1. Change the goal

from Gross Domestic Product (GDP) to The Doughnut

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

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)

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?

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

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

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.
3. Nurture human nature

from rational economic man

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

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?

to social adaptable humans

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

Capturing opportunity and value in the hands of a few

Sharing opportunity and value with all who co-create it

to distributive

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

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

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

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?