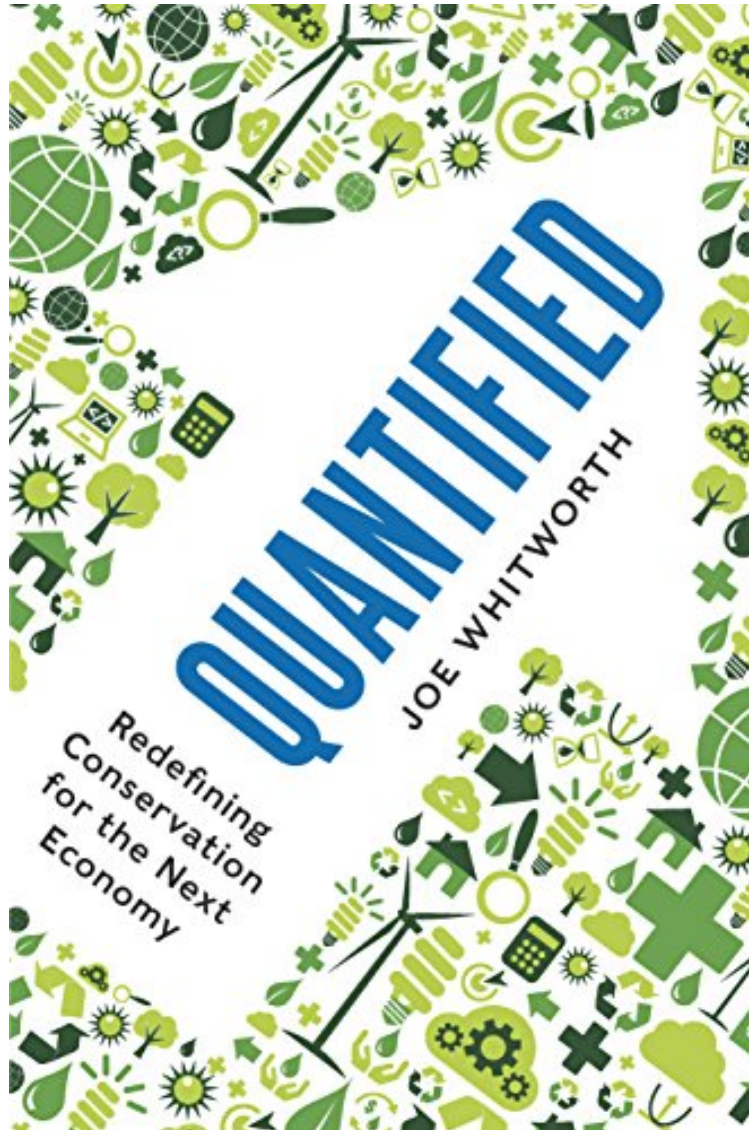


Quantified: Redefining Conservation for the Next Economy

Joe S. Whitworth

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Joe S. Whitworth : Quantified: Redefining Conservation for the Next Economy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Quantified: Redefining Conservation for the Next Economy:

0 of 0 people found the following review helpful. Joe Whitworth has struck a sustainable cord in his latest book "Quantified"We should take heed and read it!By ReaderzillaWhitworth has "Quantified" conservation in redefining the right balance between business and the environment. The perception that business and environmentalists will always be at odds is a rear view mirror mentality. Keep your eyes on the sustainable road ahead my friend. Time to

restore the right balance in redefining conservation for our century. 3 of 4 people found the following review helpful. Clear-eyed take on what's required to remodel the environmental movement By Alan J Horton The fact that we are not managing the environment very well is not news, but Whitworth's fresh take on how we could do it better is fascinating. In easy-to-read prose, Whitworth discusses the systemic failures in all sectors to keep human impacts within the reasonable limits of ecosystems, with a general focus on freshwater. Agriculture, government, cities and yes, even environmentalists, fail because they have set up shop the wrong way from the beginning, and have failed to innovate as new technologies and science have come online. Whitworth doesn't pull punches, yet still offers a hopeful outlook...if we can just get out of our own way. 5 of 5 people found the following review helpful. Correcting bad management By David Wineberg What if we looked at the environment by the numbers? Quantified takes the position this would open up countless new avenues, reallocating disappearing resources, correcting bad management, and, dare we say it, new profit possibilities. Joe Whitworth, the president of Freshwater Trust, is a hardboiled optimist, a rare breed in environmental circles. The kind of person who sees the day when failure to provide water management data is reason enough for funds to divest from those companies' stocks. We need more like this. Doing analysis by the numbers allows us to see our way out of the morass, he says. Farmers can be shown their water rights are more profitable sold to someone who can profit more. Both win. Government and philanthropic grants can be more effective if they run the numbers before and after. Manufacturers can save fortunes by holding onto their wastewater instead of dumping it (and some are succeeding brilliantly). Whitworth provides all kinds of real world examples that if they spread, would actually change the face of the Earth. He says holding the line is a useless strategy. Things are so bad that holding the line is a waste of time, energy and money. We need to make real inroads to restore some kind of balance. A couple of problems occurred to me. Whitworth is salving the surface wounds. The real problem is there are way too many humans. So while we can count whales in four figures, and white rhinos in three figures, as well as pandas and peregrine falcons and many others, and way too many species not at all, there are seven billion of us. There really is not enough room for all of us, plus our cropland, plus our animal pastures. And water for all. As Whitworth likes to say, the math is difficult. This is the root of the problem, and Quantified just doesn't go there. The other problem is assigning dollar values to everything. Bjorn Lomborg's team did this for How Much Have Problems Cost The World. They reduced everything to a profit or loss entry. They actually concluded we were still running a profit, so we didn't have to worry about the state of the Earth. With this approach you run the very real risk that those in power, corporations for one, would weigh the profitability of a natural asset, and determine its fate not in ecological connectedness, but in how much it contributed to earnings per share. A death panel for the planet. All this was summarized best in Geoff Mulgan's The Locust and the Bee: Communism failed because pricing didn't tell the truth about economic cost. Capitalism will fail because it does not tell the truth about environmental cost. David Wineberg

Google, Apple, Amazon, Uber: companies like these have come to embody innovation, efficiency, and success. How often is the environmental movement characterized in the same terms? Sadly, conservation is frequently seen as a losing battle, waged by well-meaning, but ultimately ineffective idealists. Joe Whitworth argues it doesn't have to be this way. In fact, it can't be this way if we are to maintain our economy, let alone our health or the planet's. In Quantified, Whitworth draws lessons from the world's most tech-savvy, high-impact organizations to show how we can make real gains for the environment. The principles of his approach, dubbed quantified conservation, will be familiar to any thriving entrepreneur: situational awareness, bold outcomes, innovation and technology, data and analytics, and gain-focused investment. This no-nonsense strategy builds on the inspirational environmental work begun in the 1970s, while recognizing that the next economy will demand new solutions. As President of The Freshwater Trust, Whitworth has put quantified conservation into practice, pioneering the model of a "do-tankrdquo; that is dramatically changing how rivers can get restored across the United States. The stories in Quantified highlight the most precious of resources—water—but they apply to any environmental effort. Whether in the realm of policy, agriculture, business, or philanthropy, Whitworth is charting a new course for conservation.

"If you believe in audacious, courageous and leapfrog solutions to save the planet, this book is for you. It's not just for environmentalists but for philanthropists and anyone brave enough to stand up and be accountable for real impact."