

A photograph of a small, white-walled alcove. In the center, there is a window with a white frame and light-colored curtains. Below the window, a simple wooden chair with a curved back and a flat seat sits on a patch of ground covered with dry leaves. The walls are white and textured, and the overall scene is brightly lit, suggesting daylight.

# Prosperity without Growth

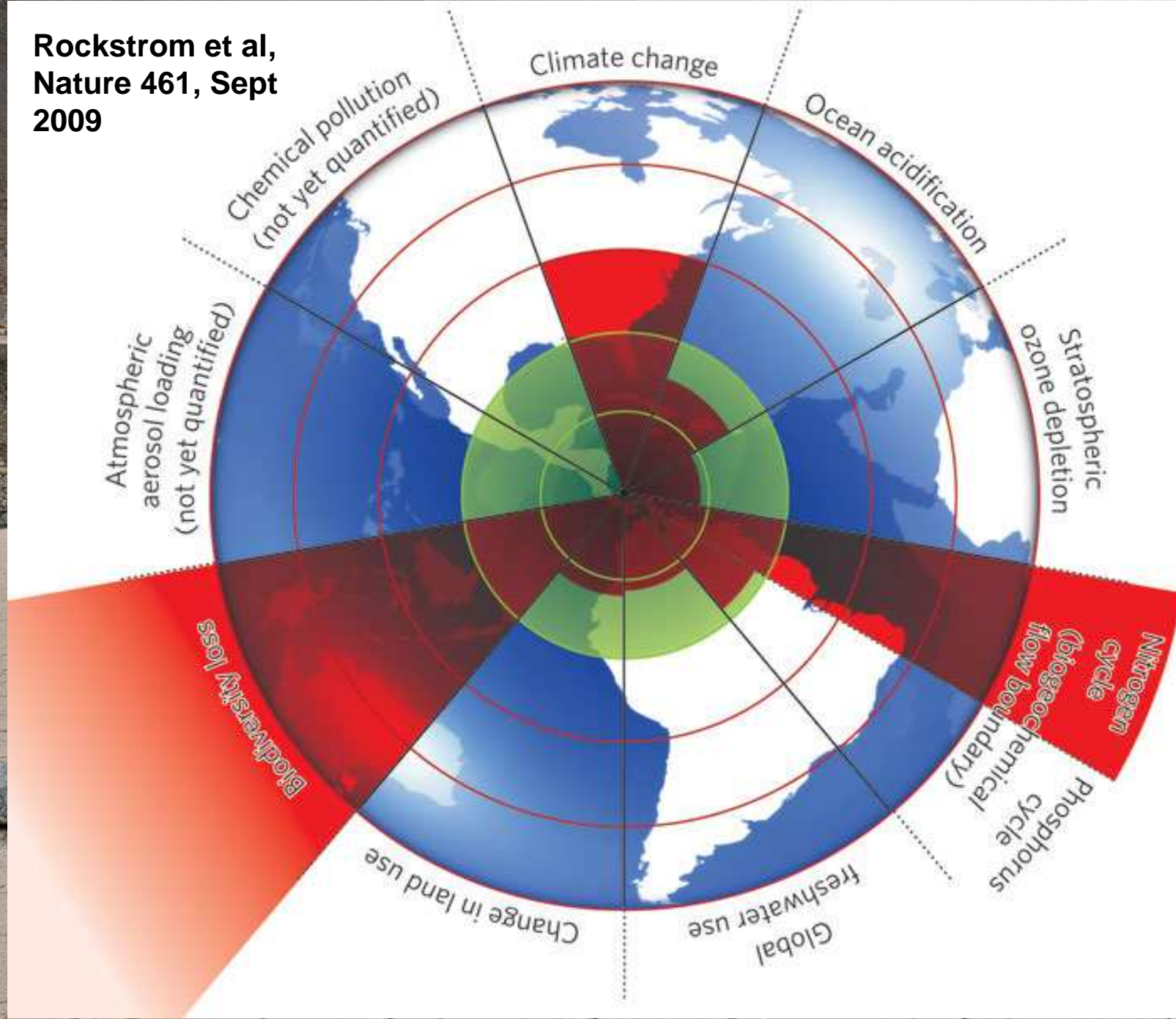
**Tim Jackson**  
**25<sup>th</sup> February 2010**



**Sustainable**  
Development Commission

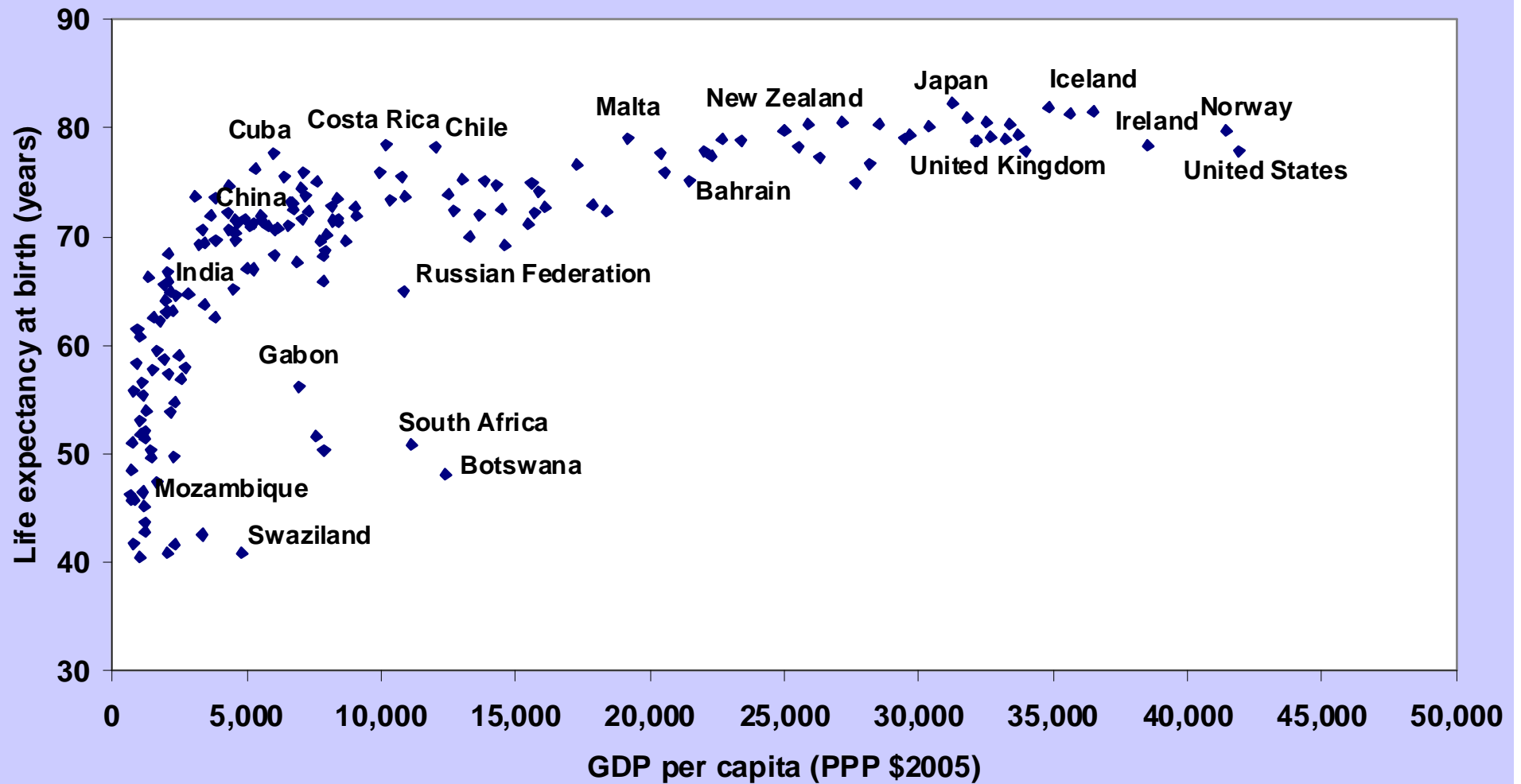
*People • Planet • Prosperity*

Rockstrom et al,  
Nature 461, Sept  
2009



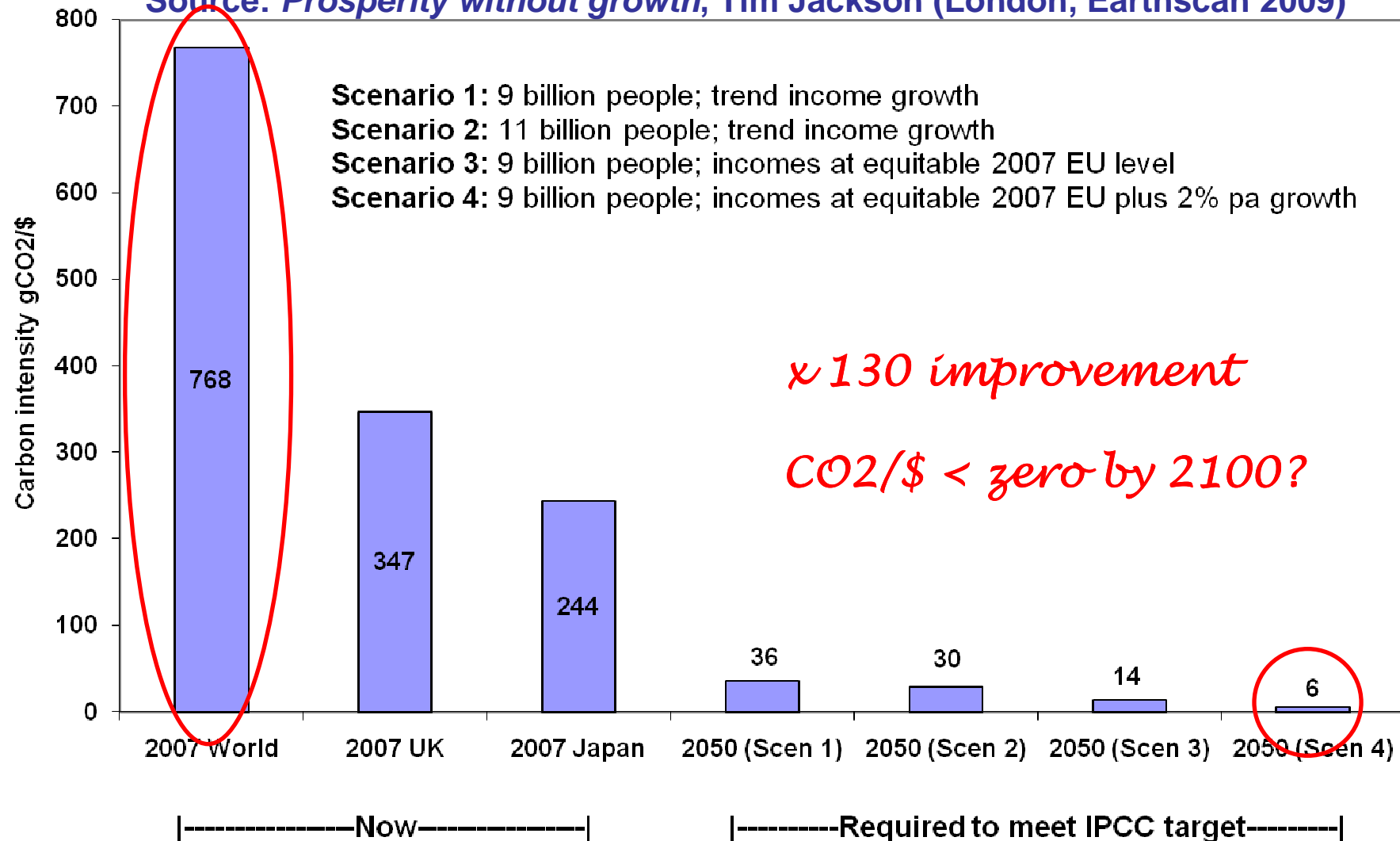
# The Dilemma of Growth

## Life Expectancy at Birth

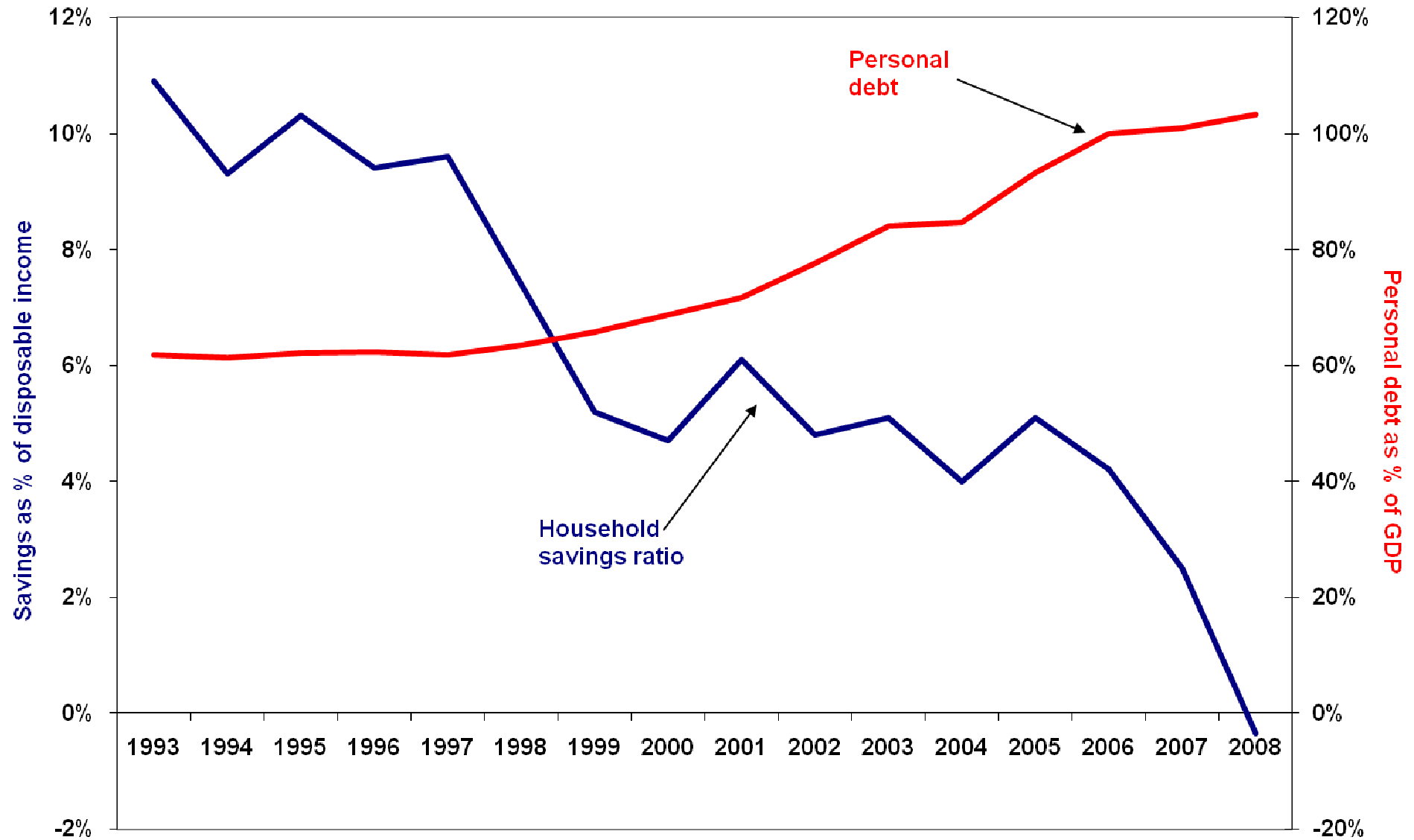


# The Dilemma of Growth

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



# The Engine of Growth





# Diagnosis

- **Society is locked into an ‘iron cage’ through two mutually reinforcing dynamics: 1) economic structure and 2) social logic: economic growth is served by these dynamics, but wellbeing is not**
- **Government itself is conflicted: its role in protecting macro-economic stability contrasts with its role in defending other social goods.**

A photograph of a white building with a window and a wooden chair on a porch. The window is a multi-paned window with a wooden frame. The chair is a simple wooden chair with a curved back. The text "Prognosis" is overlaid on the window area, and "Another world is possible" is overlaid on the porch area. A list of three items is on the left side of the image.

# Prognosis

**Another world is possible**

- **economic structure**
- **social logic**
- **governance**

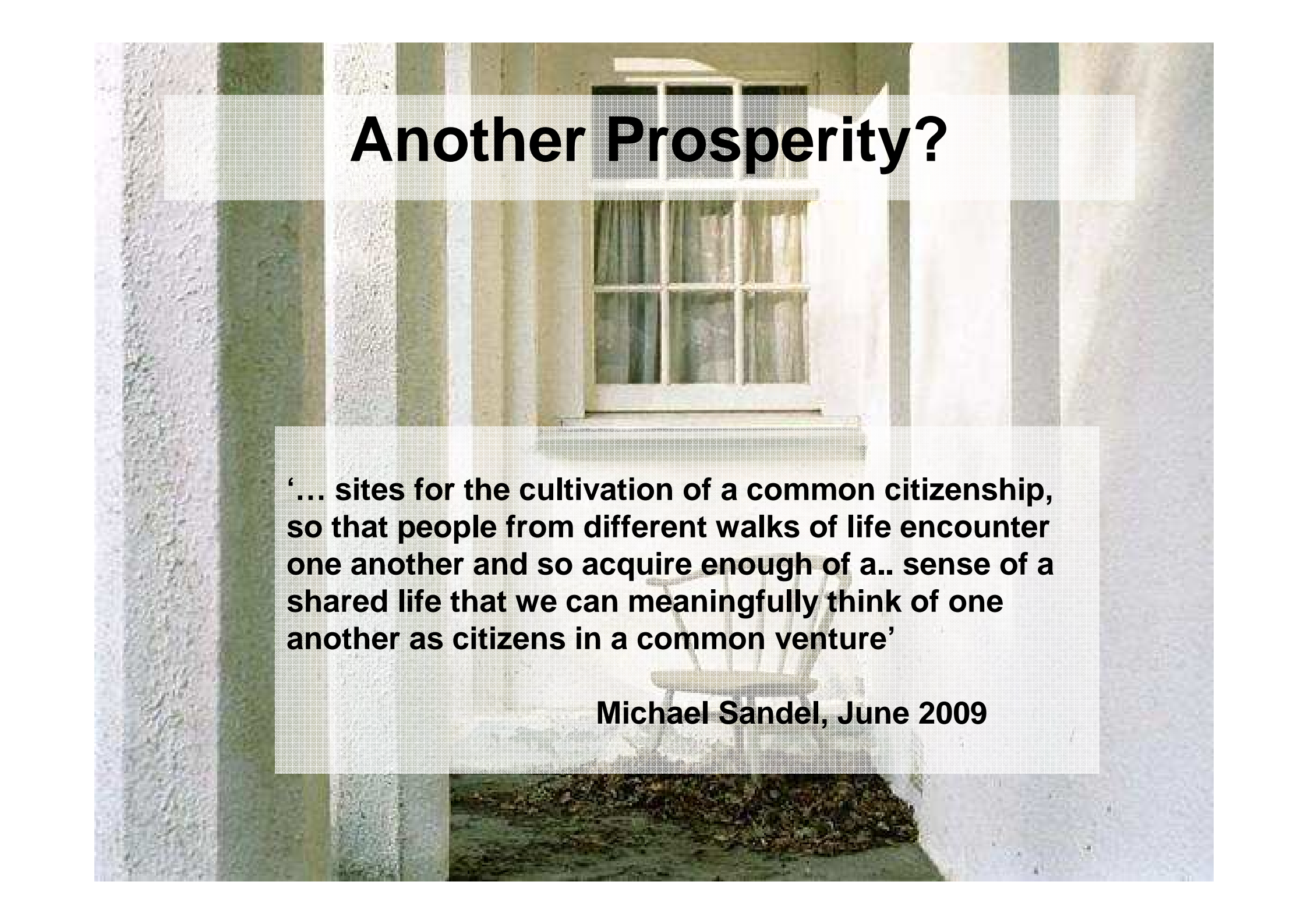


# Another Prosperity?

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

- **material flourishing: food, clothing, shelter**
- **social and psychological flourishing: identity, meaning, participation in the life of society**
- **rethinking social goods and public spaces**



A photograph of a white building with a window and a wooden chair in front of it. The window is a multi-paned window with a white frame. The chair is a simple wooden chair with a curved back. The building has a textured white wall. The overall scene is bright and clean.

# Another Prosperity?

**'... sites for the cultivation of a common citizenship, so that people from different walks of life encounter one another and so acquire enough of a.. sense of a shared life that we can meaningfully think of one another as citizens in a common venture'**

**Michael Sandel, June 2009**

# Another Engine of Growth?

**Green technology markets**

**Service-based activities**

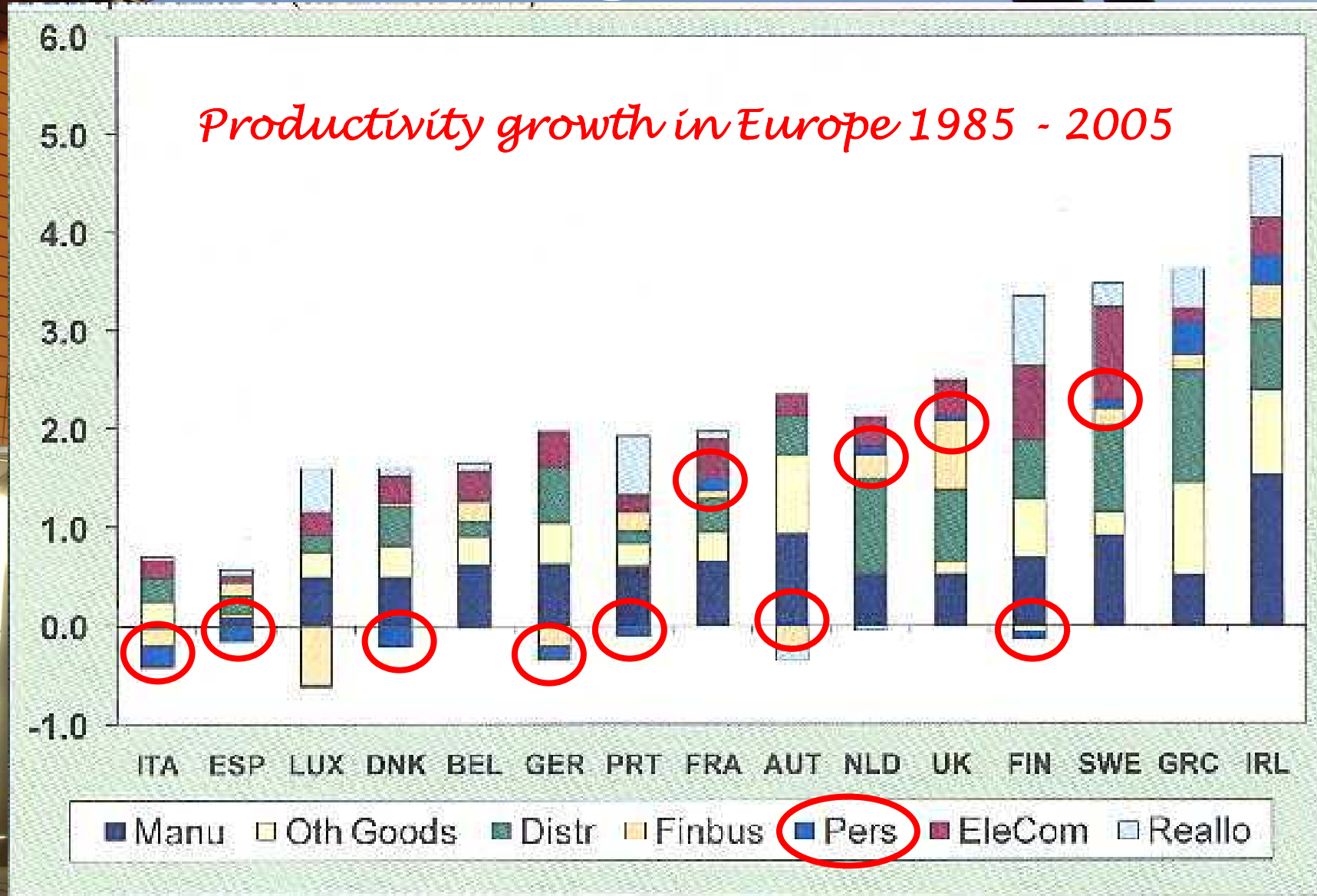
**Ecological Investment**

- investment targets
- investment 'ecology'
- productivity /profitability
- financial markets
- role of public sector

**Ecological Enterprise**

- low carbon/resource light
- service-based
- contribute to flourishing
- provide jobs
- support communities

# Another Engine of Growth?



# Another Economic Engine?

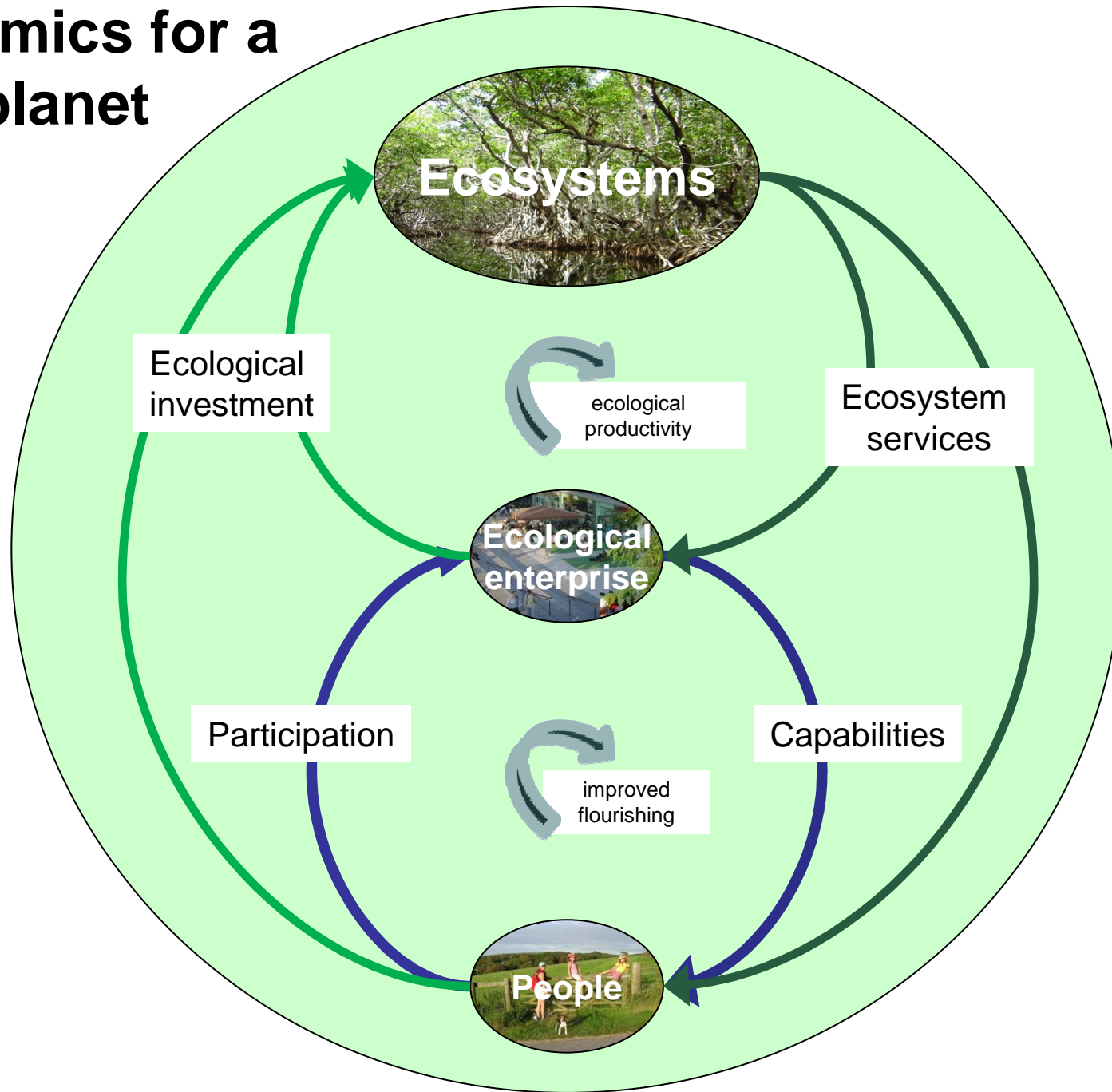
## Ecological Investment

- low carbon transition
- ecological assets
- livelihoods

## Ecological Enterprise

- provide capabilities
- support communities
- tread lightly

# Economics for a finite planet



# 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>**

