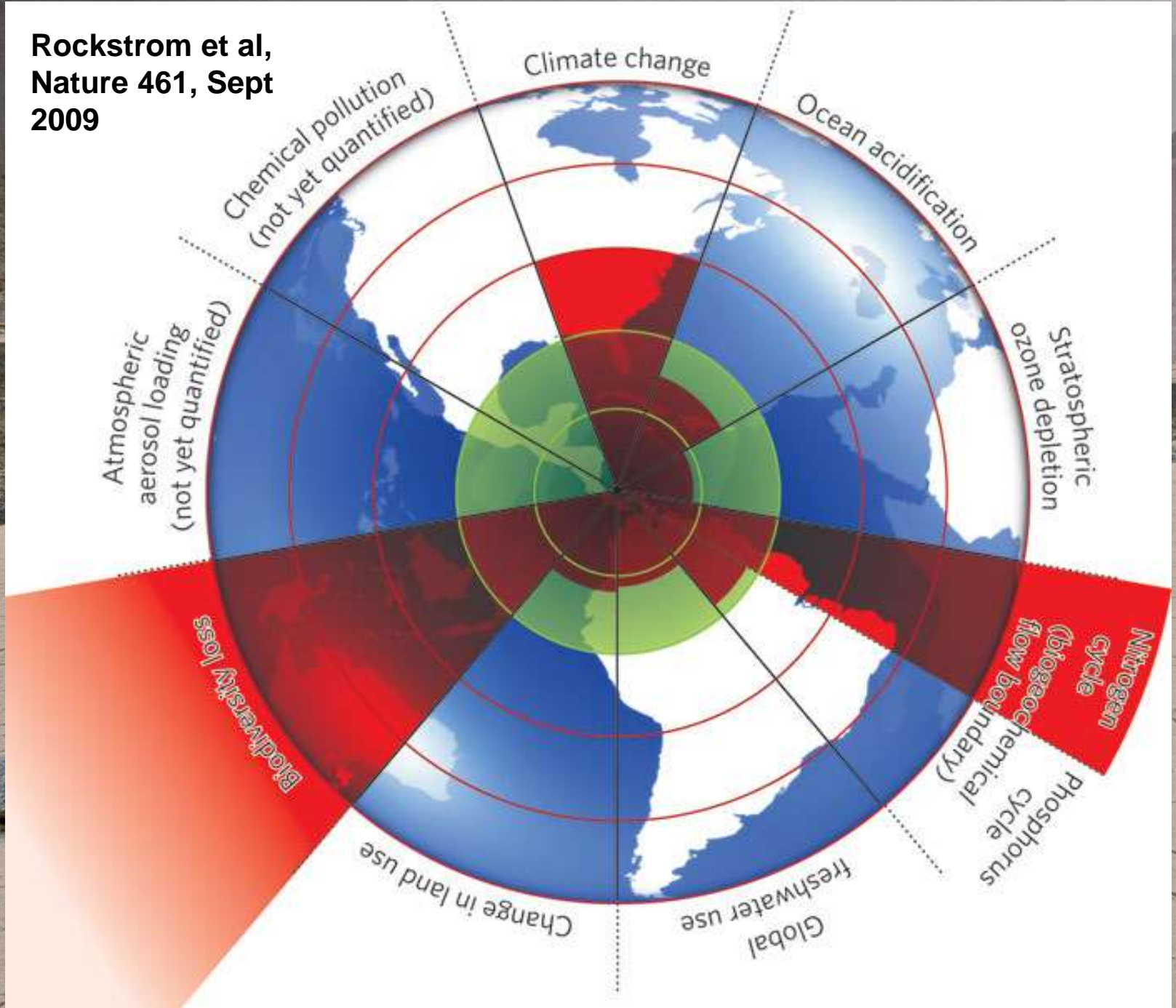


A photograph of a small, empty room with a window and a wooden chair. The room is framed by white walls and a doorway. A window with a white frame and light-colored curtains is visible above the chair. The chair is a simple wooden Windsor-style chair. The floor is covered with a layer of brown leaves. The overall atmosphere is quiet and somewhat desolate.

Prosperity without Growth

Tim Jackson
19th August 2012
Denver

Rockstrom et al,
Nature 461, Sept
2009



Innovation leading
to increased
labour productivity

The dilemma of growth



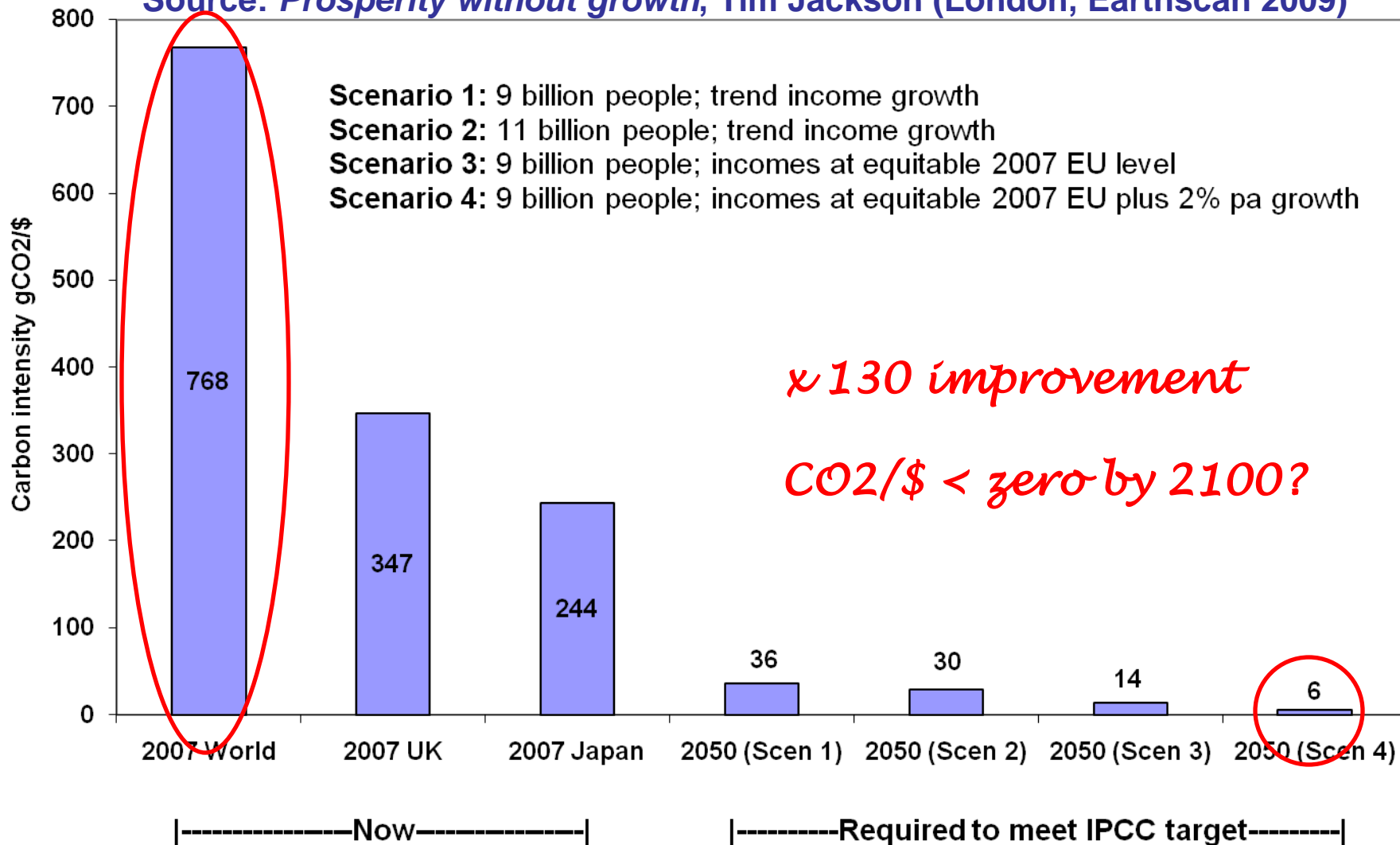
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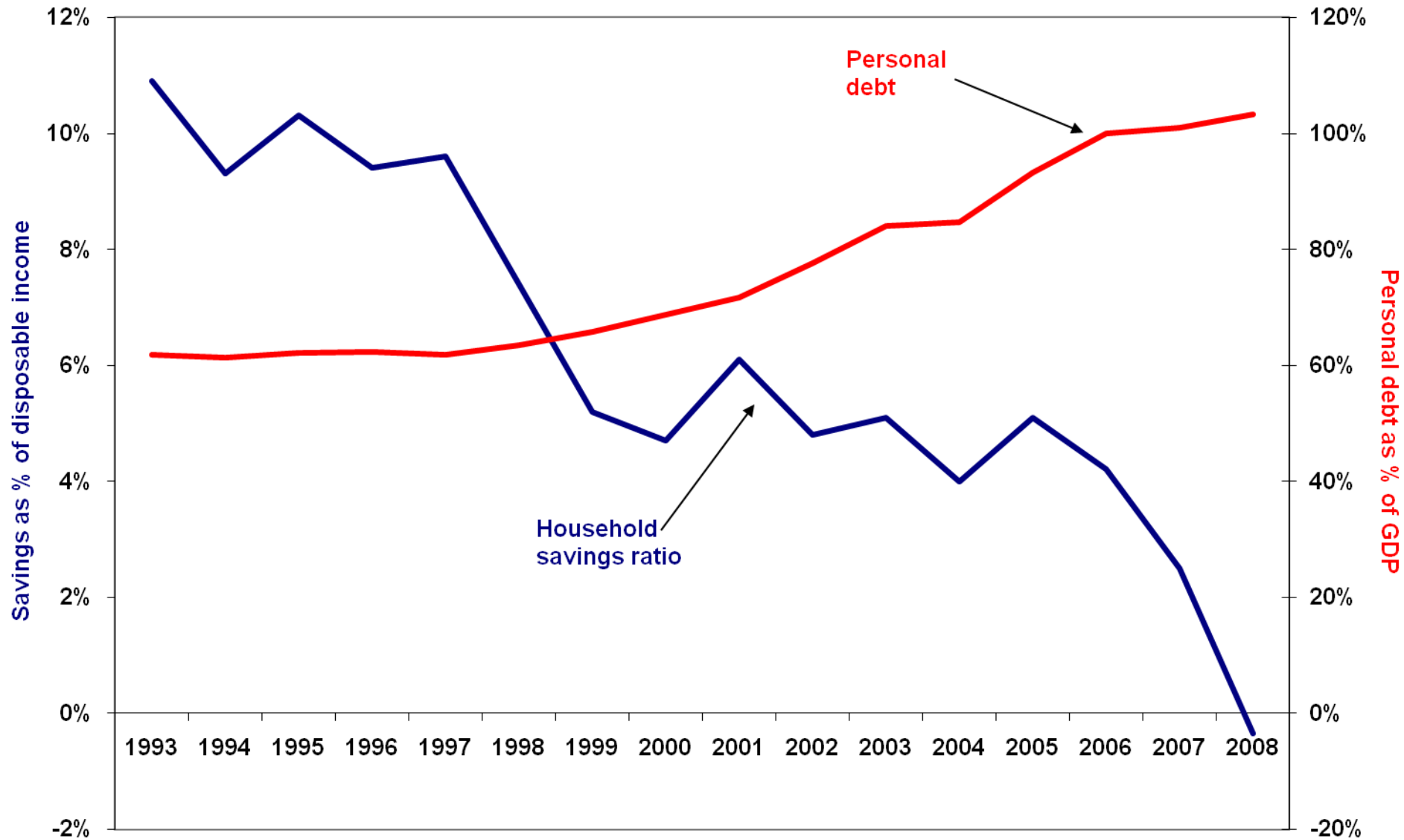
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The Myth of Decoupling

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



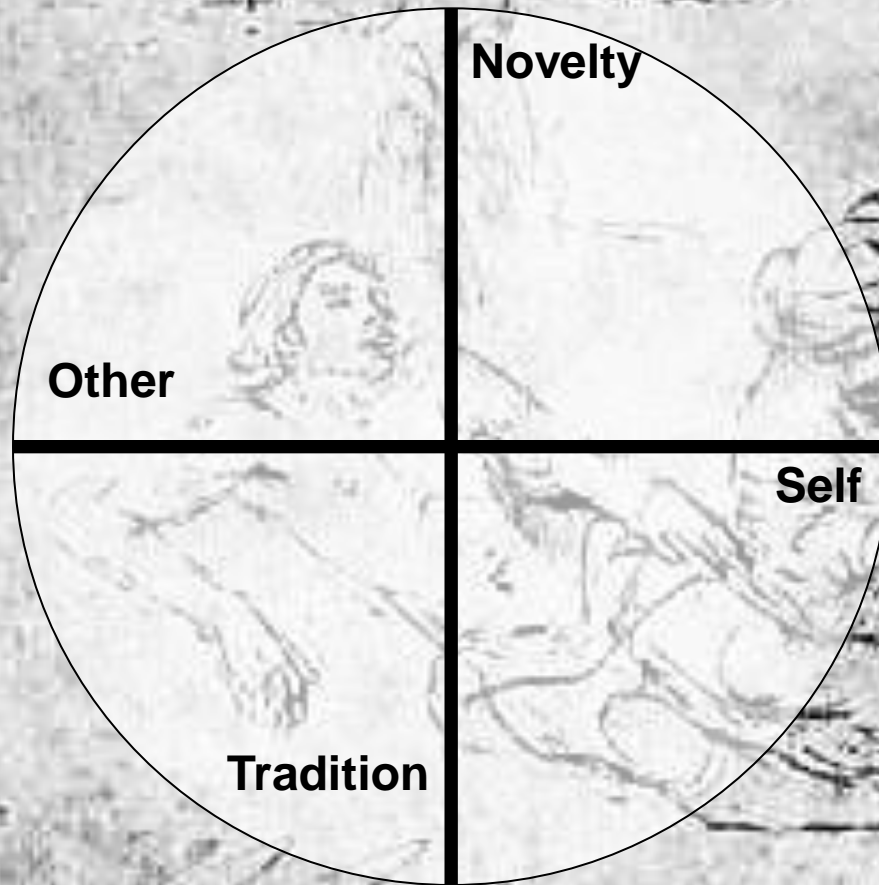
The Engine of Growth



London, 6th August 2011



A Better Nature?



Where is the green economy?


Greening investment

Enterprise as service

Ecological macro-economics



Greening Investment

- 
- Different investment targets
 - Different investment 'ecology'
 - Changed productivity /profitability
 - Reform of financial markets
 - Role of public sector

The service enterprise



- providing capabilities
- treading lightly
- supporting communities
- providing jobs

Productivity and work



- **two routes towards full employment**
 - **sharing the work, increasing leisure**
 - **shifting to labour intensive sectors**



**WE LEND MONEY BUT
WE'RE NOT A BANK.
JUSTICE, NOT PROFIT,
IS OUR BOTTOM LINE.**

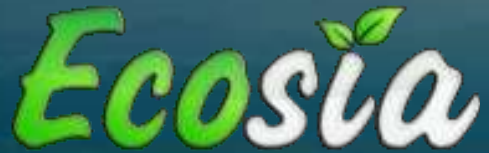


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*Our Operating Principles:
Transparency, Sustainability, Education*

The Ecosia logo is displayed in a stylized font. The word "Ecosia" is written in a light green color with a white outline. A small green leaf icon is positioned above the letter 'i'.

Ecosia

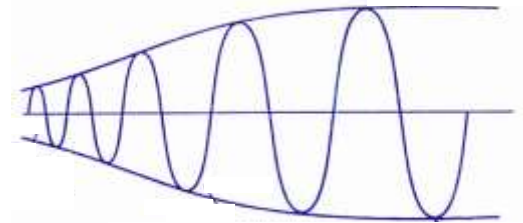
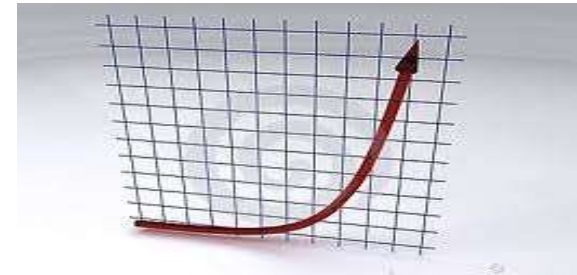
Every search saves rainforest!

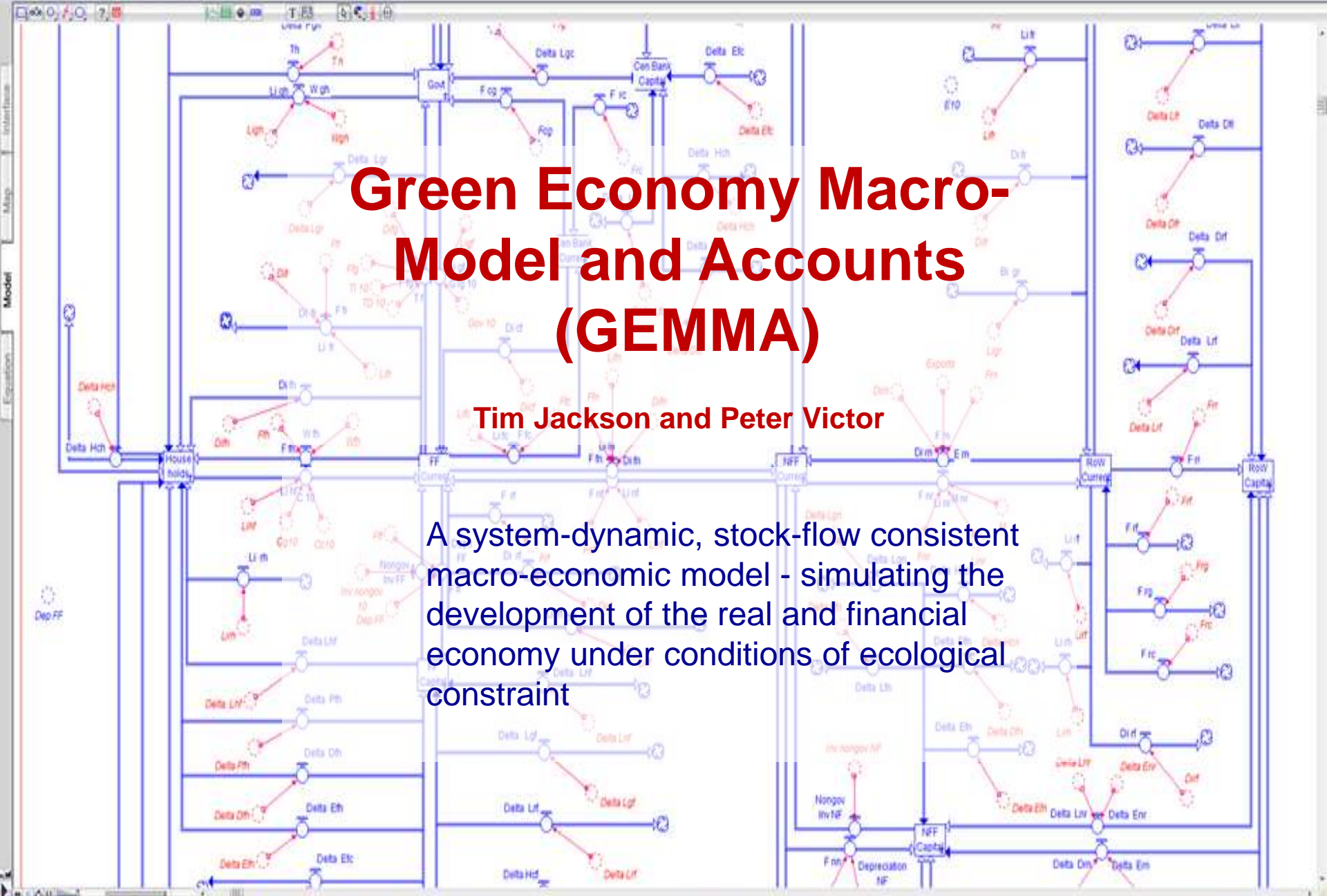
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Each free web search saves about **2.4 yd²** of rainforest. We have already protected **13,690,860 yd²**

Research Questions

- Is economic growth required in advanced economies to maintain employment and ensure stability?
- Does stability of the financial system require growth in the 'real' economy?
- Will restraints on demand (for whatever reason) cause instability in the real economy and or financial system?





Green Economy Macro-Model and Accounts (GEMMA)

Tim Jackson and Peter Victor

A system-dynamic, stock-flow consistent macro-economic model - simulating the development of the real and financial economy under conditions of ecological constraint

Ecological Footsteps



Establish the limits
Fix the economics
Change the social logic

A photograph of three children sitting on a rocky, grassy shore next to a large body of water. The children are wearing dark jackets and are smiling. The background features a vast lake and several large, green mountains under a cloudy sky. The text "Prosperity consists in our ability to flourish as human beings..." is overlaid in white on the upper left portion of the image.

Prosperity consists in our ability to flourish as human beings...

....within the ecological limits of a finite planet