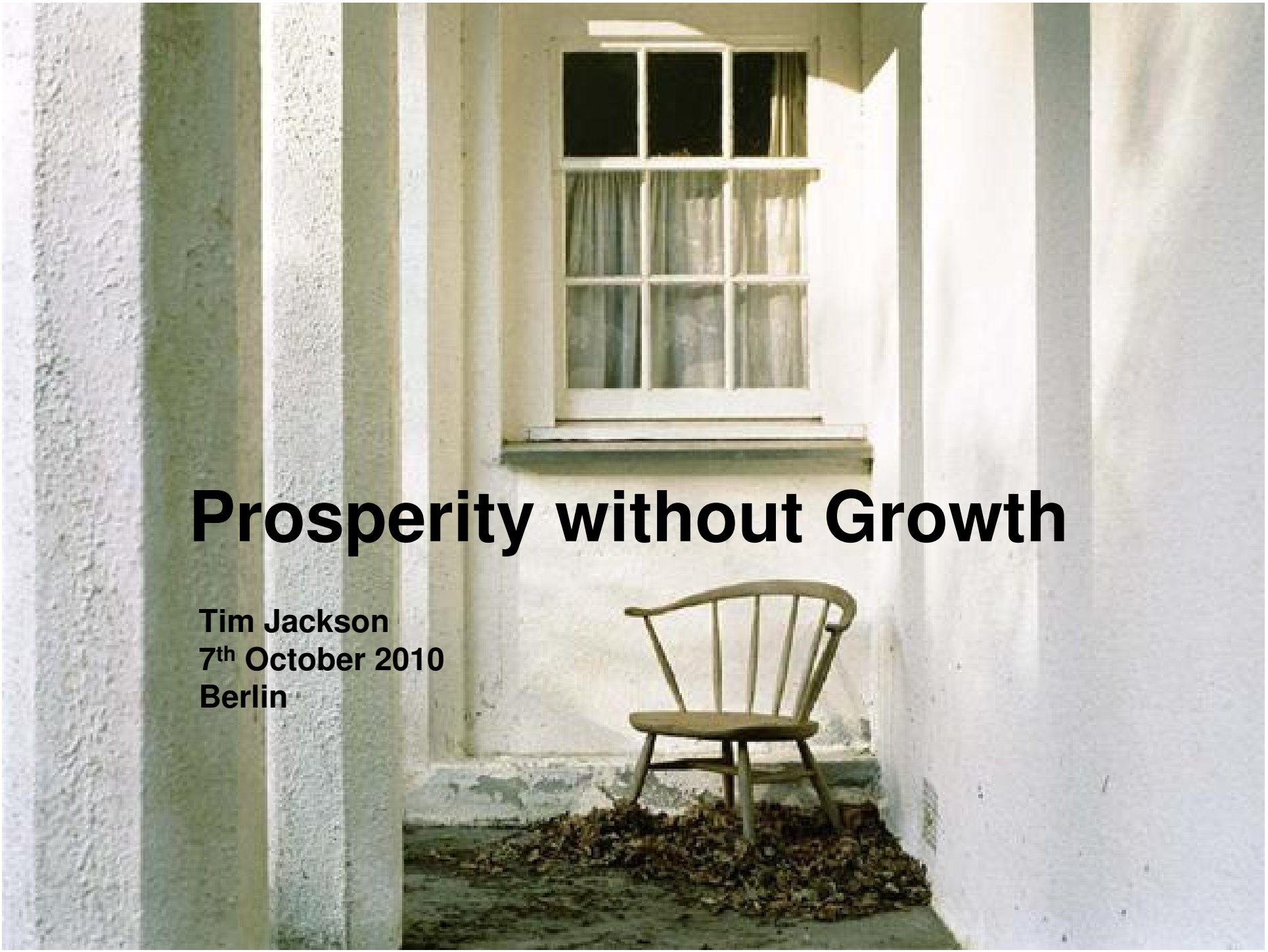
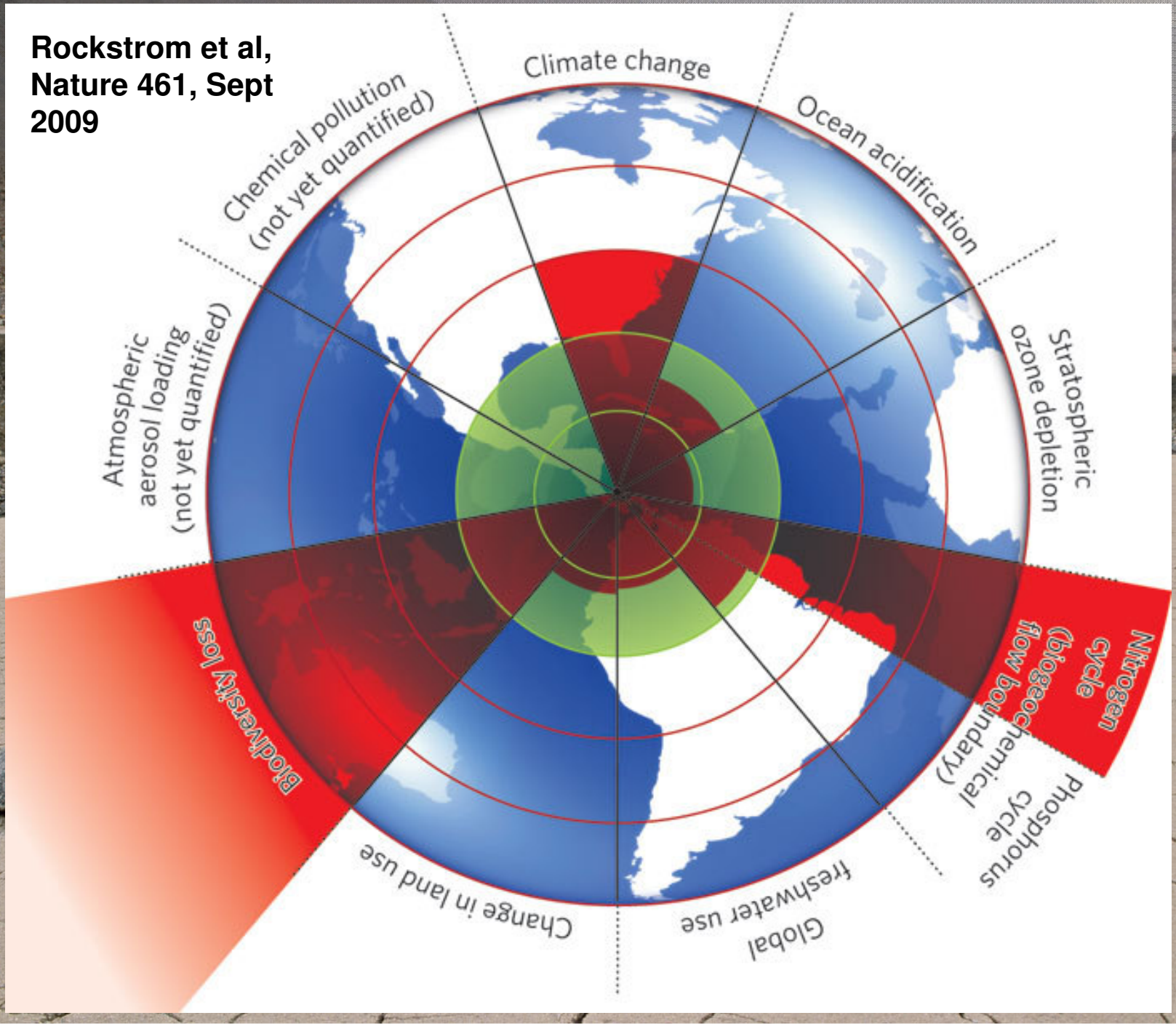


Prosperity without Growth

Tim Jackson
7th October 2010
Berlin

Rockstrom et al, Nature 461, Sept 2009



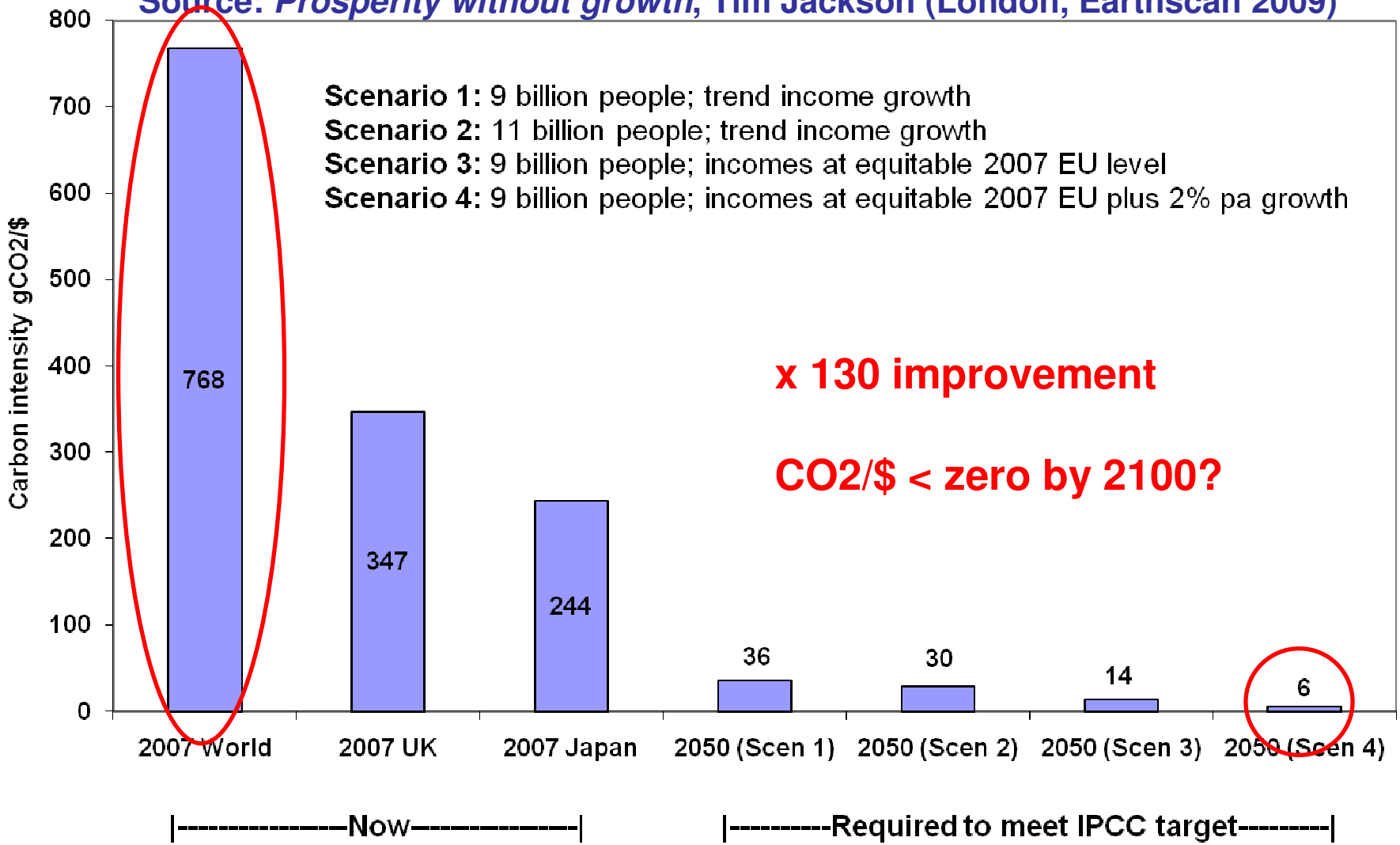
The Dilemma of Growth

- Growth is unsustainable
- De-growth is unstable

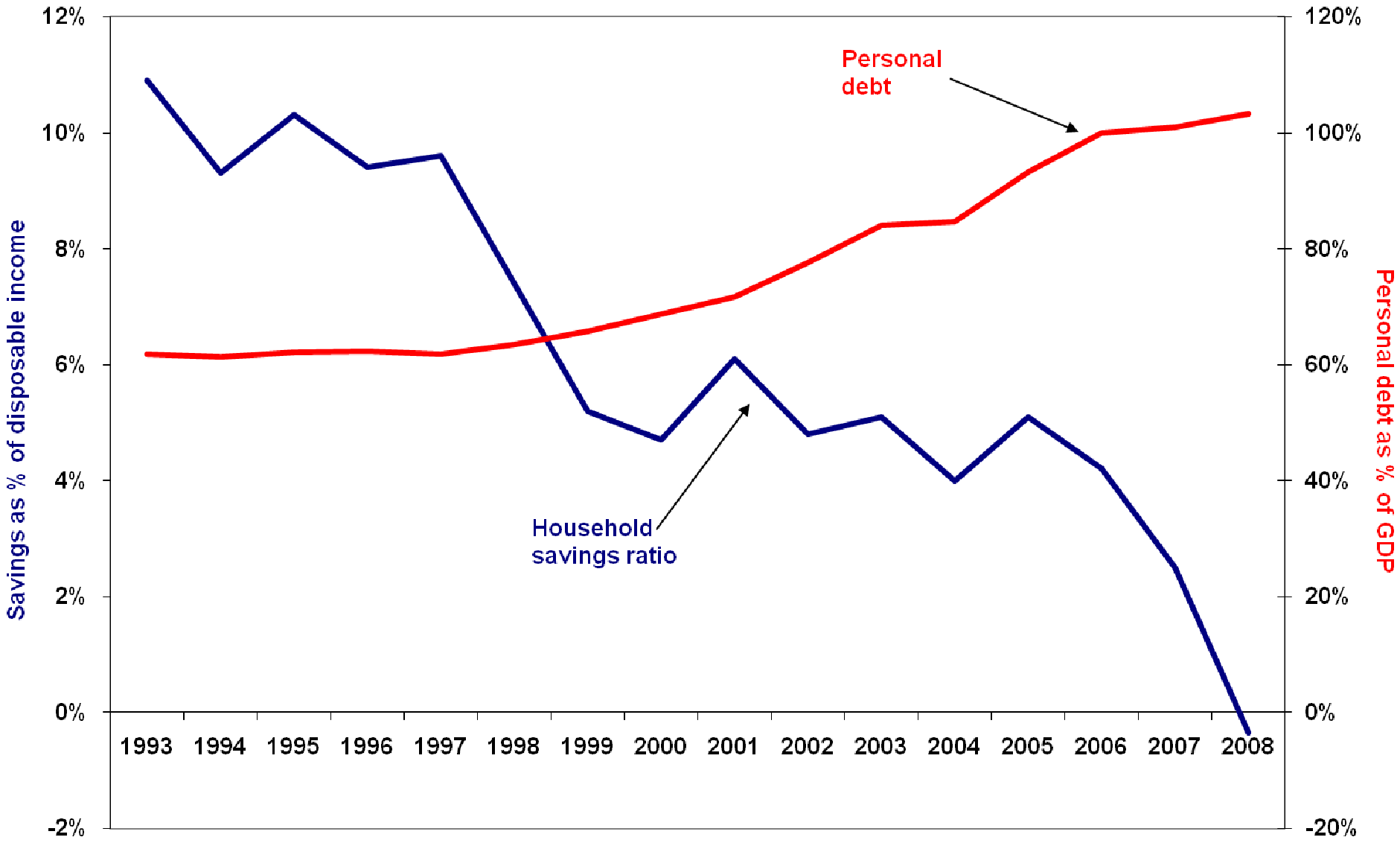
  - the pursuit of labour productivity
  - the structure of debt
  - the means of creation of money
  - the pursuit of profit

The Myth of Decoupling

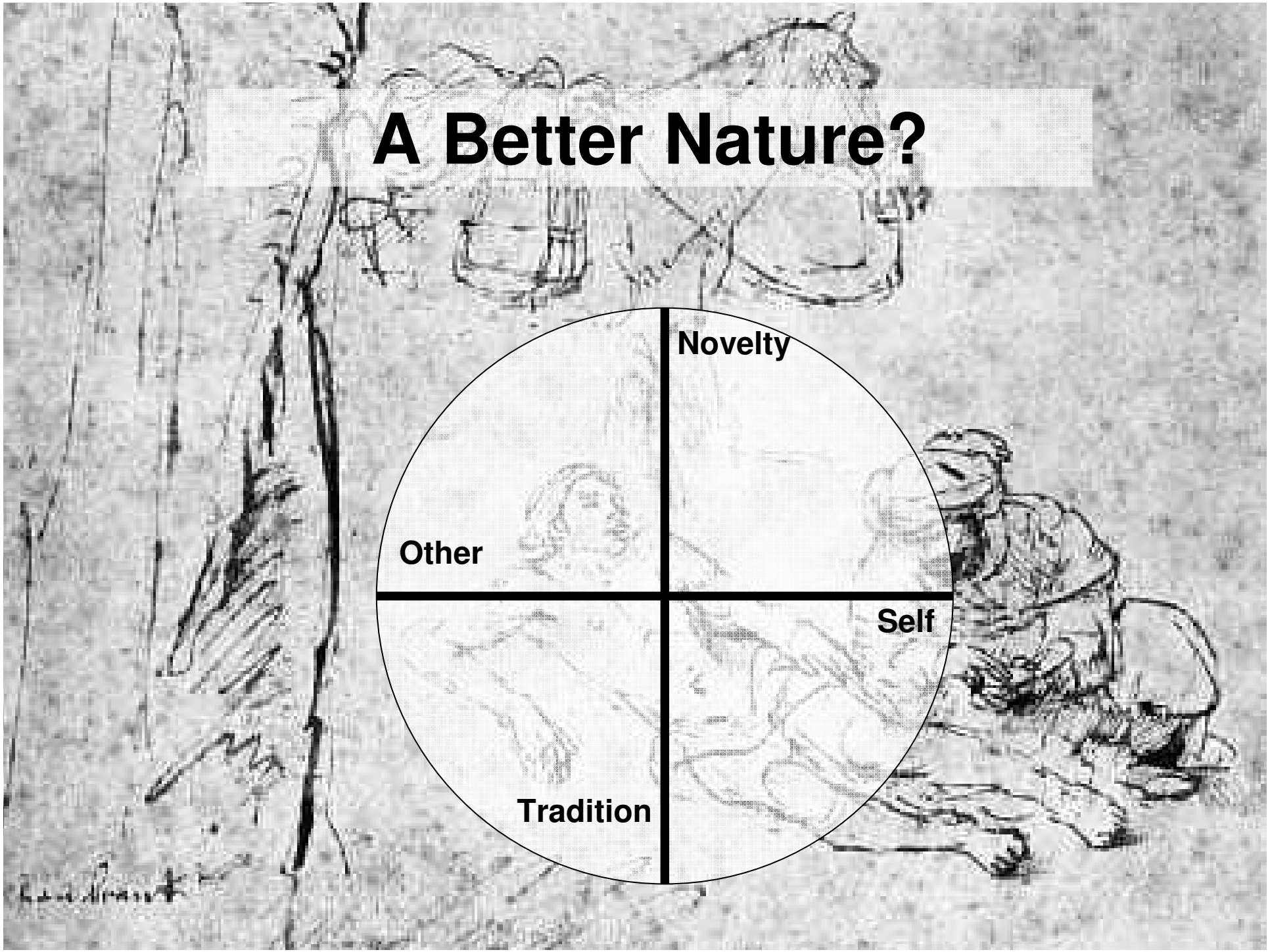
Source: *Prosperity without growth*, Tim Jackson (London, Earthscan 2009)



The Engine of Growth



A Better Nature?

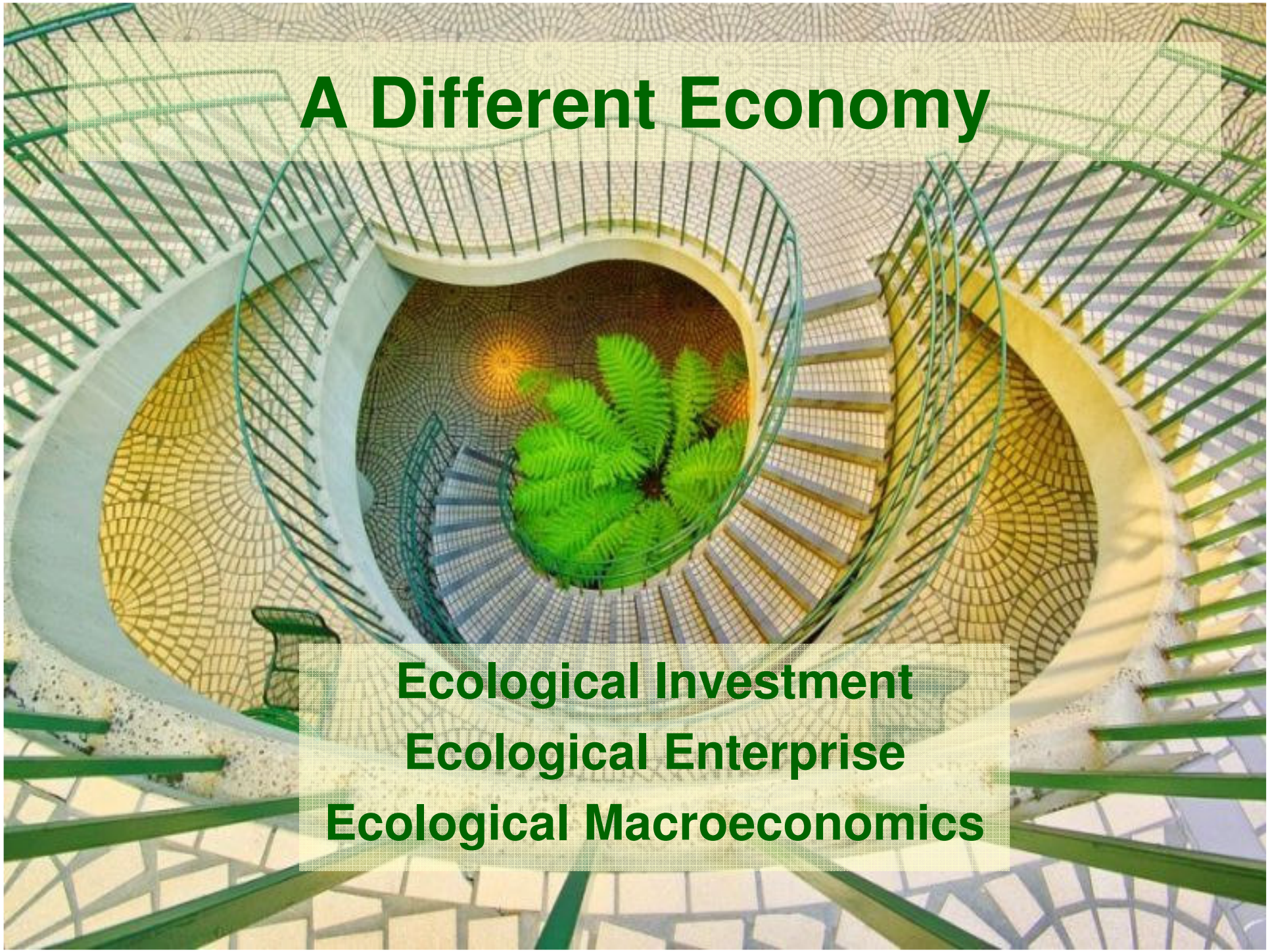


Another Prosperity

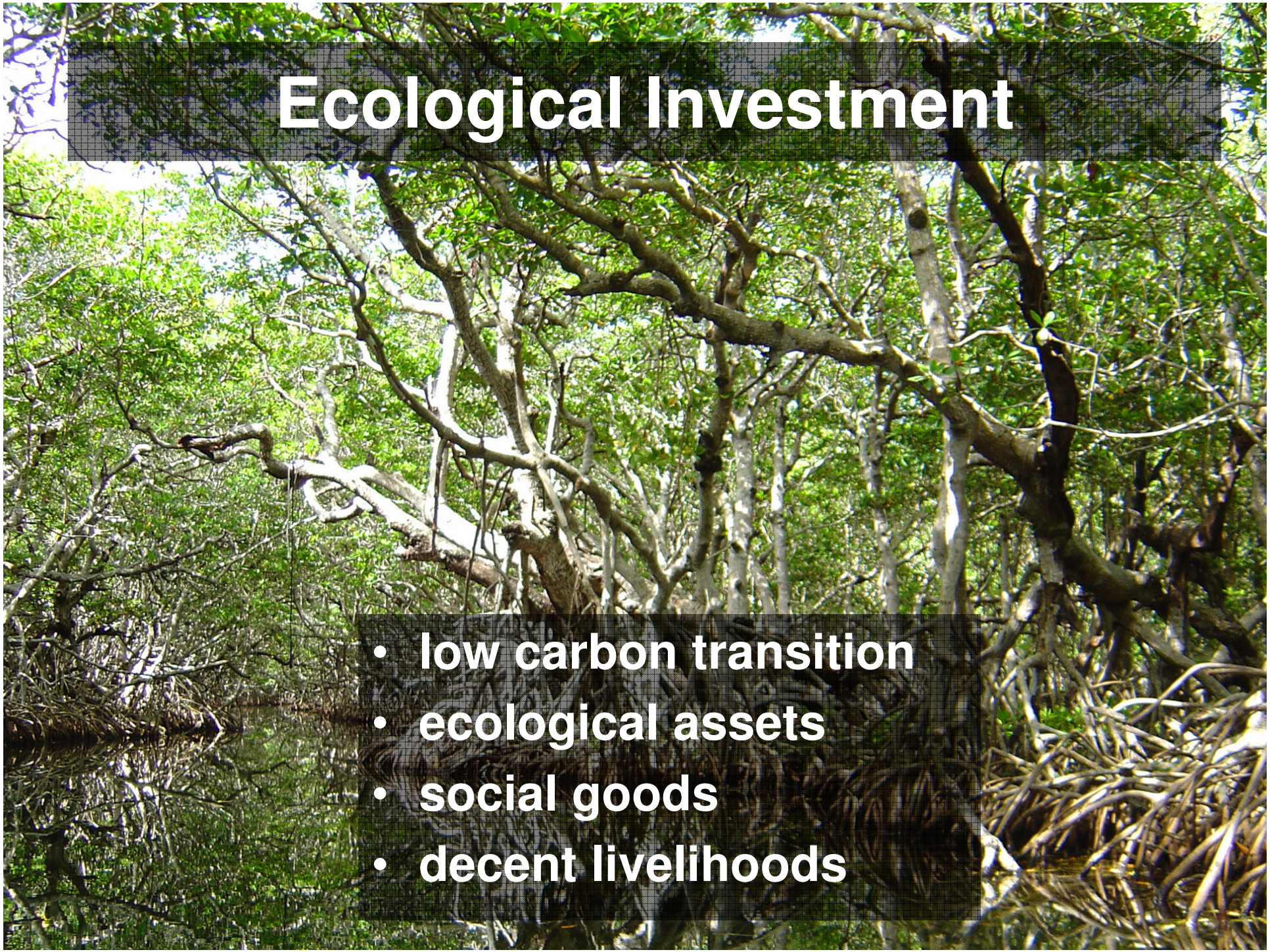
Prosperity consists in our ability to flourish as human beings – within the ecological limits of a finite planet

- **material conditions: food , clothing, shelter**
- **social and psychological flourishing: identity, meaning**
- **the role of social goods and public spaces**

A Different Economy



Ecological Investment
Ecological Enterprise
Ecological Macroeconomics



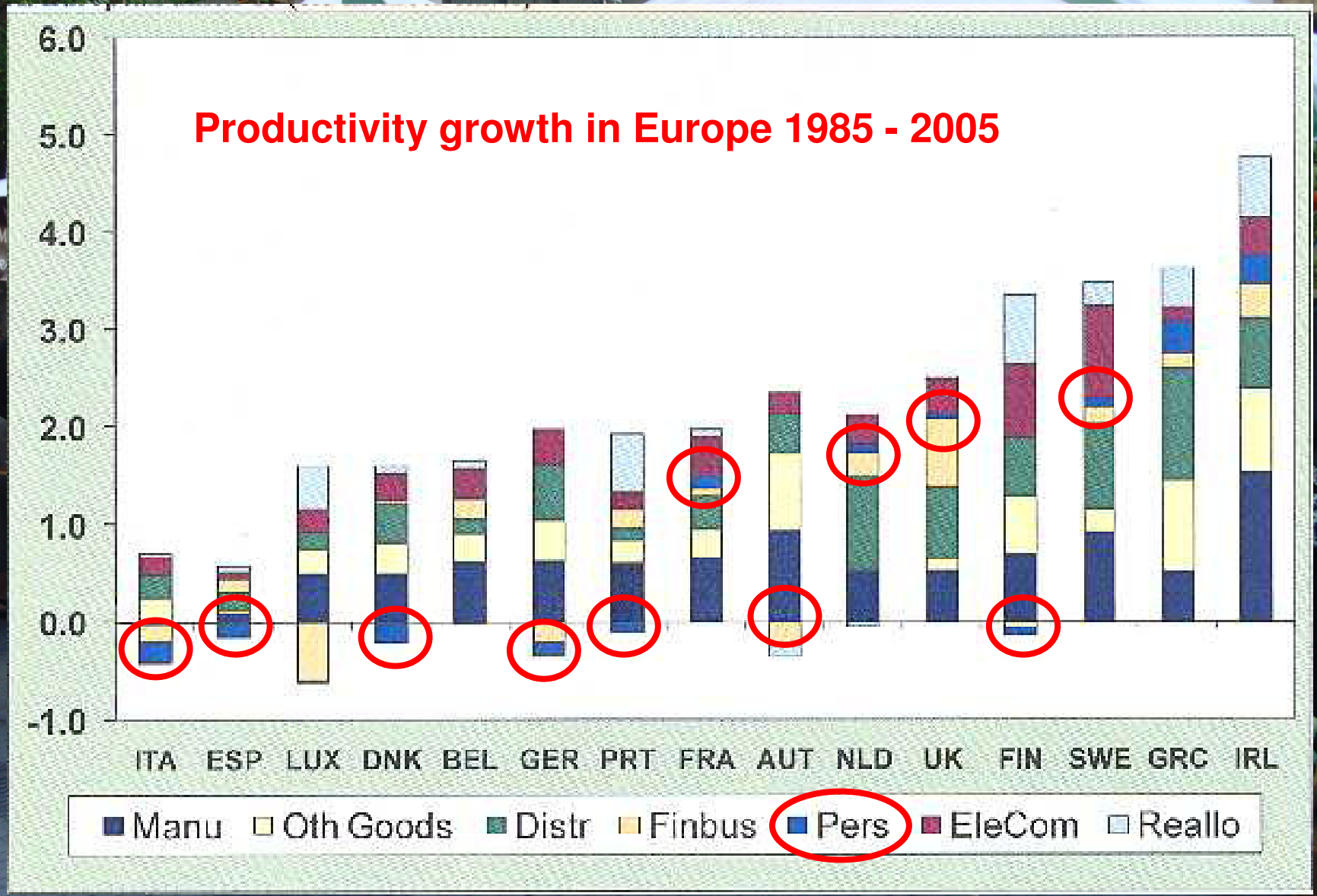
Ecological Investment

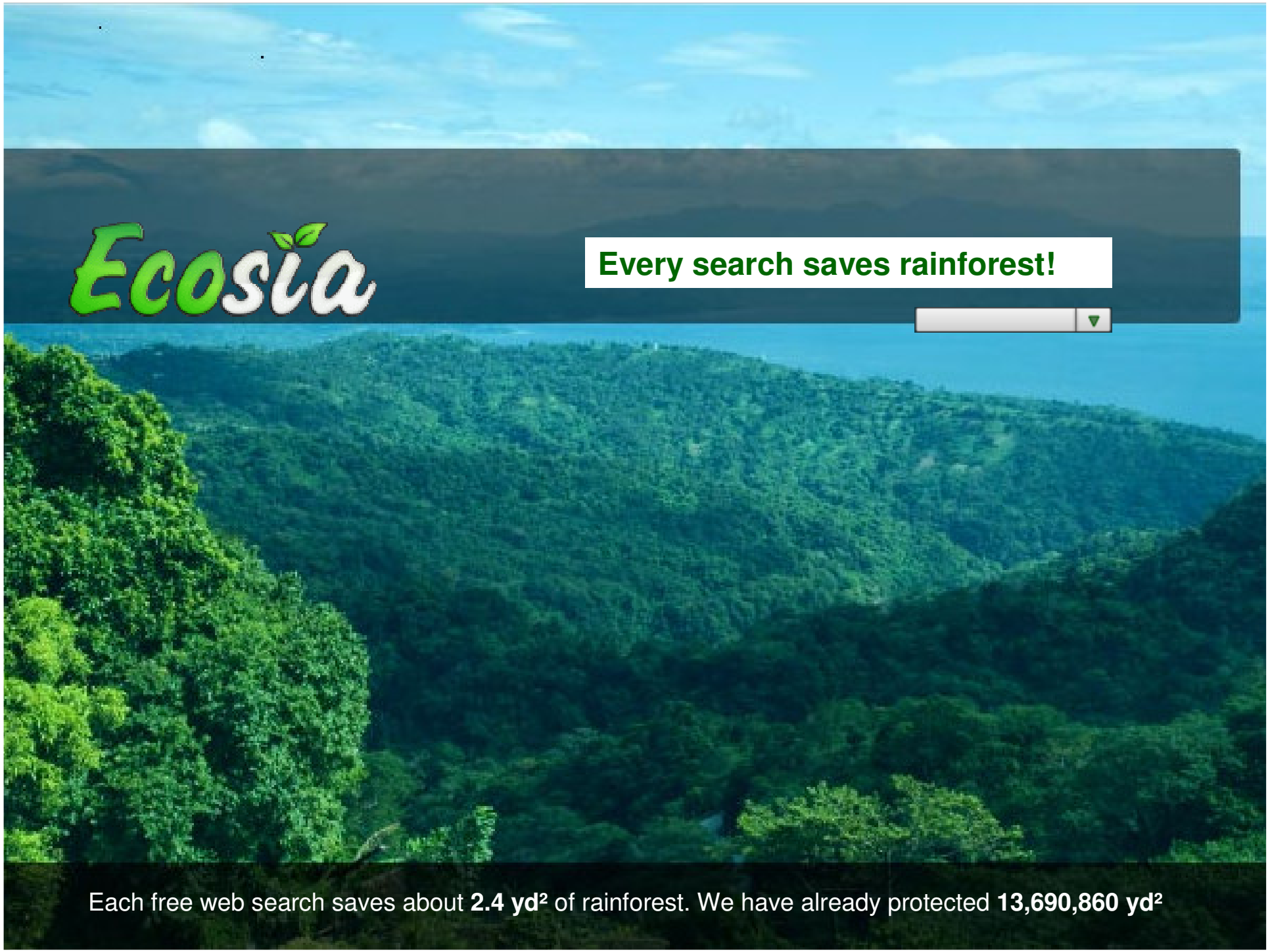
- low carbon transition
- ecological assets
- social goods
- decent livelihoods

Ecological Enterprise

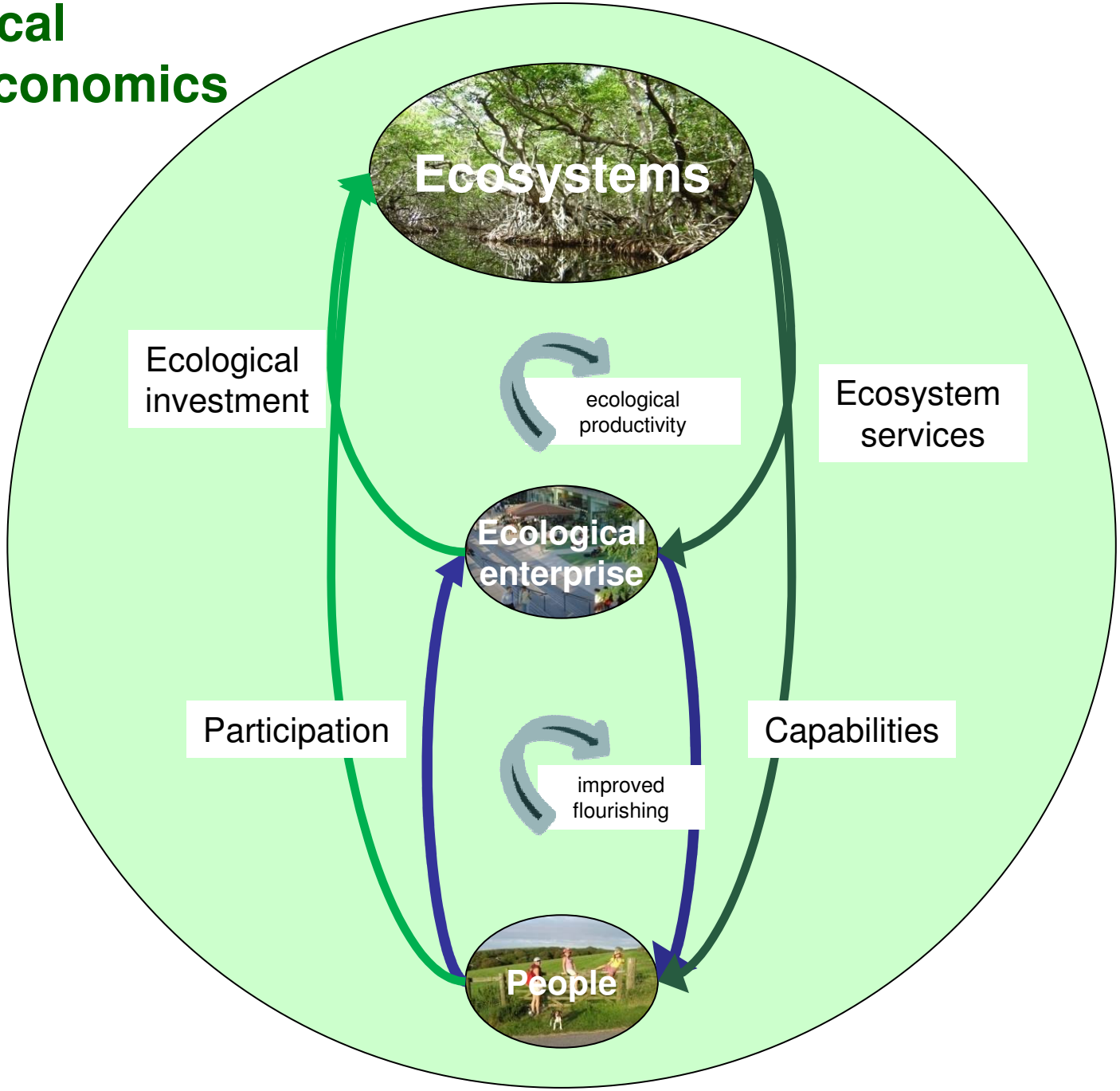
- providing services
- building capabilities
- supporting communities
- treading lightly

The Productivity Dilemma




Ecosia
Every search saves rainforest!
Each free web search saves about 2.4 yd² of rainforest. We have already protected 13,690,860 yd²

Ecological Macroeconomics



Ecological Footsteps

Establish the limits
Fix the economics
Change the social logic

Ecological Footsteps

Establish the Limits

1. Establishing clearly defined resource/emissions caps
2. Fiscal Reform for Sustainability
3. Promoting Technology Transfer and Ecosystem Protection

Fix the Economics

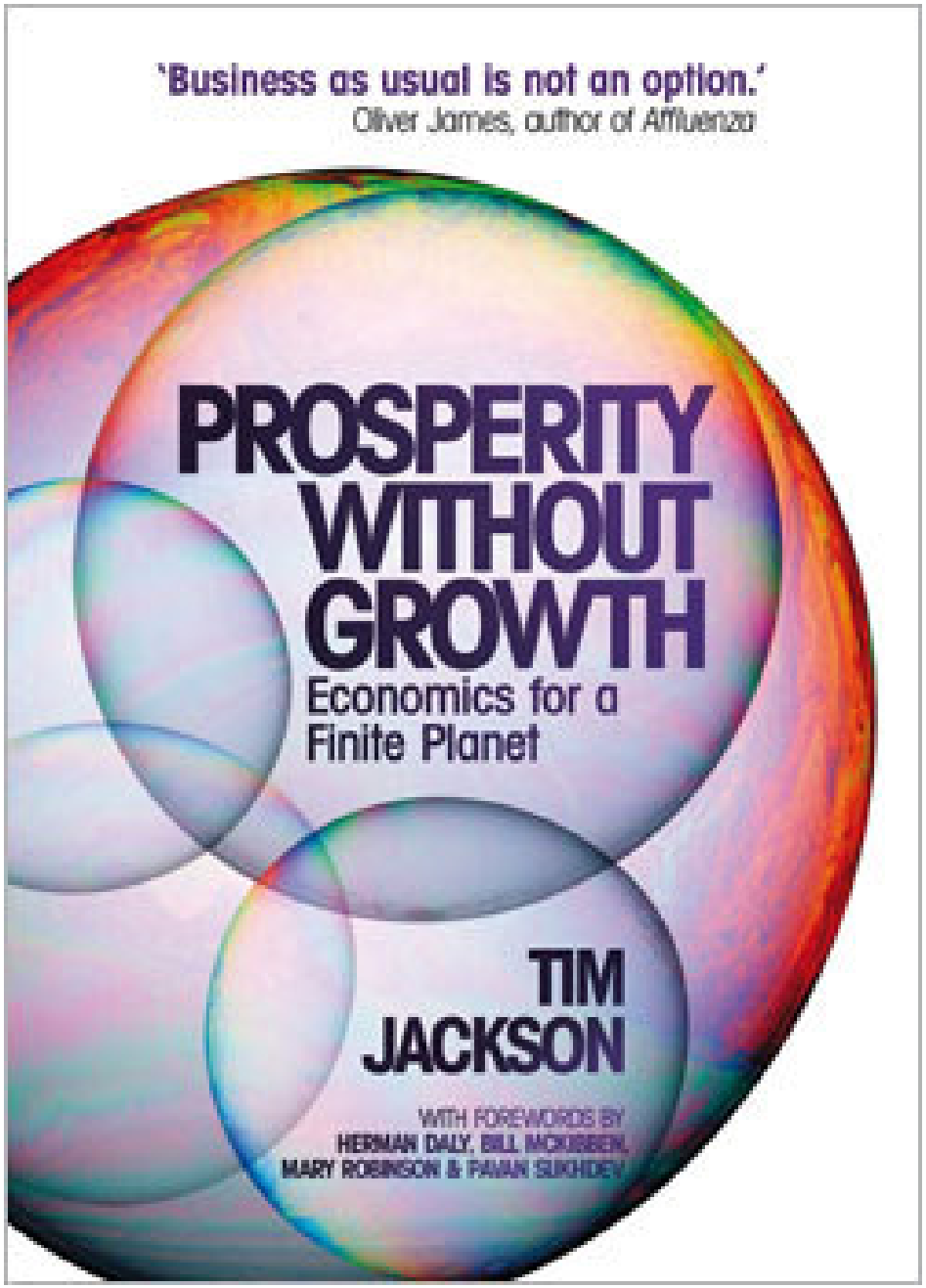
4. Developing the macro-economics of sustainability
5. Investing in public assets and infrastructures
6. Increasing financial and fiscal prudence
7. Improving macro-economic accounting

Change the social logic

8. Sharing the work and improving the work-life balance
9. Tackling systemic inequality
10 Measuring capabilities and flourishing
11 Strengthening human and social capital
12 Reversing the culture of consumerism

‘The crisis doesn’t only make us free to imagine other models, another future, another world. It obliges us to do so.’

President Sarkozy, September 2009



http://www.earthscan.co.uk/pwg