

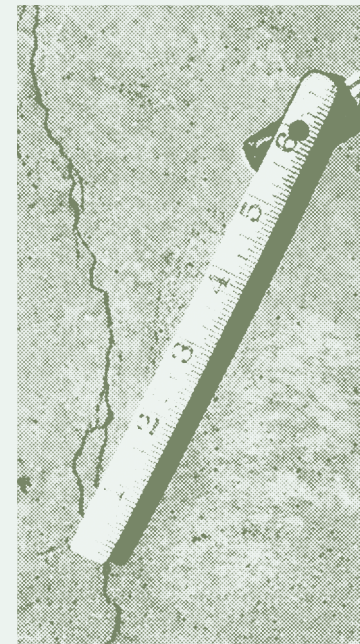
Table of (Mis)measures

*The world is too much with us; late and soon,
Getting and spending, we lay waste our powers;
Little we see in Nature that is ours;
We have given our hearts away, a sordid boon!*
— Wordsworth

Industrial	Green	Inspiration
<p>1 CPUO (Cost of Production per Unit of Output) = Amount of useful work divided by the gross cost of consumed resources</p> <p>1 EkW·H (Electrical Kilowatt Hour) = 0.8 - 1.1 lbs. of coal depending on generation efficiencies and recovery operations</p> <p>1 BRD (Banana Radioactivity Dose) = 78 nanosieverts of radioactive isotopes absorbed when near a banana</p> <p>1 CC (Carbon Credit) = One ton of carbon dioxide, or in some markets, carbon dioxide equivalent gases</p> <p>1 PMH (Per-Man-Hour) = Labor productivity in USD. Canadian laborers have a productivity level of \$30US per hour, in the United Kingdom this productivity is \$25</p> <p>1 KMT (Kilometer-ton Cost) = the transportation cost, in USD, of one ton over one kilometer, varies by means of transport (Trucking rate 6.86 Ton-km per USD)</p>	<p>1 Earth = \$16-54,000,000,000,000 USD in ecosystem services listed by Science in 1997</p> <p>1 WC (Wetland Credit) = 1.45 acres of actual "wetland", loosely defined and geographically unspecific</p> <p>1 SP (Species Token) = Population surpluses over the arbitrary baseline for one of any 67 endangered species listed with the U.S. Fish and Wildlife Service</p> <p>1 BD (Biodiversity Unit) = 0.8 hectares of English acid grassland in moderate condition and favorable conservation status</p> <p>1 CC (Chimpanzee Credit) = 58 Guinean trees containing an equivalent ratio of fruit and flowering species to those of an optimal chimpanzee diet in an arrangement not exceeding 3 square km.</p> <p>1 ton of HCFC-22 avoided in certified emission reductions for the European Trading Scheme carbon market = 0.0137 tons of HFC-23 incinerated</p> <p>1 Chinese ton of decomposed HFC-23 = 11,700 European tons of CO₂ allowances</p>	<p>1 FGF (Feel Good Flutter) = Each 1000 KM sq of rainforest purchased (e.g.: by international investors) and subsequently saved from environmentally irresponsible local, state, market, or civic use.</p> <p>1 E-ERQ (Eco-Ethical Reflection Quant) = Equivalent to 23 seconds of post-purchase human attentional and intentional reflection on ecological impacts and consequences (Equates to 19¢ of PMH in Canada, or ¢16 in the UK)</p> <p>1 QALY (Quality Adjusted Life Year) = Every year of life in health against the cost of medical intervention necessary, in Years/\$</p>
<p>Market</p> <p>1 LVH (Labor Value Hour) = The monetary valuation of 60 minutes of human labor in the act of producing something, contingent on the available technology in the moment (current global average \$14.47 USD)</p> <p>1 Util: The aggregate sum of satisfaction or benefit derived from consuming a given amount of goods or services in an economy, statistically determined through focus groups</p> <p>BMR (Big Mac Relation) = Purchasing power in USD relative to the cost of a MacDonald's hamburger (current global average 0.177)</p> <p>1 MCA (Measure of Competitive Advantage = An unholy mixture of qualitative and quantitative indicators ranging from brand value to return on investment, determined through closed-door consternation by "consultants"</p> <p>1 GBP sterling in 1949 = 0.029 pounds in 2018</p>	<p>Civic</p> <p>1 GP (GeoPawn) = 2:1 Economic/competitive advantage (or equivalent perceived scarcity) over a state control board or conservation</p> <p>1 SLA (Sacrificial Limb Annuation) = Bodily appendage or orifice lost per operating year of fiscally important industrial process or plant</p> <p>1 ER (Emission Right) = Foregone unit of GHG emissions in counterfactual scenarios, derived from mathematical calculations of equivalents in the global warming potential of gases</p>	<p>Domestic</p> <p>1 SDPI (Socially Determined Professional Income) = 17 LBSKI (Labor Based Low Skill Incomes)</p> <p>1 MM (MicroMort) = Domestic toxicity measure statistical equivalent for substances that are lethal for one in every one million people</p> <p>1 Dol = amount of pain that elicits a medium eye wince</p> <p>1 Heffa = grass vitality to support 3 grazing cows on 1 acre of family land</p> <p>1 FPY (Food Person Year) = 700 kg weight of food eaten by one person in one calendar year</p>
		<p>Renown</p> <p>1 PR (petro-redemption) = 100,000 donated dollars to an arts or cultural institution</p> <p>1 SBV (social brand value) = 5 years of sponsorship for a premier league football team</p> <p>1 MiG (micro Gwynethpaltrow) = 50,000 social media follows</p> <p>1 MaG (macro Gwynethpaltrow) = 500,000 social followers</p> <p>1 dCCC (Digital Cultural Climate Curative) = 5 retweets by ecologically "woke" twitter accounts</p>

Allen & Carver

One of the central insights of ecological thinking is the idea that everything is somehow connected to everything else. But what does that have to do with scale?



We can think through the answer in the following way: On the one hand, in order to be identifiable as being connected, that is, in relation with something else, a thing must be sufficiently stable in itself to count as *one* thing; unless there were a relatively constant relation among the elements that compose that thing (call it "x"), we could not really say that it is the thing x that is in relation to y. Instead, we would have to say that it is those elements, among which no stable relation obtains, that are in the process of relating to y. (Of course, if that relation itself became somehow stabilized, those elements would be describable as belonging to the organization of y itself, or to a thing z understood as a unit composed of y plus that relation.)