words fail... see sketch
Source: Adapted from Doughnut Economics: Seven Ways to Think like a 21st Century Economist, Kate Raworth (2017)
THE DOUGHNUT

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RATIONAL ECONOMIC MAN
MECHANICAL EQUILIBRIUM
DYNAMIC COMPLEXITY
GROWTH WILL EVEN IT UP AGAIN
DISTRIBUTIVE BY DESIGN
GROWTH WILL CLEAN IT UP AGAIN
RENEWABLE ENERGY

BIOLOGICAL NUTRIENTS

TAKE

MAKE

REGENERATE AND CAPTURE VALUE AT EACH STAGE OF DECOMPOSITION

CONSUME

USE

RESTORE REPAIR REUSE REFURBISH RECYCLE

MINIMISE LOST MATTER & HEAT
RENEWABLE ENERGY

BIOLOGICAL NUTRIENTS

TAKE

MAKE

REGENERATE AND CAPTURE VALUE AT EACH STAGE OF DECOMPOSITION

CONSUME

USE

MINIMISE LOST MATTER & HEAT

TECHNICAL NUTRIENTS

RESTORE

REPAIR

REUSE

REFURBISH

RECYCLE

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
   FROM 20TH CENTURY ECONOMICS
   GDP

2. SEE THE BIG PICTURE
   SELF-CONTAINED MARKET

3. NURTURE HUMAN NATURE
   RATIONAL ECONOMIC MAN

4. GET SAVVY WITH SYSTEMS
   MECHANICAL EQUILIBRIUM

5. DESIGN TO DISTIBUTE
   GROWTH WILL EVEN IT UP AGAIN

6. CREATE TO REGENERATE
   GROWTH WILL CLEAN IT UP AGAIN

7. BE AGNOSTIC ABOUT GROWTH
   GROWTH ADDICTED

TO 21ST CENTURY ECONOMICS

THE DOUGHNUT
EMBEDDED ECONOMY
SOCIAL ADAPTABLE HUMANS
DYNAMIC COMPLEXITY
DISTRIBUTIVE BY DESIGN
REGENERATIVE BY DESIGN
GROWTH AGNOSTIC

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