



Redefining Growth -

‘New models & strategy for sustainable economic and social progress’

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Redefining Prosperity



- Need to redefine prosperity
- **nef's** National Accounts of Well-being
<http://www.nationalaccountsofwellbeing.org/>
- 'Capabilities for flourishing' (Sen) but within natural boundaries
- Goal for humans to flourish yet consume less: Is it possible?

Dilemmas of Growth



- Growth may be unsustainable but 'de-growth' appears to be unstable
- Myth of decoupling and the arithmetic of growth. Carbon intensity of output has to decline by at least 10x per annum what has been achieved by the world to date

Green New Deal



- Calls for a Green New Deal from **nef**, unep and now politicians
- Vouchers, bonds and energy taxes
- Limitations to this approach

Flourishing within Limits



- Need for a new macro economic model
- Measure differently – wellbeing and resilience
- Reduction in social inequalities
- Investment in public goods and social infrastructure
- Respecting ecological limits
- Visionary leadership to break the spiral