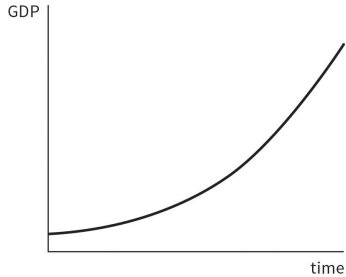


1. Change the goal

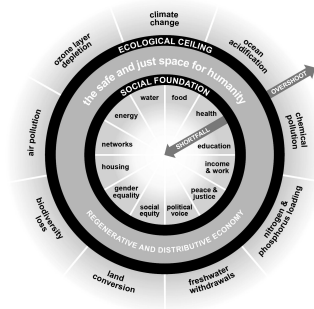
from
Gross Domestic Product (GDP)



Maximising the monetary value of all goods and services sold through the market or the state



to
The Doughnut



Meeting the needs of all people within the means of the living planet

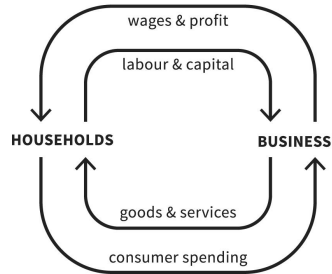
What is the purpose of the economy and what should be its goal?

What do you think and feel about the current purpose and goal of the economy? What and whom does it serve?

The Doughnut offers the goal of meeting the needs of all people within the means of the living planet. What do you think and feel about this as a goal for the 21st century?

2. See the big economic picture (1 of 2)

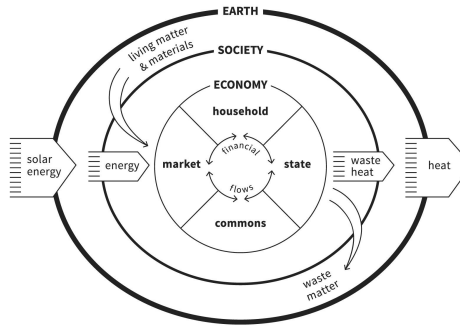
from
circular flow



The economy as a closed loop of money and resources flowing between households and businesses



to
embedded economy



The economy as both diverse and embedded (within society and the living world, upon which it depends)

What we choose to make visible powerfully impacts what we notice and what we ignore.

How does the economy depend upon and impact the living world?

How is the economy shaped by society - by law, politics, media, civic organisations, and more?

How could all four modes of provisioning (market, state, household and commons) serve humanity well together?

2. See the big economic picture (2 of 2)

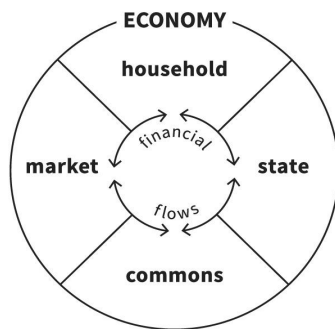
The household

The unpaid activity within the household that sustains the essentials of family and social life with the universal human resources of time, knowledge, skill, care, empathy, learning and reciprocity. Where you can be *parent, child, partner, relative, carer ...or kinless*.

The market

The mechanism by which goods & services are bought and sold according to an agreed exchange value and terms, and the people, groups and organisations that are involved in that exchange. Where you can be *consumer, producer, labourer, owner ...or destitute*.

Within the economy there are four **realms of provisioning** for our needs, and many *economic roles*.



Which *roles* do you play in each?

Which of these *roles* feel valued to you?

Where do you see examples of these working well (and not so well) together?

The state

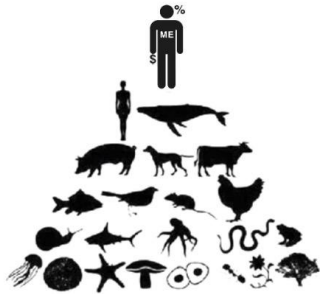
The local, regional and national governments that provision public goods and services to meet people's needs, and create the legislative framework for all other forms of economic activity. Where you can be *resident, service user, public servant, regulator, voter, protester ...or stateless*.

The commons

The process and forms of stewarding a shared resource by a self-organising and governing community, outside the direct governance of the market or state, for the shared benefit of the community and place. Where you can be *member, co-creator, volunteer, steward ...or excluded*.

3. Nurture human nature

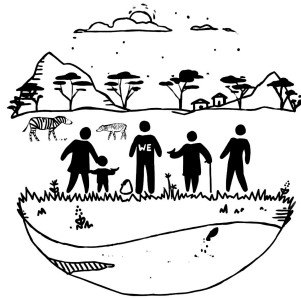
from
**rational
economic man**



Alone, self-interested,
calculating and competitive,
with nature at his feet



to
**social adaptable
humans**



Caring, reciprocating,
compassionate community that
is part of the web of life

Who we tell ourselves we are,
shapes who we become.

What do you think should be the
core characteristics and
qualities of humanity in a 21st
century economic model?

What could happen if the
economy actively nurtured the
best of human nature, fostering
our innate capacity for
cooperation, collaboration and
mutual aid?

4. Get savvy with systems

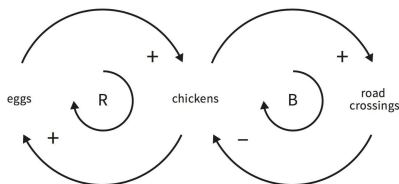
from
**mechanical
equilibrium**



to
**dynamic
complexity**



Simplifying systems with the aim of predicting and controlling outcomes



Embracing the unpredictability of complex systems and their interconnections

What examples of systems can you think of in your daily life and what are the relationships and feedback loops that exist?

What are some examples of feedback loops and tipping points in the economy?

If the economy is a 'complex system' that can't be controlled but only stewarded, what is the role of the economist?

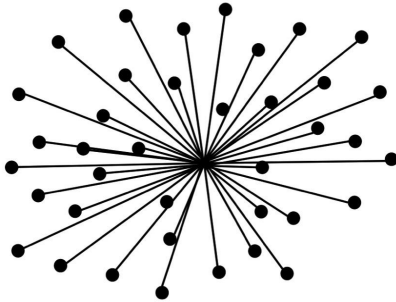
What are the skills required to be a good economist?

5. Be distributive by design

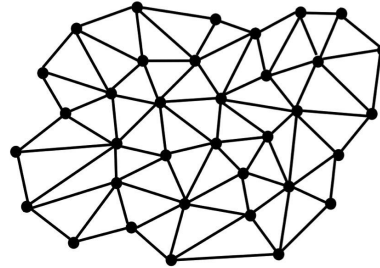
from
divisive



to
distributive



Capturing opportunity and value in the hands of a few



Sharing opportunity and value with all who co-create it

Who owns the sources of wealth creation where you live, such as land, housing and businesses?

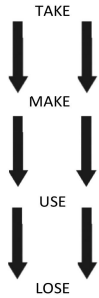
Who determines how land is used, who has access, what housing is built, who benefits from the value created?

Who creates and controls the businesses, and who benefits from the value they create?

What are the laws, regulations, infrastructure, technologies, privilege and inheritance that shape these things?

6. Be regenerative by design

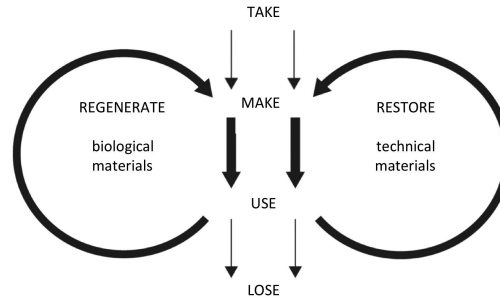
from
degenerative



Running down Earth's life-supporting systems, and pushing us over Planetary Boundaries



to
regenerative



Restoring and working within the cycles of the living world, and bringing us back within Planetary Boundaries

How can we collectively restore, rewild and regenerate living ecosystems, both locally and globally?

Nature has no waste, so how can we learn from nature to be more regenerative by design: to repair, refurbish, restore, reuse and remake the technical materials we use (such as synthetics, plastics, ceramics and metals) that cannot be returned to nature's cycles?

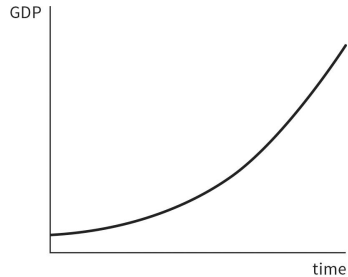
Can you think of examples?

7. Think again about growth

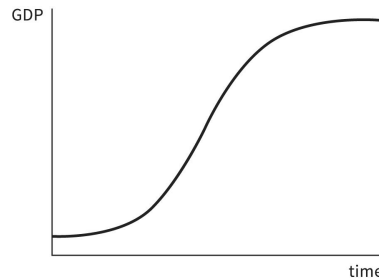
from
growth-addicted



to
growth agnostic



We have economies that need to *grow*, whether or not they make us thrive



We need economies that enable us to *thrive*, whether or not they grow

There are many 'hooks' to growth, including: debt-based money creation, consumerism, shareholder-driven business, employment risks, politics captured by wealth, geopolitical power, tax income and fear of public debt.

How could economies end these structural dependencies upon endless growth?

What would need to change to make that possible?