



Prosperity without Growth

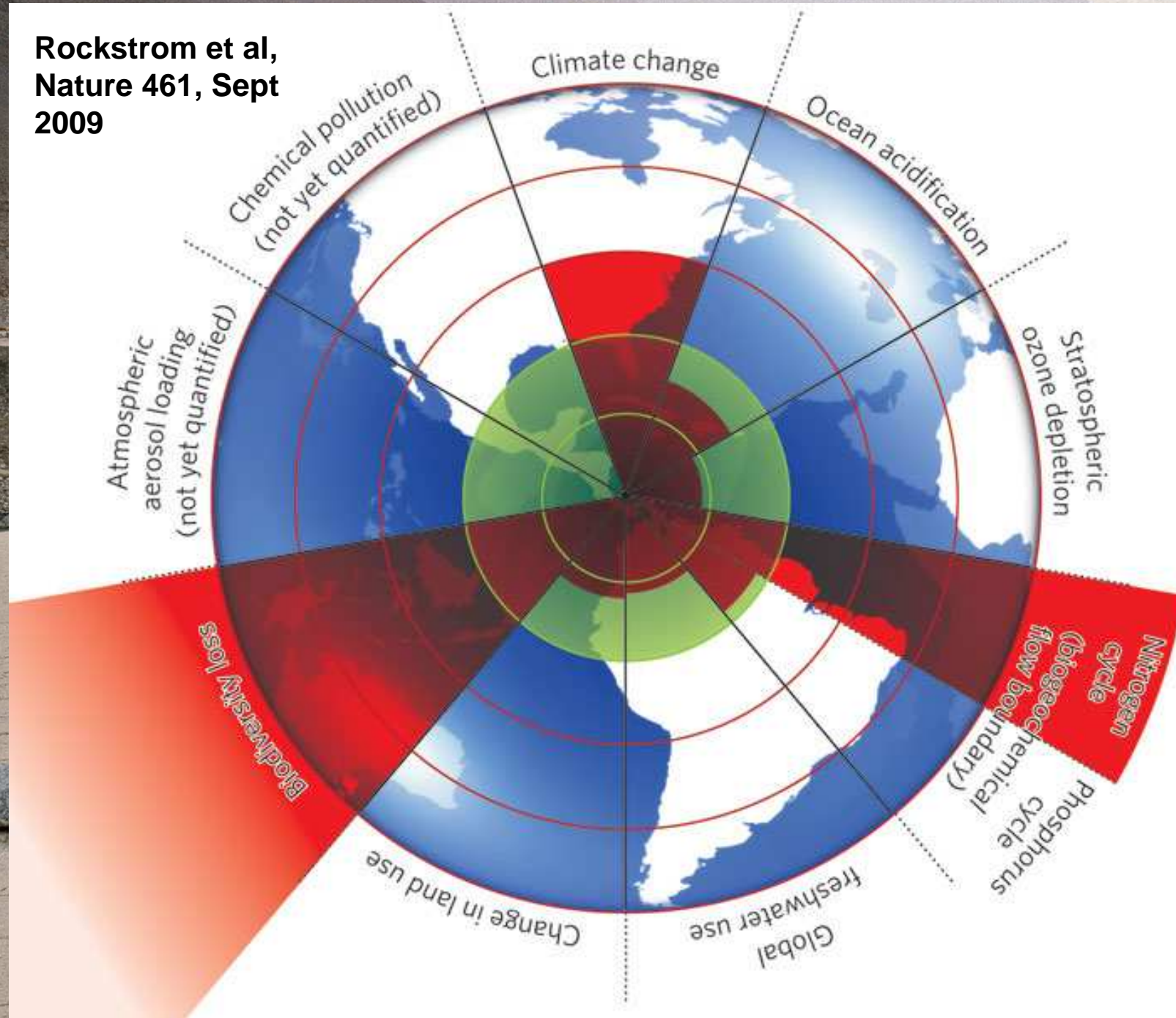
Tim Jackson
25th February 2010



Sustainable
Development Commission

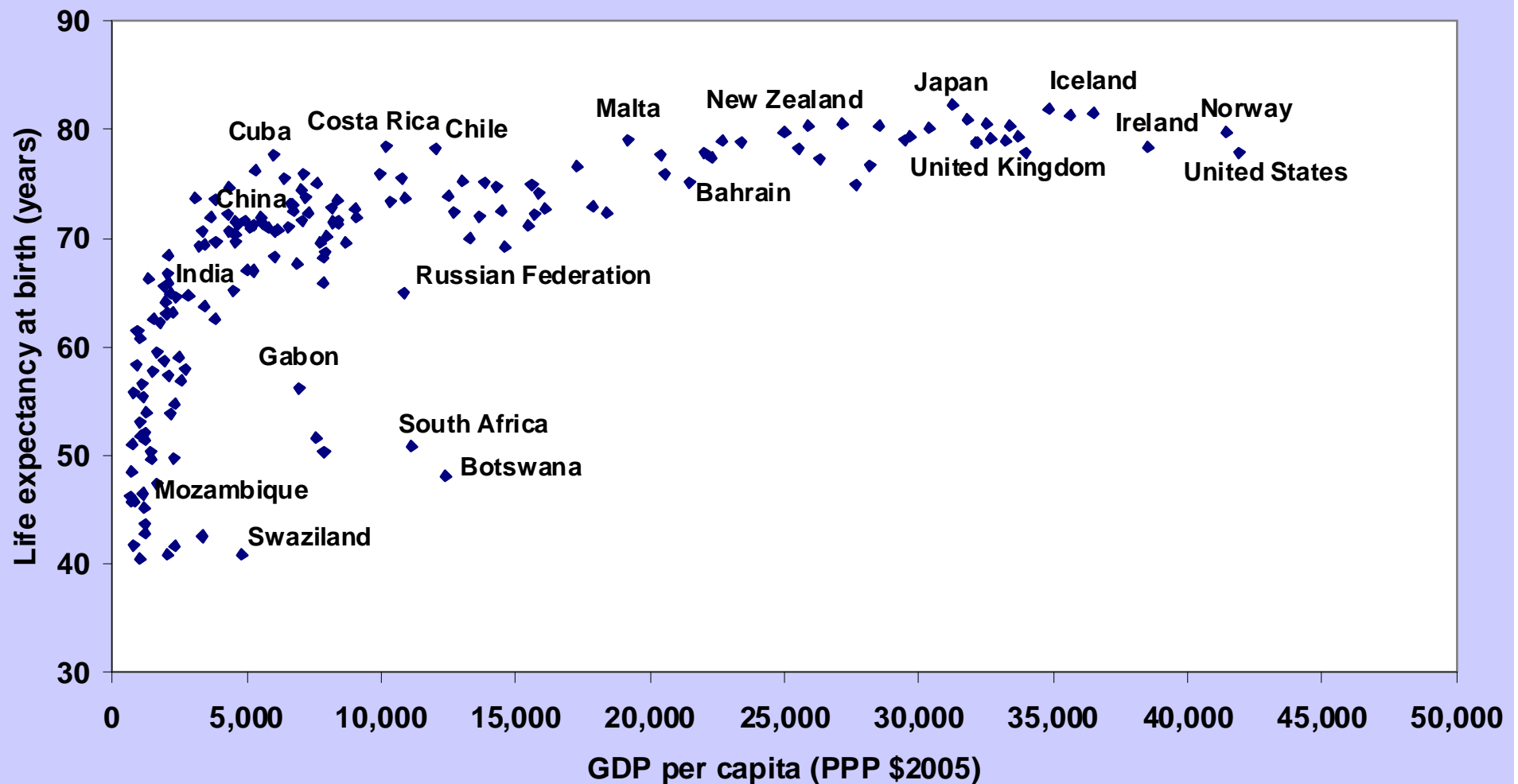
People • Planet • Prosperity

Rockstrom et al,
Nature 461, Sept
2009



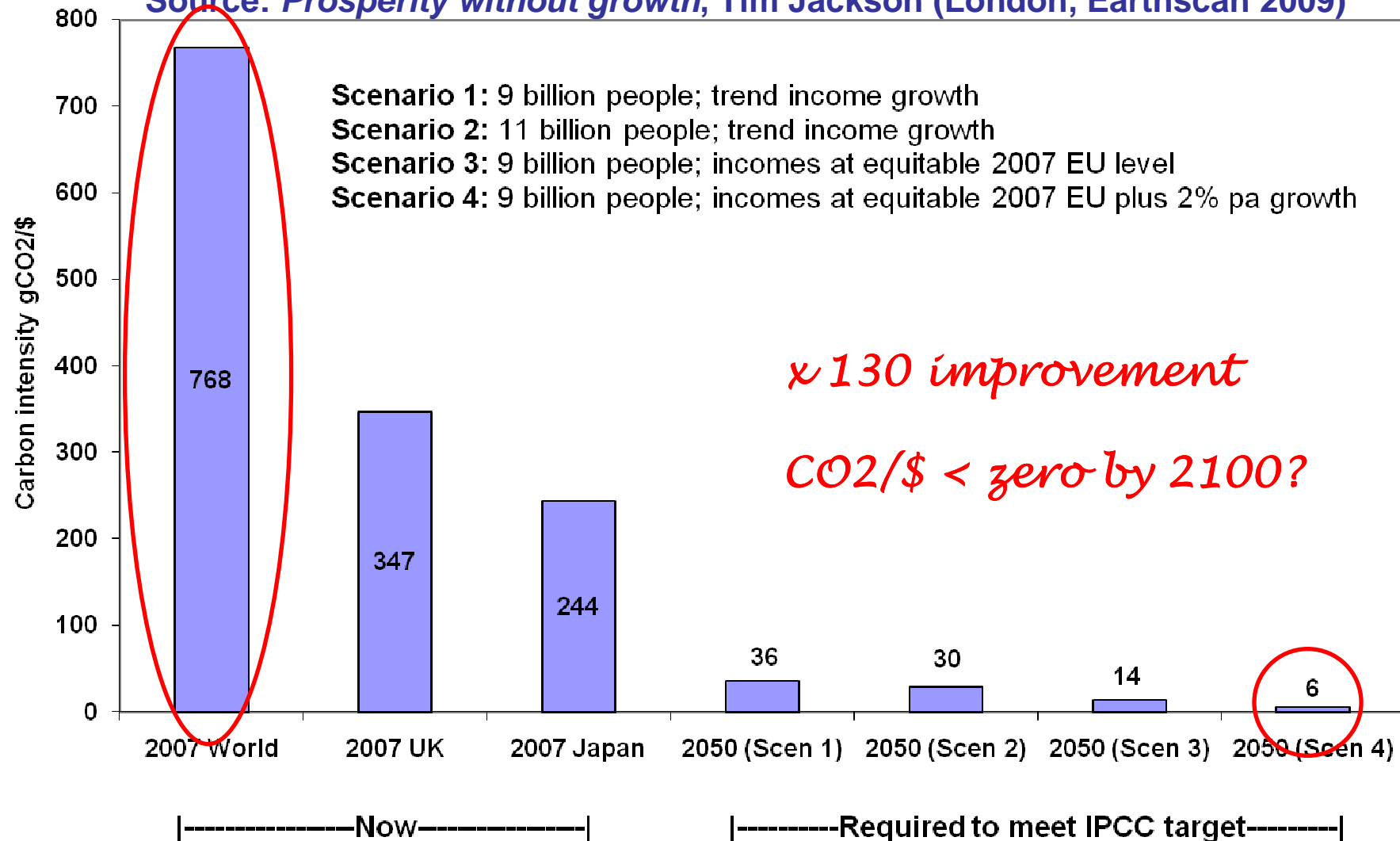
The Dilemma of Growth

Life Expectancy at Birth

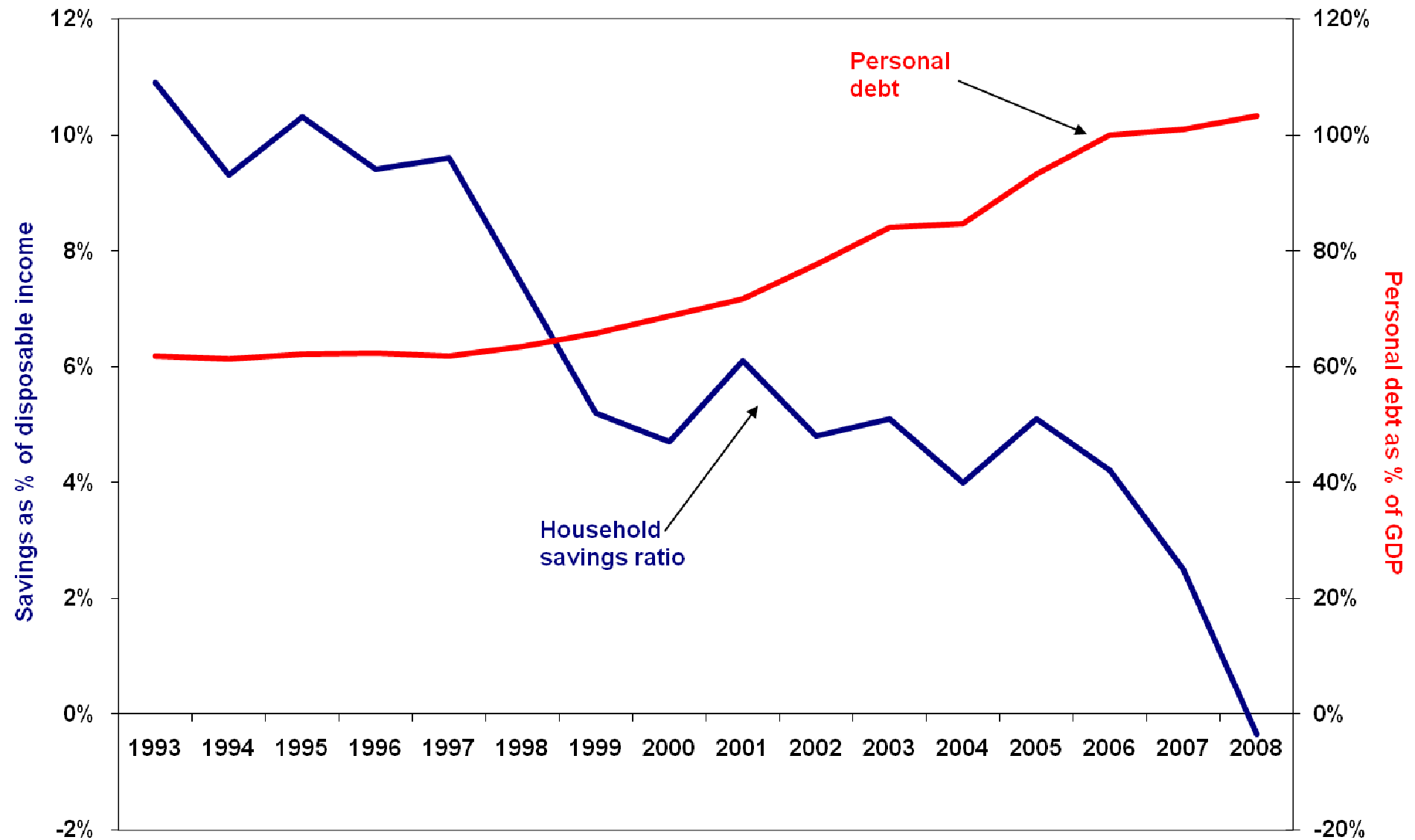


The Dilemma of Growth

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.**

Prognosis

A photograph of a small, white, single-story building with a window and a wooden chair in front of it. The building has a simple, clean design with a white exterior. A window with a white frame and multiple panes is visible on the front wall. Below the window, a small wooden chair with a curved back and a flat seat is placed on a dark, textured surface, possibly a rug or a patch of ground. The overall scene is bright and airy, with a soft, natural light illuminating the building and the chair.

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**



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**



Ecological Investment

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

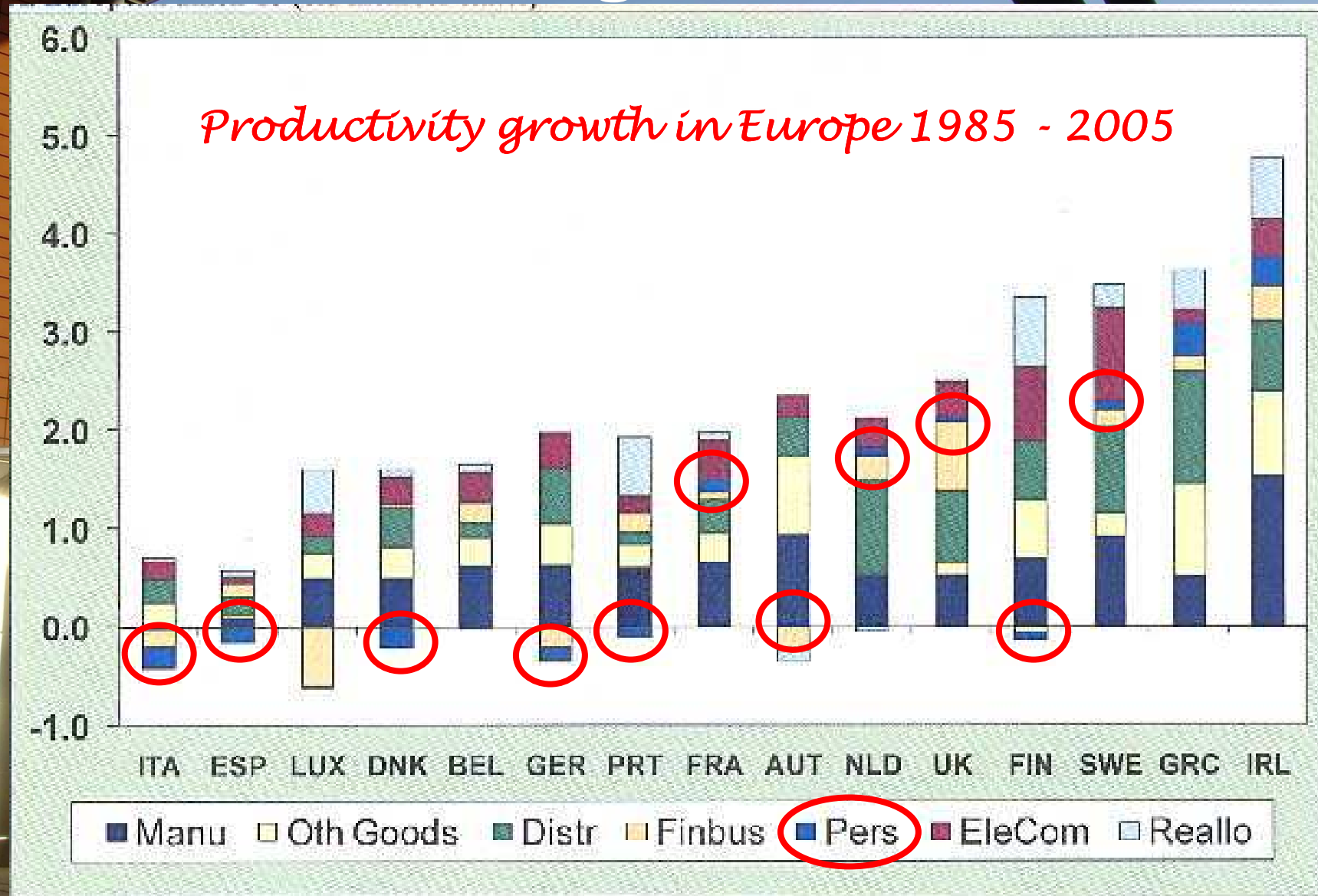
**Service-based
activities**



Ecological Enterprise

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

Another Engine of Growth?



Another Economic Engine?

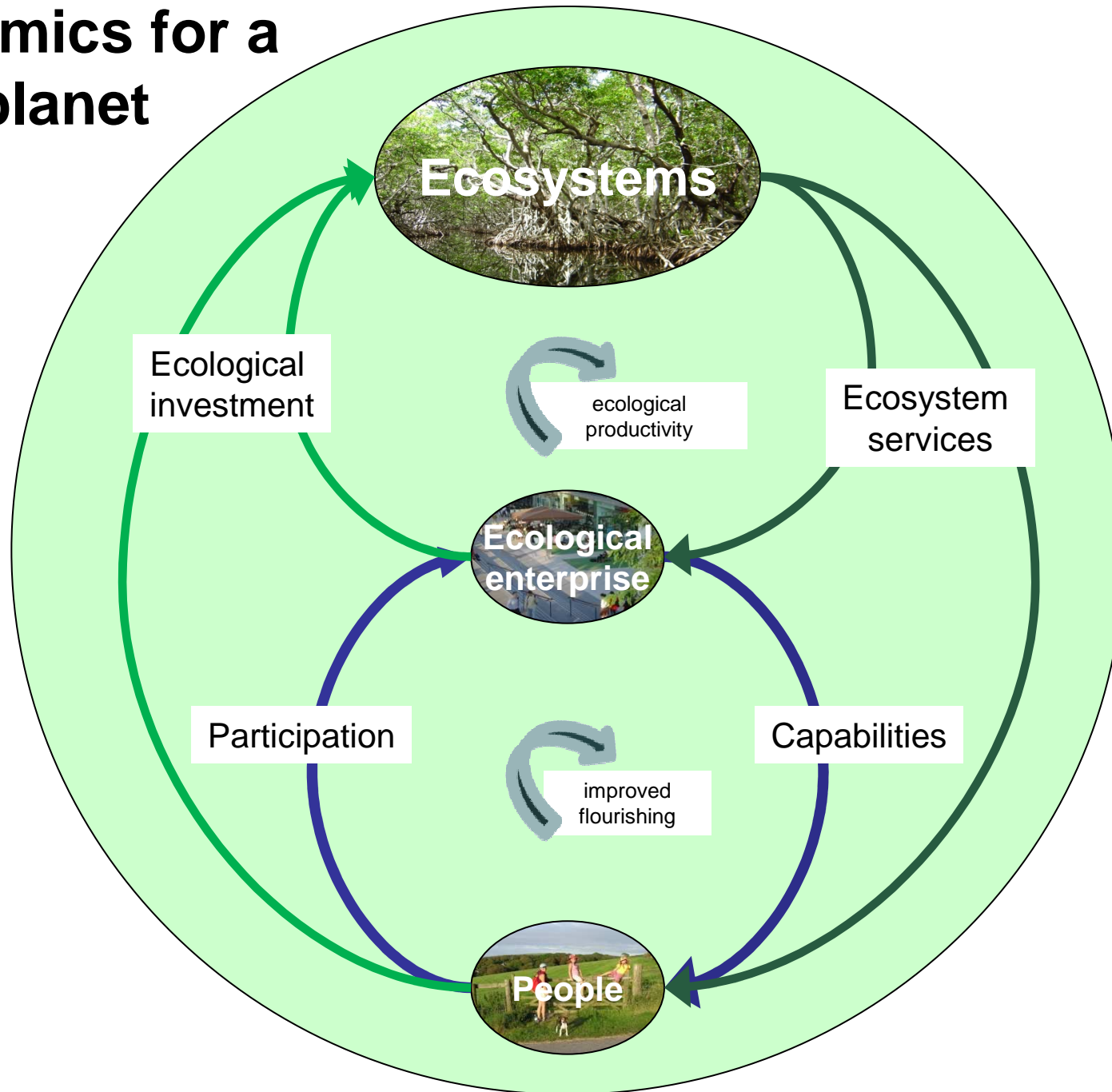
Ecological Investment

- 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>

