerson

Founder and president of the US based Population Media Center, William has worked to promote population stabilisation for four decades, with an emphasis on social change communications.

Valerie Stevens

Former Chair of Population Matters, involved in Friends of the Earth for twenty years, five of them as an elected Board member, has great experience in political campaigning.

Peter Wadhams ScD

Professor of Ocean Physics, and Head of the Polar Ocean Physics Group in the Department of Applied Mathematics and Theoretical Physics, University of Cambridge. He is the president of the International Association for the Physical Sciences of the Oceans Commission on Sea Ice and Coordinator for the International Programme for Antarctic Buoys.

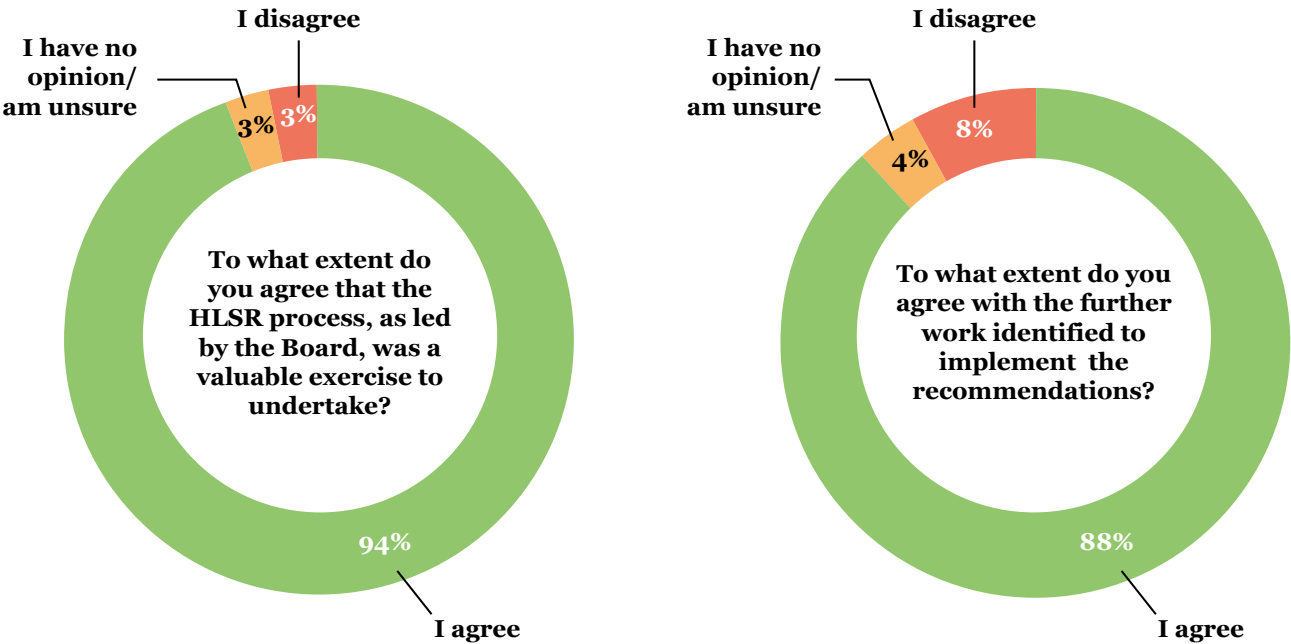


Guarantor Members

Population Matters is a company limited by guarantee. Our guarantor members, broadly equivalent to shareholders, are kept informed about our activities and performance through regular reports from the Chair and Director, as well as monthly updates and the bi-annual magazine. We encourage them to express their views and consider these in making our decisions. We have consulted our guarantor members on the outcomes of our High Level Strategic Review and encourage them to put forward suggestions for activities and opportunities. We have developed a system for processing and evaluating these proposals, for presentation to the Board and have provided an online forum for guarantor members. This year we separated our AGM from our supporters conference, to give a better opportunity to share the outcomes of the High Level Strategic Review with our guarantor members.

High Level Strategic Review (HLSR) Survey of Population Matters 130 Guarantor Members

We consulted our Advisory Council and our Patrons on our High Level Strategy Review, and carried out an online survey of our guarantor members. 57% of Guarantor Members completed the survey.



The five key recommendations were:

1. Understanding and presenting itself confidently, clearly and primarily as a population concern.
  2. Working always from within a global perspective.
  3. Updating current governance structures to optimise effectiveness.
4. Revitalising and utilising the Advisory Council (and Patrons) to provide expert oversight and enhance our credibility.
  5. 'Picking our battles' when it comes to reputational risk.

Operational Team

Our team is comprised of staff and contractors. The following were engaged during the financial year:

**Alistair Currie** – Head of Campaigns and Communications

**Tessa Dickinson** – Campaigns and Projects Officer

**Julie Lewis** – Head of Compliance and Supporter Services

**Robin Maynard** – Director

**Rachel Musk** – Donor Development and Database Co-ordinator

**David Samways** – Journal editor

**Catherine Stott** – Magazine editor

Our work also benefitted enormously from the skills and contributions of a number of part-time interns who were paid the London Living Wage.

Supporters & Volunteers

Population Matters is fortunate to have an enthusiastic and committed cohort of supporters, whose contribution across a range of activities is invaluable. The number of supporters who contribute time through running and attending local groups, letter writing, organising our education group, helping us to run stalls, fairs and other activities runs into hundreds and enables us to amplify our voice to disseminate our vital message.

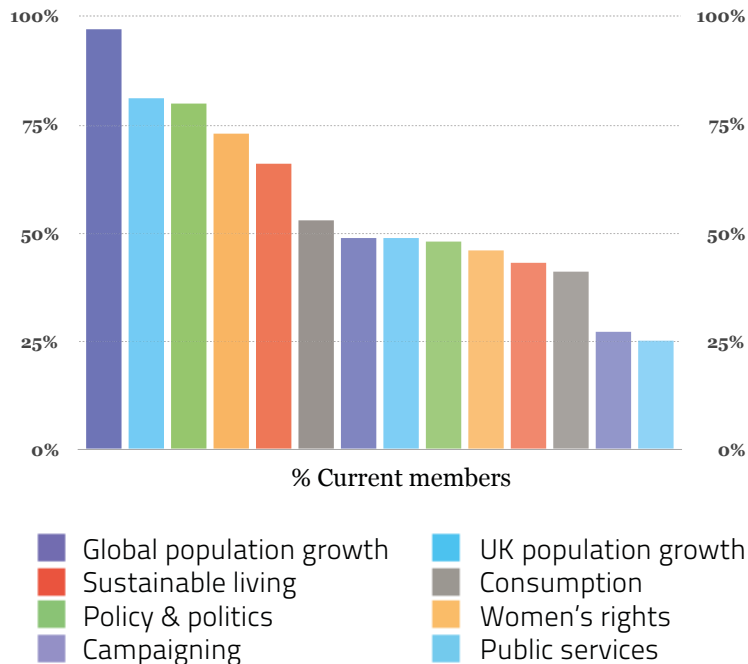
We took the opportunity of the introduction of the General Data Protection Regulation (GDPR) to reach out to our wider supporter base, including former members, to see what topics

they were most interested in, as well as finding out what sort of activities they would like to take part in.

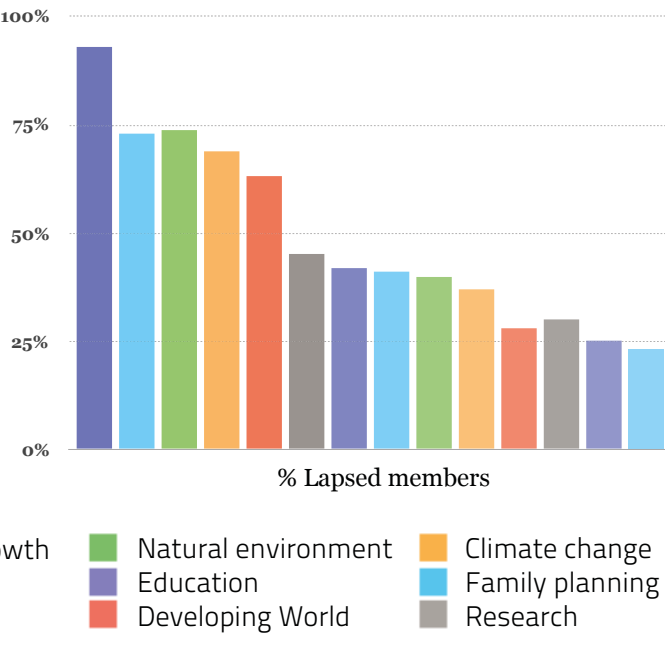
Current and lapsed members were presented with a list of topics and asked to tick those they were 'most interested' in. Information was provided by some 1350 individuals, of whom 70% were current members and 30% were lapsed members (many of whom re-joined as a result of the exercise).

The results demonstrate that PM supporters are interested in multiple fields, but top of the list, unsurprisingly, is global growth, followed by UK population growth.

Current members are most interested in:



Lapsed members are most interested in:





## FINANCIAL SUMMARY

### Review of financial position

The year ended 30 June 2018 was very successful in terms of finances, with total income increasing by £260,289, expenditure up by £31,950 and a surplus being generated of £147,876, compared to a deficit in the previous year of £80,463.

Total reserves increased by the surplus generated in the year, rising from £535,928 at 30 June 2017 to £683,804 at 30 June 2018. Unrestricted reserves at the year-end amounted to £613,525, considerably in excess of the minimum level required per the charity’s reserves policy, although this figure includes a single legacy of £130,000 that has not yet been received. This level of reserves places the charity in a very good position to continue to press ahead with the implementation of its strategy to achieve the charity’s goals and objectives.

### Income and expenditure

Income increased year on year by £260,289 (82%) to £576,940, principally as the result of a single large donation of £100,000 and a legacy, recognised but not received as at the year end and amounting to £130,000.

Membership has continued to increase and we’ve continued to participate in sponsored events, to advertise selectively and to staff stalls at various fairs and gatherings.

Expenditure increased by £31,950 (8%) to £429,064. This net rise reflects a number of factors and changes in the year, including additional staffing and fundraising costs, as well as an increase in campaigning costs as the result of specific campaigns such as the Anthropocene and Sustainable Population Policy campaigns, coupled with a reduction in governance and general costs which were much higher in the previous year due to the costs associated with the departure of the previous director.

### Reserves and investments

#### Reserves

The purpose of reserves is to ensure sufficient funds for the continuing operation of the organisation in the event of risks manifesting. We hold sufficient reserves to protect our operations from the consequences of a range of identified risks and to provide funds to take advantage of opportunities.

The desired minimum level of unrestricted reserves is currently set at £280,000. At the year-end, unrestricted reserves were £613,525, £333,525 in excess of the minimum required level. However, £130,000 of this represents a legacy that was recognised in accordance with generally accepted accounting principles, but not yet received. Excluding this amount, unrestricted reserves at the year-end amounted to £483,525, £203,525 in excess of the minimum amount required per the agreed reserves policy. The trustees have decided to use some of these excess reserves in the forthcoming year to advance the charity’s strategic aims and plan to run a deficit in the year 2018/19.

#### Investments

We hold an investment of £100,000 in ethically-based managed equity funds with:

#### BMO Global Asset Management

Exchange House  
Primrose Street  
London EC2A 2NY

We also have cash funds spread across a number of deposit-taking institutions. The investment objective is to provide the best overall return for our funds consistent with an acceptable level of risk and protect the real value of our reserves. Our investment policy is available on request and addresses risk, asset allocation, liquidity requirements, time requirements and ethical considerations. At the year end the market value of these investments was £143,917, an increase of £8,370 (6%) on the opening value of £135,547 and an increase of £43,917 (44%) on the original investment.

### Statement of Financial Activities for the Year Ended 30th June 2018

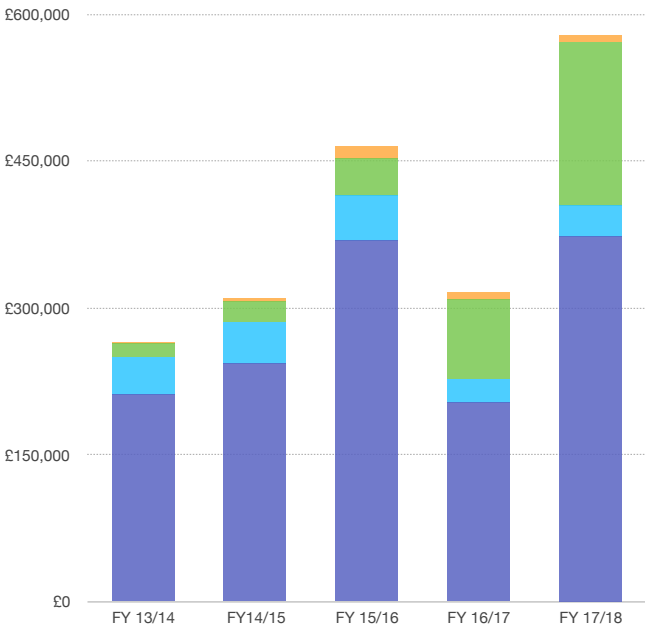
For notes and further information, please see full financial statements

	Unrestricted funds (£)	Restricted funds (£)	2018 Total funds (£)	2017 Total funds (£)
INCOME FROM				
Donations	313,009	60,912	373,921	202,970
Gift aid	22,835	7,721	30,556	23,502
Grants	-	-	-	1,500
Legacies	166,788	-	166,788	81,860
Other trading activities	848	-	848	1,170
Investment income	568	4,259	4,827	5,649
Total	504,048	72,892	576,940	316,651
EXPENDITURE ON				
Raising funds	71,099	7,534	78,633	38,849
Campaigning	143,205	4,623	147,828	134,544
Raising awareness	154,206	32,472	186,678	204,797
Research	15,925	-	15,925	18,924
Total	384,435	44,629	429,064	397,114
NET INCOME (EXPENDITURE)	119,613	28,263	147,876	(80,463)
RECONCILIATION OF FUNDS				
Total funds brought forward	493,912	42,016	535,928	616,391
Total funds carried forward	613,525	70,279	683,804	535,928

### Income breakdown

We rely on the generous donations and legacies of our supporters to fund our activities. Significant one-off donations or legacies can result in volatility but our income is increasing on an underlying basis.

- Donations
- Gift Aid
- Legacies
- Other



Balance Sheet at 30th June 2018

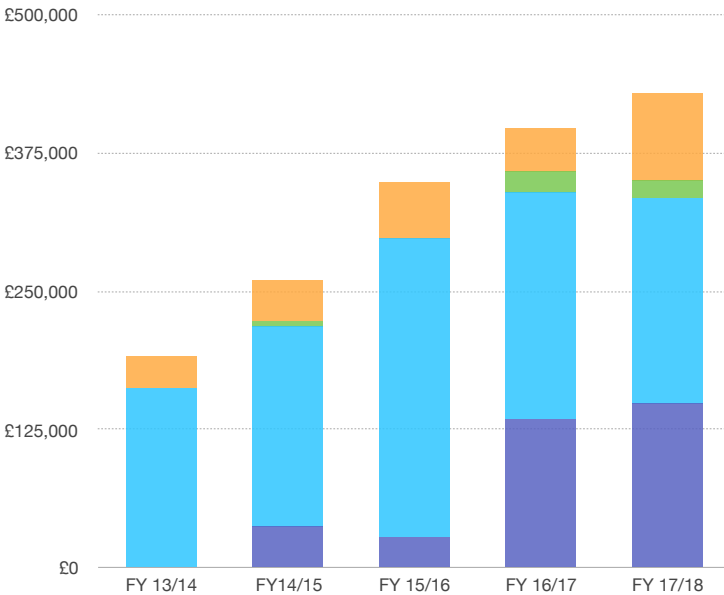
For notes and further information, please see full financial statements

	Unrestricted funds (£)	Restricted funds (£)	2018 Total funds (£)	2017 Total funds (£)
FIXED ASSETS				
Intangible assets	163	-	163	250
Tangible assets	967	-	967	240
	1,130	-	1,130	490
CURRENT ASSETS				
Debtors	166,940	2,450	169,390	104,732
Investments	100,000	-	100,000	100,000
Cash at bank	377,256	70,229	447,485	367,066
	644,196	72,679	716,875	571,798
CREDITORS				
Amounts falling due within one year	(31,801)	(2,400)	(34,201)	(36,360)
NET CURRENT ASSETS	612,395	70,279	682,674	535,438
TOTAL ASSETS LESS CURRENT LIABILITIES				
NET ASSETS	613,525	70,279	683,804	535,928
FUNDS				
Unrestricted funds			613,525	493,912
Restricted funds			70,279	42,016
TOTAL FUNDS			683,804	535,928

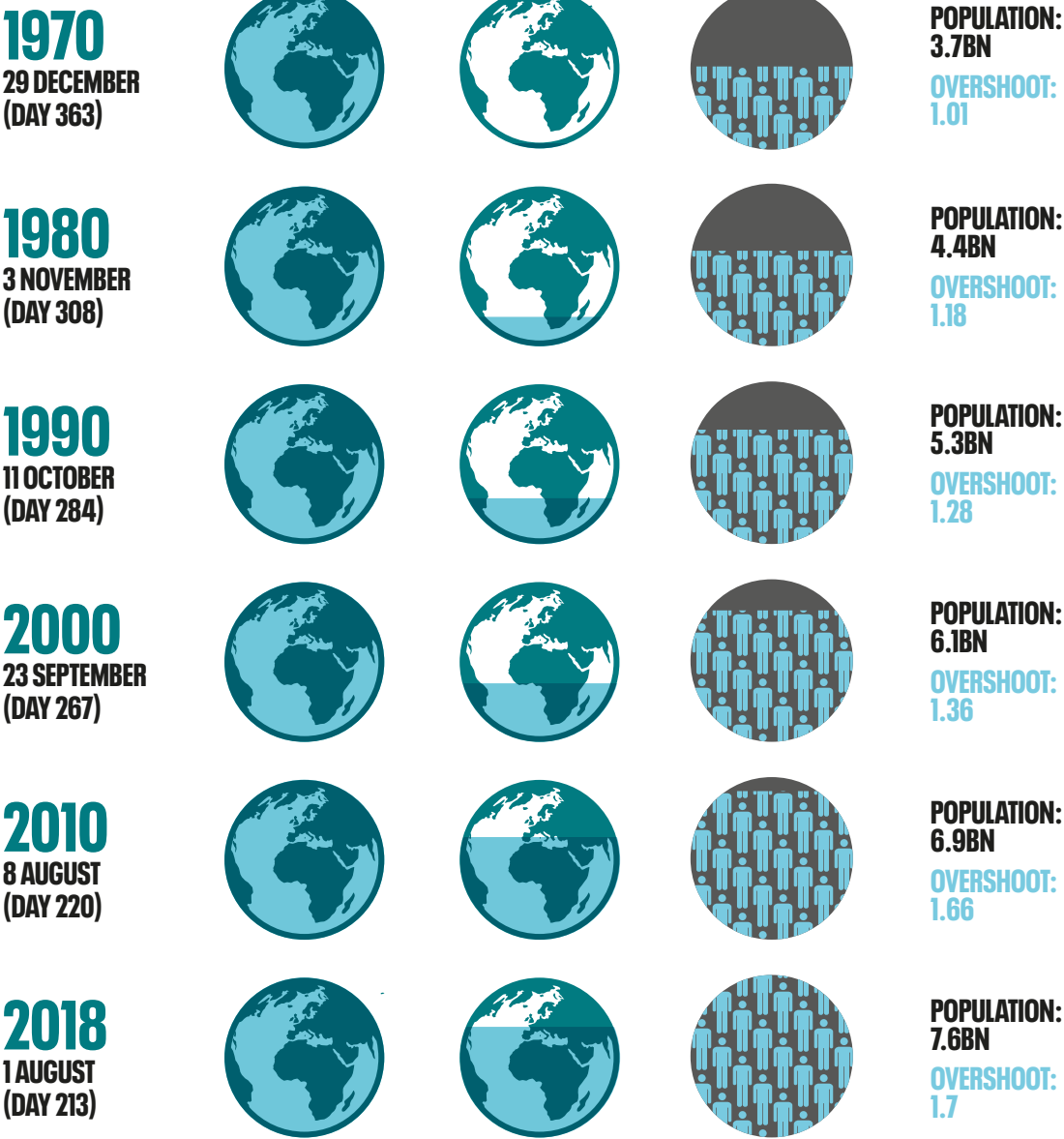
Expenditure breakdown

We are a growing organisation, increasingly campaign-focused. Raising awareness of the issue underpins everything we do and, along with bringing in further income, can be considered a collateral benefit of fundraising too.

- Campaigning
- Raising awareness
- Research
- Fundraising



HOW MANY OF US THERE ARE  
HOW MUCH OF THE PLANET WE USE




This chart shows the date over the past 48 years (1970 – 2018), summarised per decade, when humanity has gone into ‘overshoot’ – that is the point in the year when we (humanity collectively) begin to use more of the Earth’s natural resources and ecological services than it can renew in one year. Over those 48 years since the Global Footprint Network began estimating Earth Overshoot Day, it has occurred earlier each year: 150 days sooner today (1 August 2018) than when first calculated in 1970 (29 December 1970). Over the same period our population has more than doubled from 3.7 billion to 7.6 billion. See: <https://overshootday.org/about-earth-overshoot-day/>

Sources: UN/Global Footprint Network

populationmatters.org





A portrait of Sir David Attenborough, an older man with white hair and glasses, wearing a brown jacket over a blue shirt. He is sitting with his hands clasped in front of him. The background shows a window with a view of trees and a red curtain.

**"For the first time I'm beginning to think there is actually a groundswell... many more people are more concerned and more aware of what the problems are. Young people - people who've got fifty years of their life ahead of them they are thinking they ought to be doing something about this - that's a huge change."**

**PATRON SIR DAVID ATTENBOROUGH**

**[www.populationmatters.org](http://www.populationmatters.org)**

Produced by Population Matters, 135-137 Station Road, London E4 6AG



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