



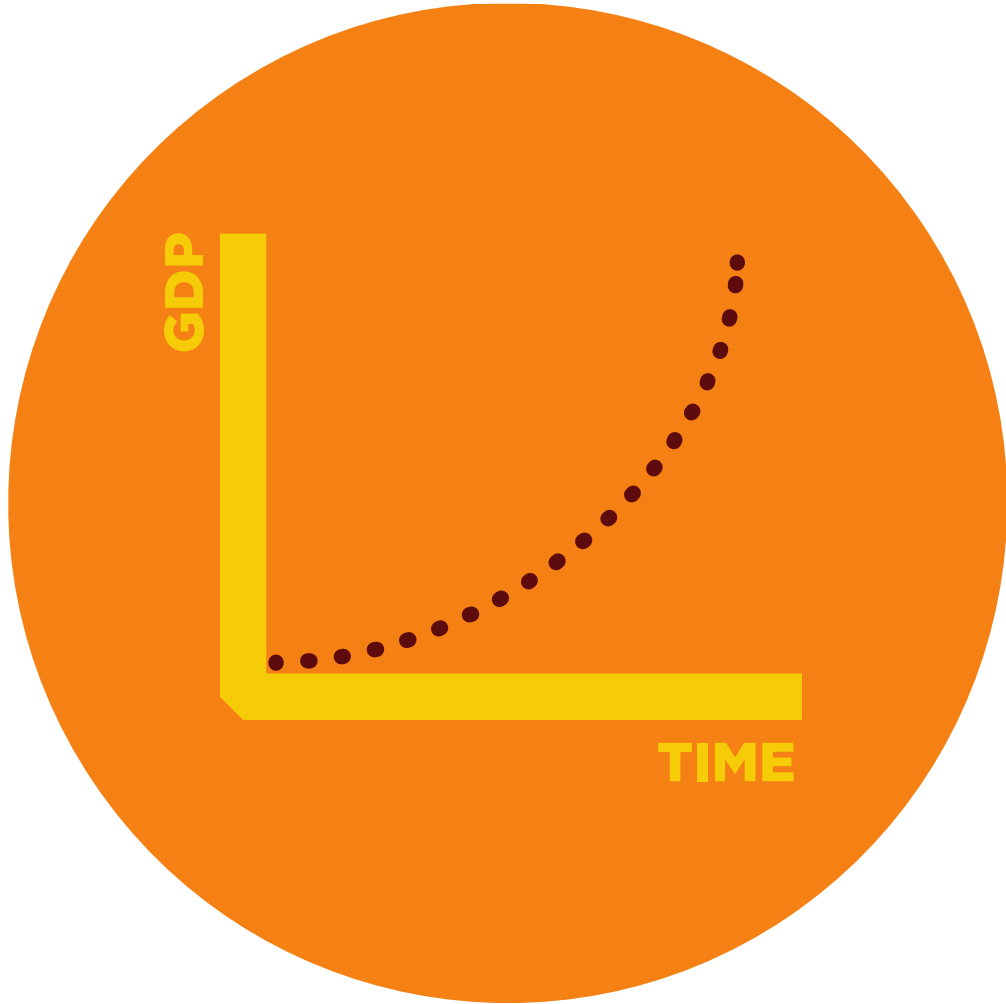
**ELLEN MACARTHUR
FOUNDATION**



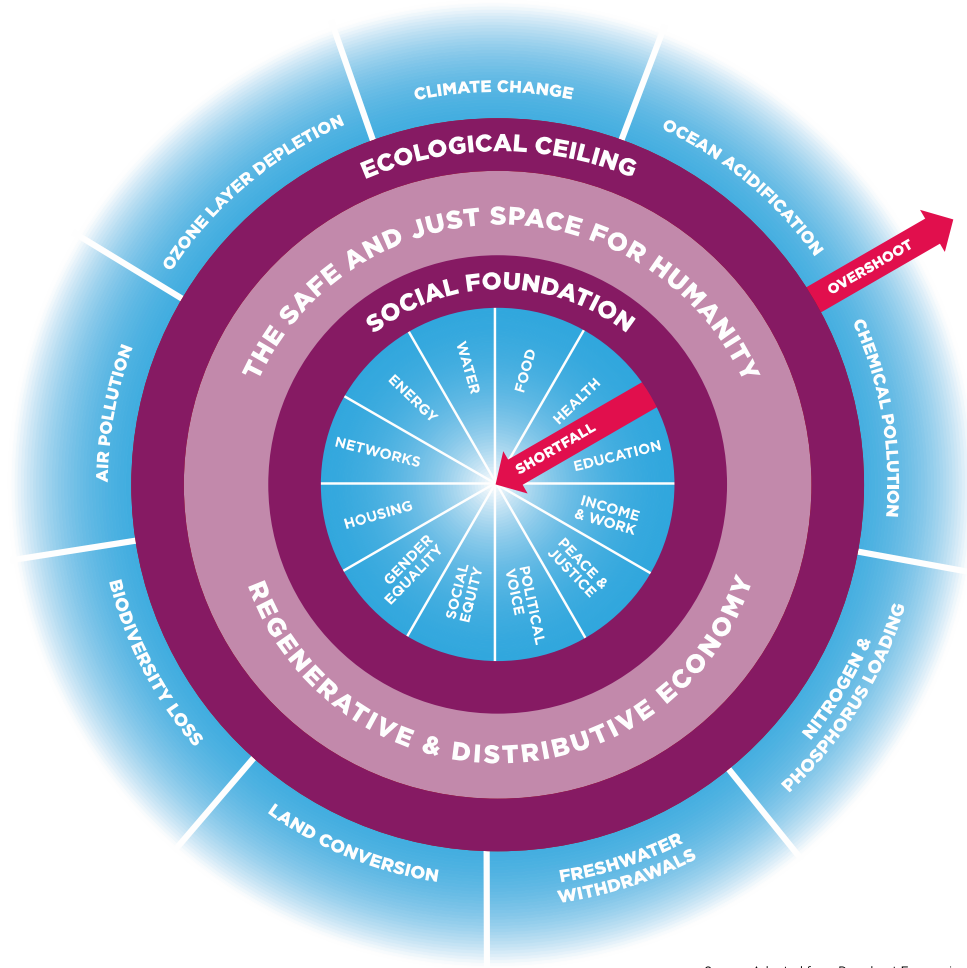
ELLEN MACARTHUR
FOUNDATION

words fail... see sketch

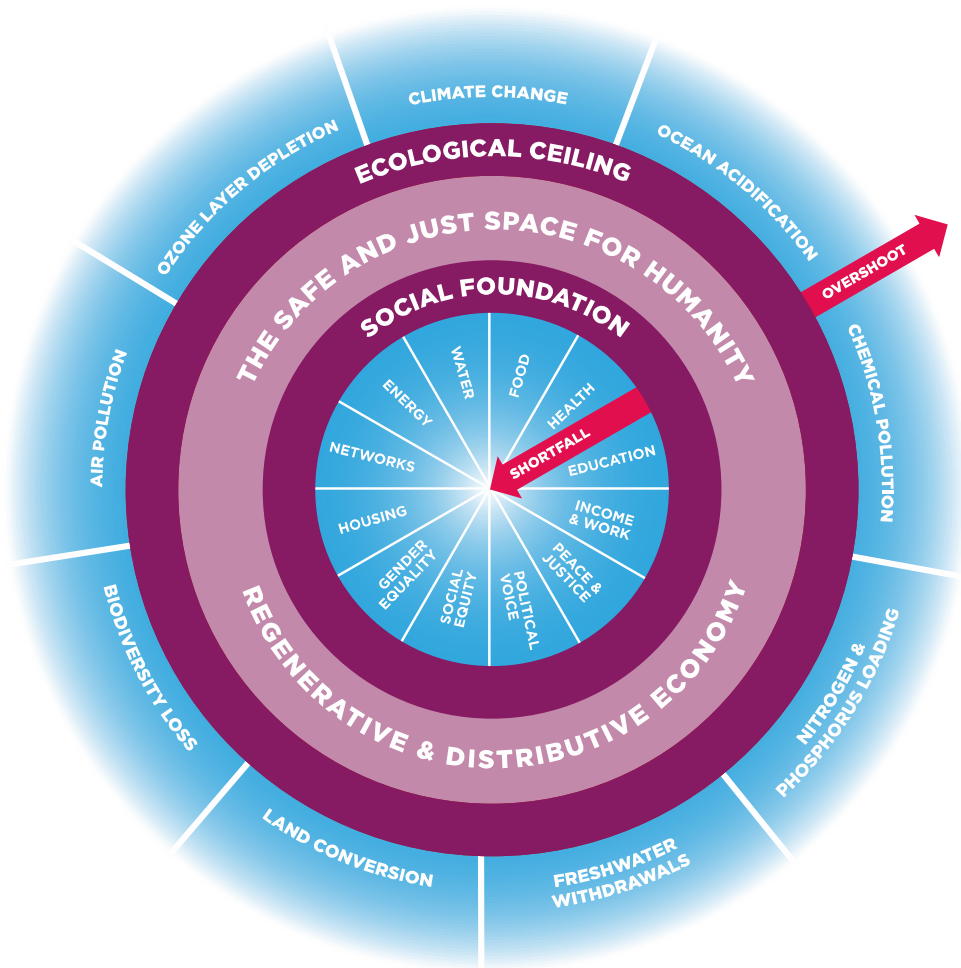




GDP

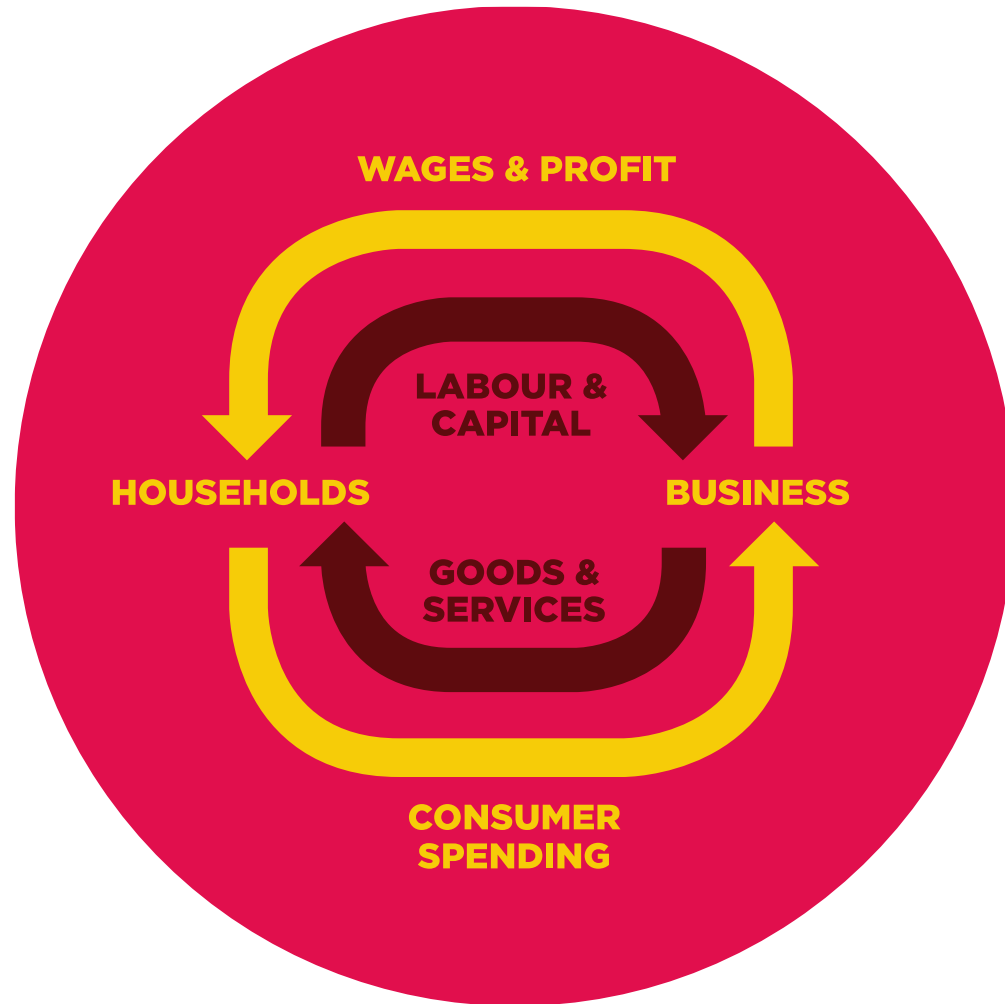


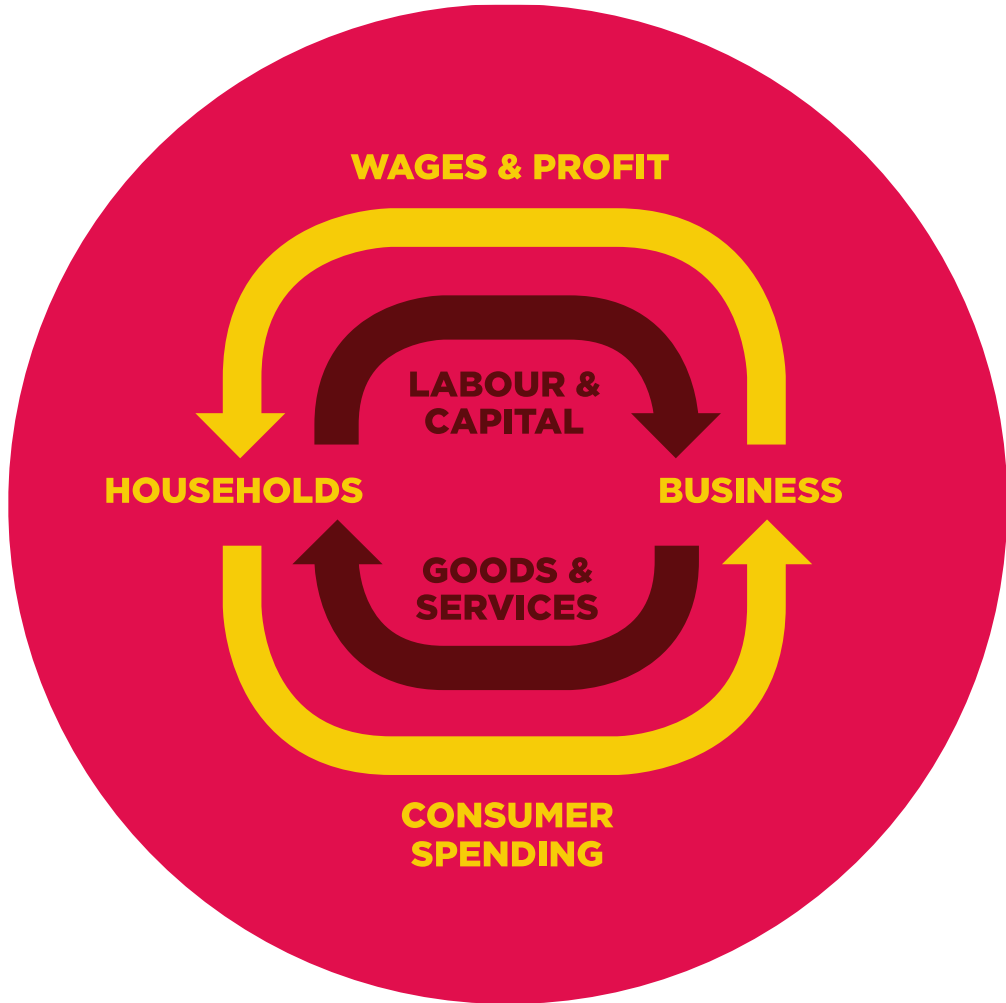
Source: Adapted from Doughnut Economics: Seven Ways to Think like a 21st Century Economist, Kate Raworth (2017)



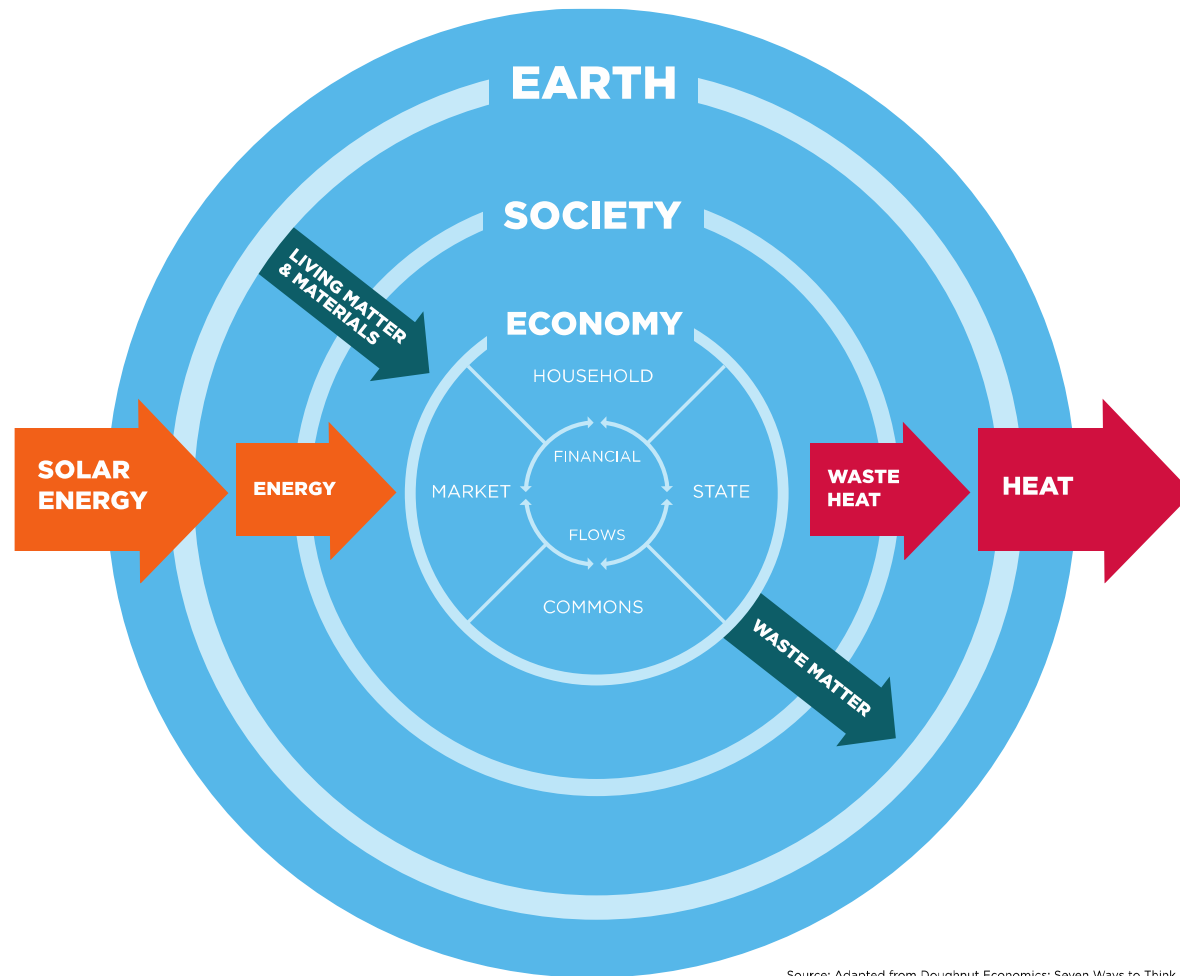
THE DOUGHNUT

Source: Adapted from Doughnut Economics: Seven Ways to Think like a 21st Century Economist, Kate Raworth (2017)

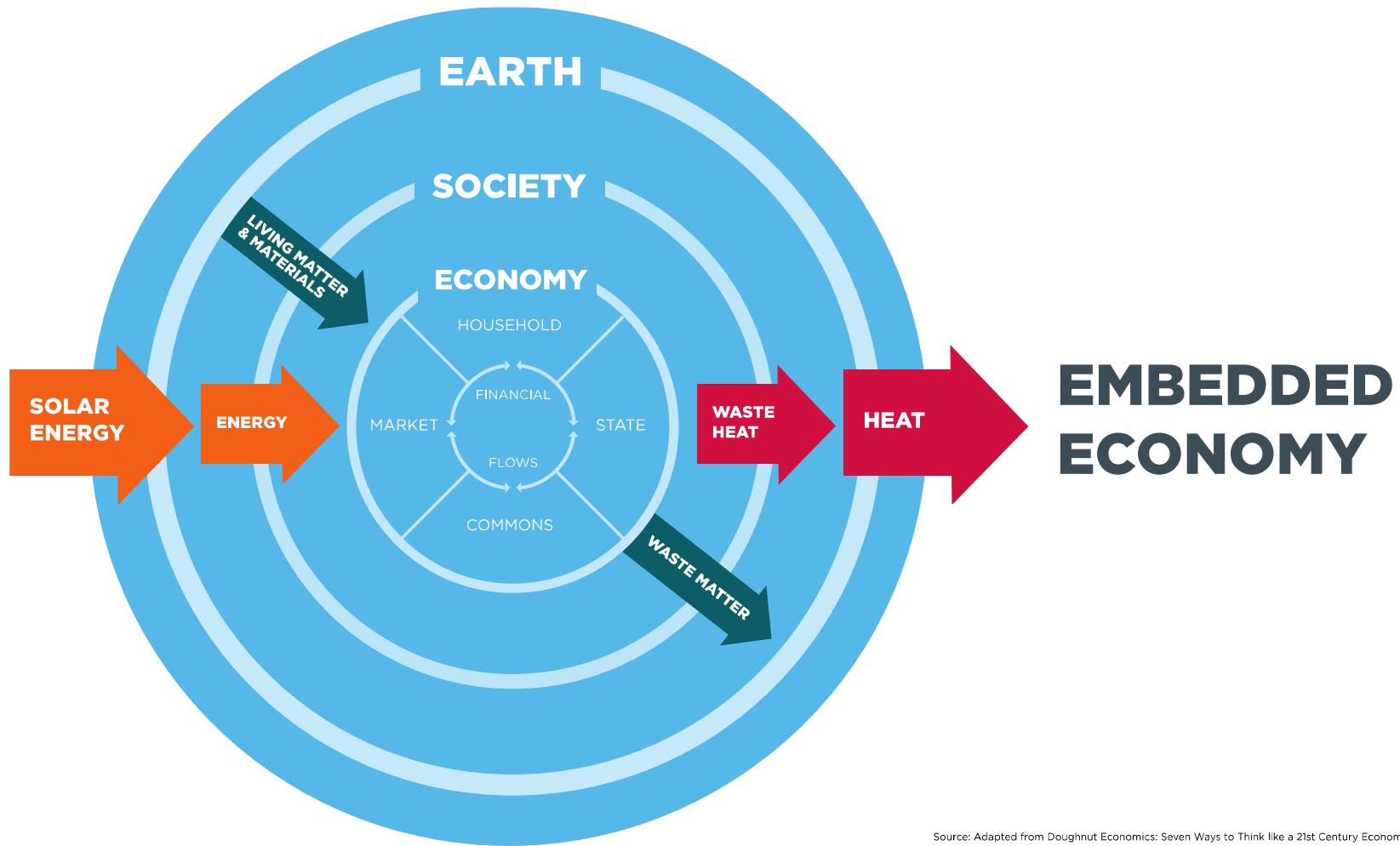




SELF-CONTAINED MARKET



Source: Adapted from Doughnut Economics: Seven Ways to Think like a 21st Century Economist, Kate Raworth (2017)



Source: Adapted from Doughnut Economics: Seven Ways to Think like a 21st Century Economist, Kate Raworth (2017)





**RATIONAL
ECONOMIC MAN**





**SOCIAL
ADAPABLE
HUMANS**





**MECHANICAL
EQUILIBRIUM**



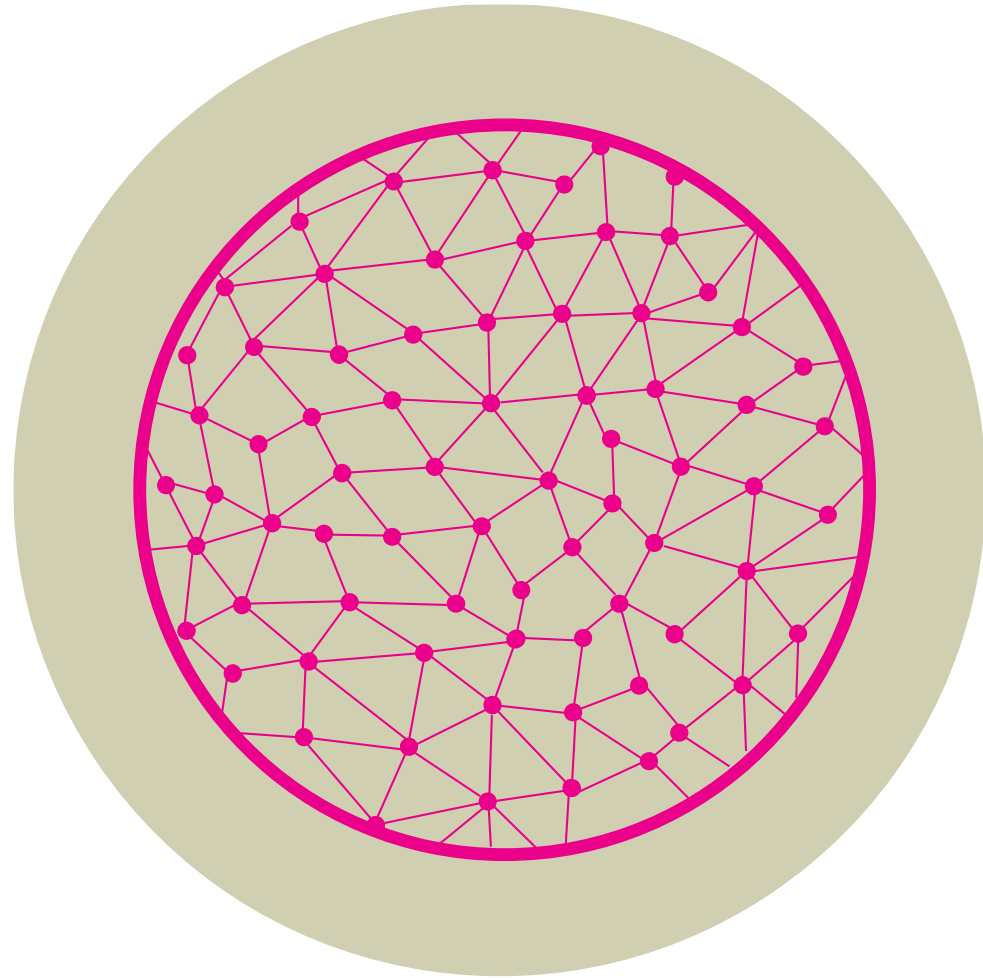


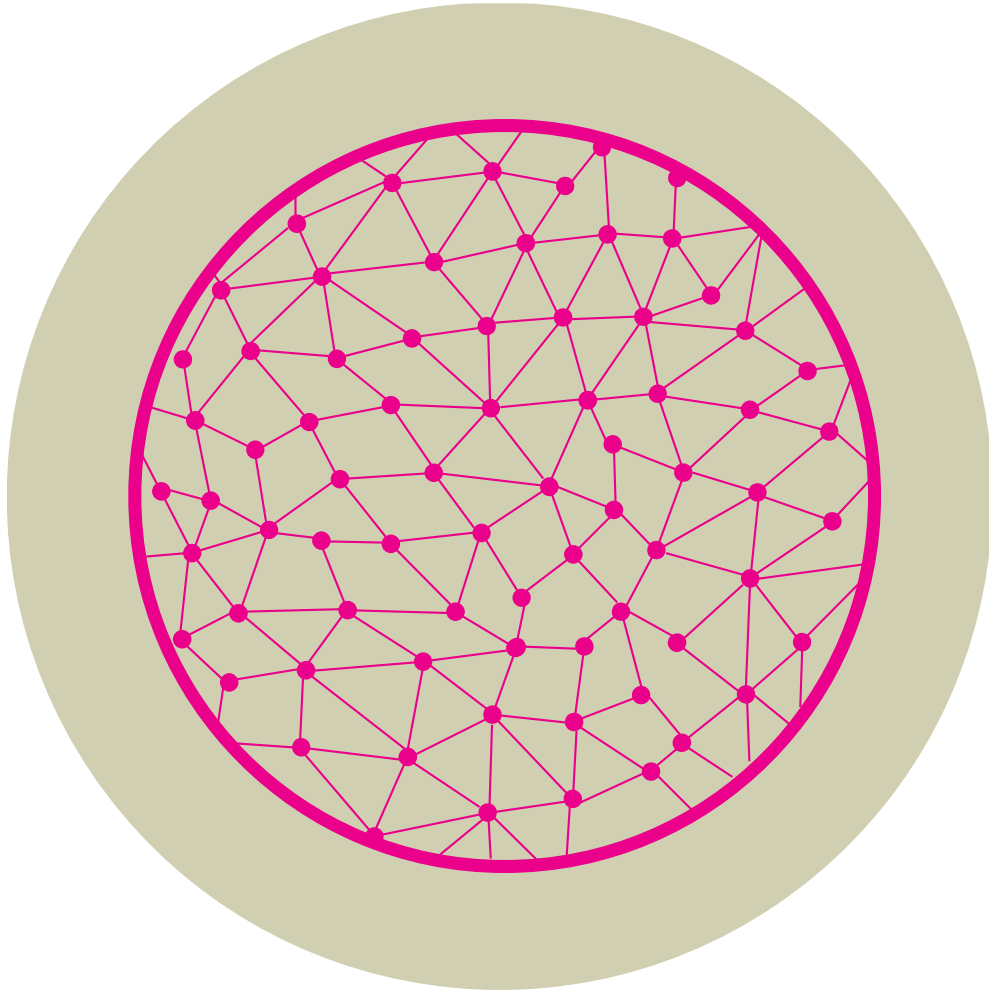
**DYNAMIC
COMPLEXITY**





**GROWTH WILL
EVEN IT UP AGAIN**



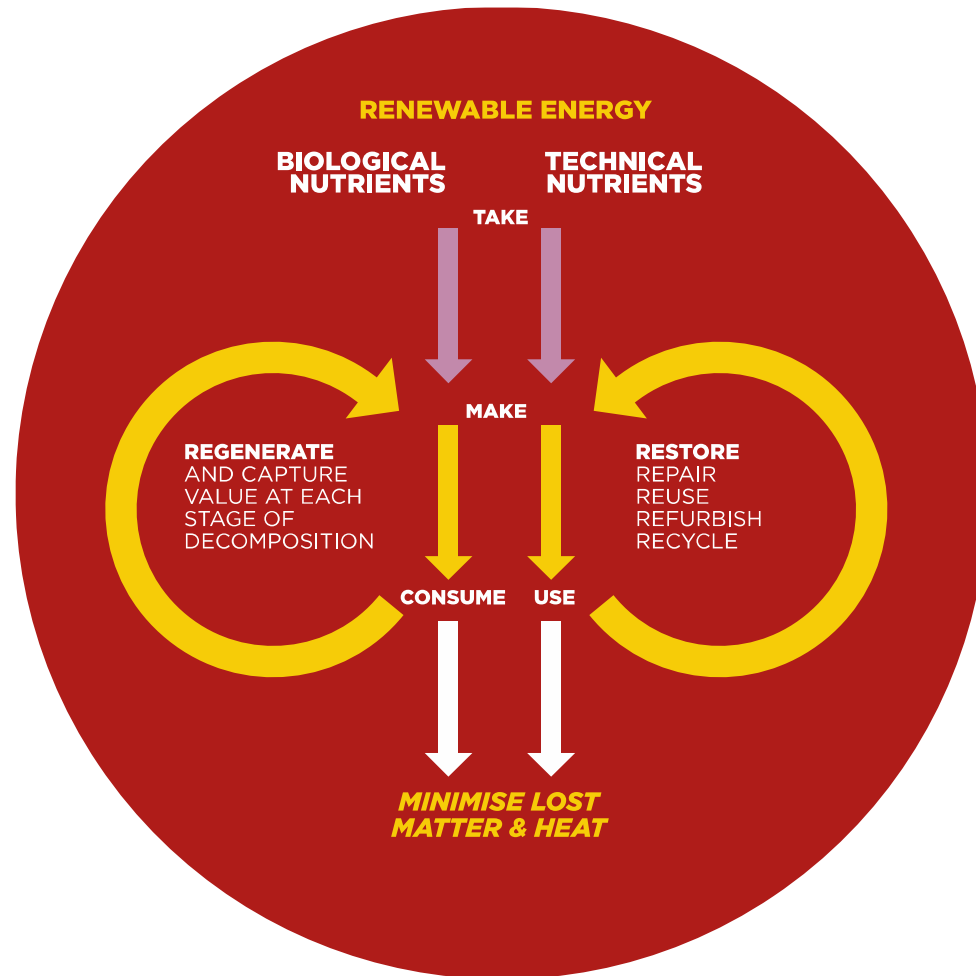


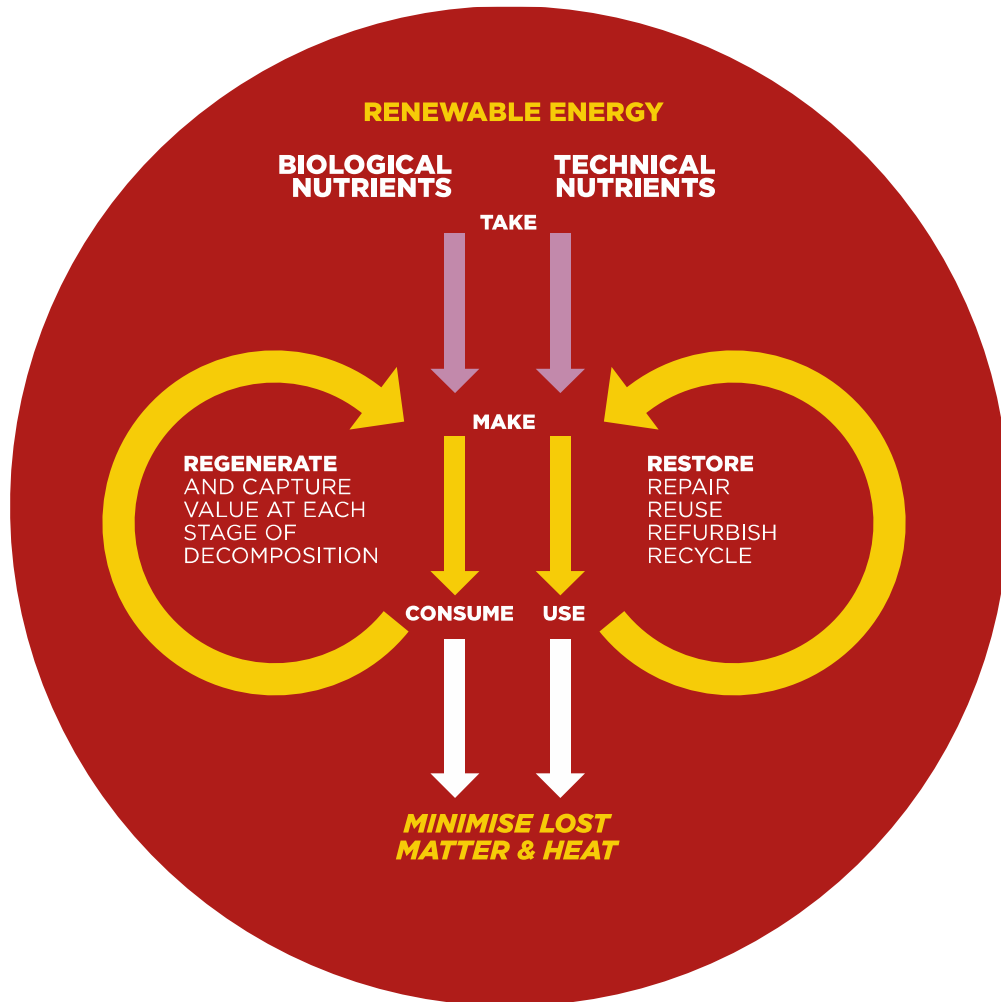
**DISTRIBUTIVE
BY DESIGN**



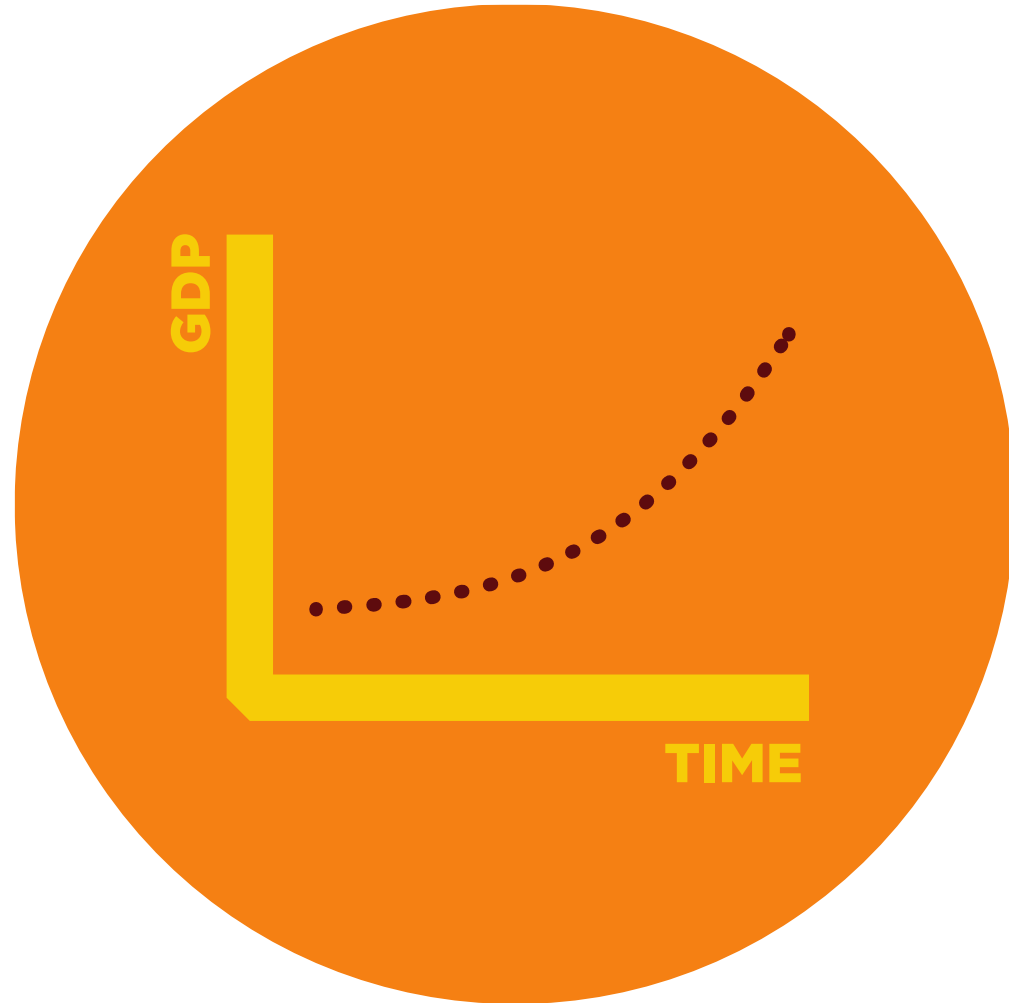


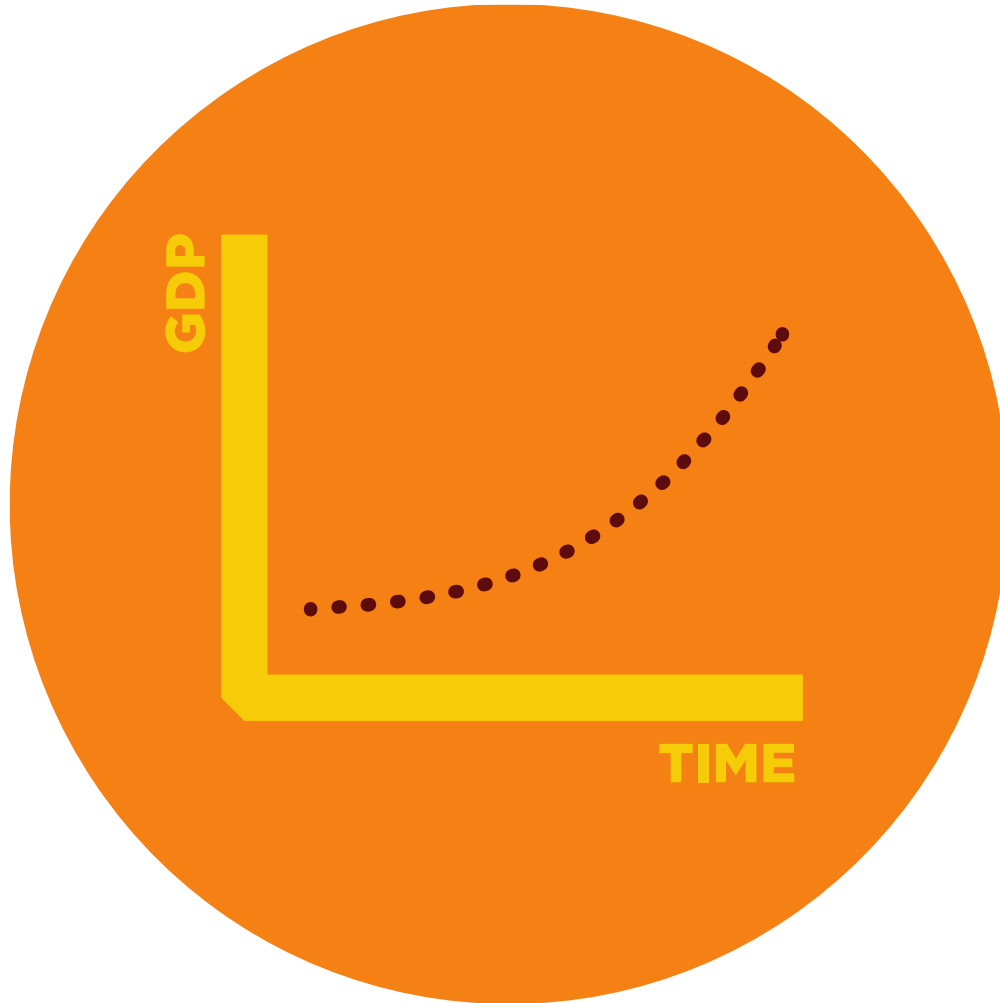
**GROWTH WILL
CLEAN IT UP AGAIN**



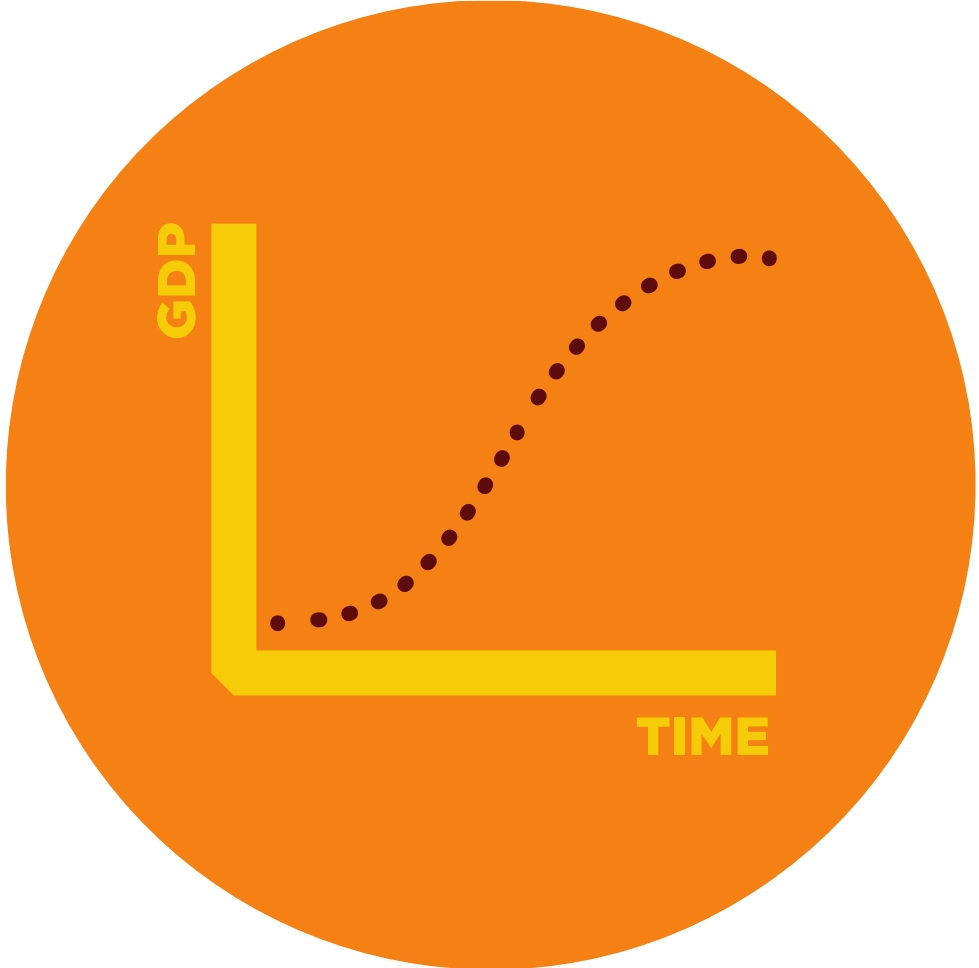


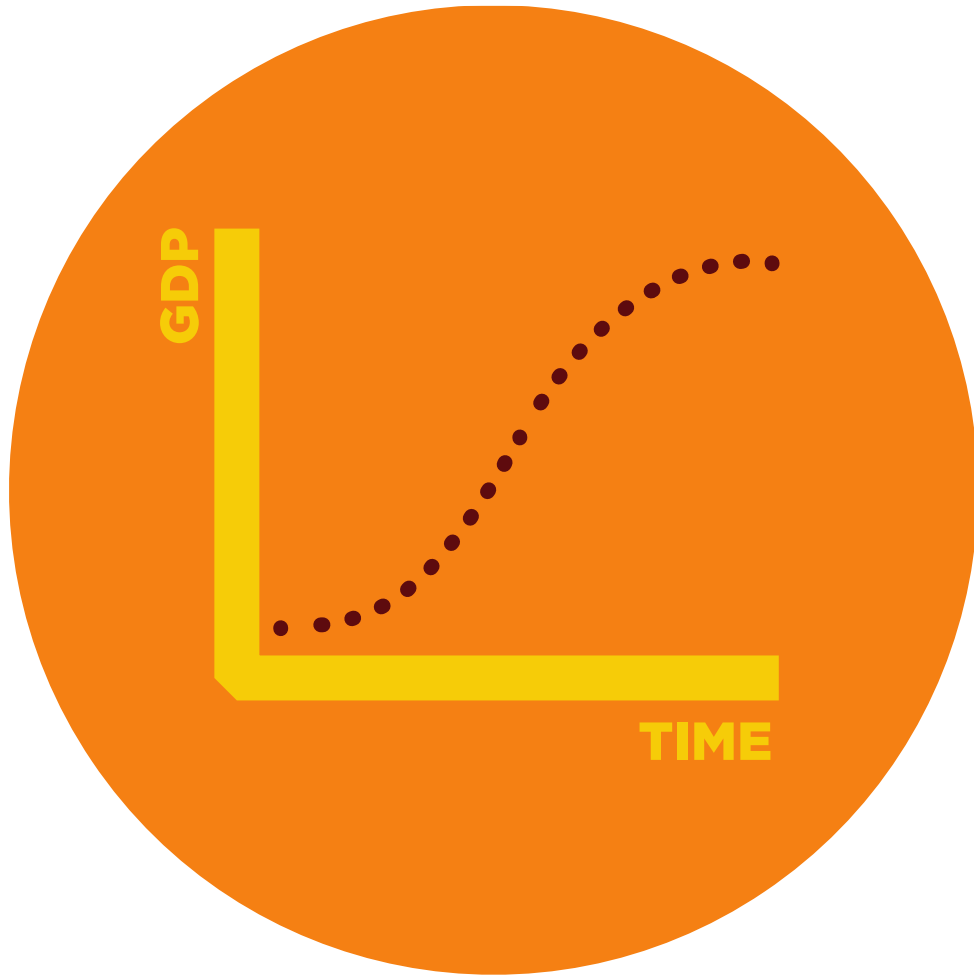
REGENERATIVE BY DESIGN





**GROWTH
ADDICTED**





**GROWTH
AGNOSTIC**

**What does a new [economic] narrative look like?
My hope is that even in this post-truth age it will
be *based on the best facts and science available.*
I believe it will contain four stories:**

- **A new story of growth**
- **A new story of inclusion**
- **A new social contract**
- **A new idealism**

***This last point doesn't get discussed enough.*
Periods of progress are usually characterised by
idealism, common projects we can all aspire to...
Idealism is the most powerful antidote to populism.**

Eric Beinhocker

7 WAYS TO THINK:

1. CHANGE THE GOAL

2. SEE THE BIG PICTURE

3. NURTURE HUMAN NATURE

4. GET SAVVY WITH SYSTEMS

5. DESIGN TO DISTRIBUTE

6. CREATE TO REGENERATE

7. BE AGNOSTIC ABOUT GROWTH

FROM 20TH CENTURY ECONOMICS



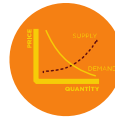
GDP



SELF-CONTAINED MARKET



RATIONAL ECONOMIC MAN



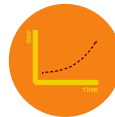
MECHANICAL EQUILIBRIUM



GROWTH WILL EVEN IT UP AGAIN



GROWTH WILL CLEAN IT UP AGAIN



GROWTH ADDICTED

TO 21ST CENTURY ECONOMICS



THE DOUGHNUT



EMBEDDED ECONOMY



SOCIAL ADAPABLE HUMANS



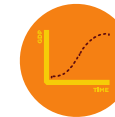
DYNAMIC COMPLEXITY



DISTRIBUTIVE BY DESIGN



REGENERATIVE BY DESIGN



GROWTH AGNOSTIC