

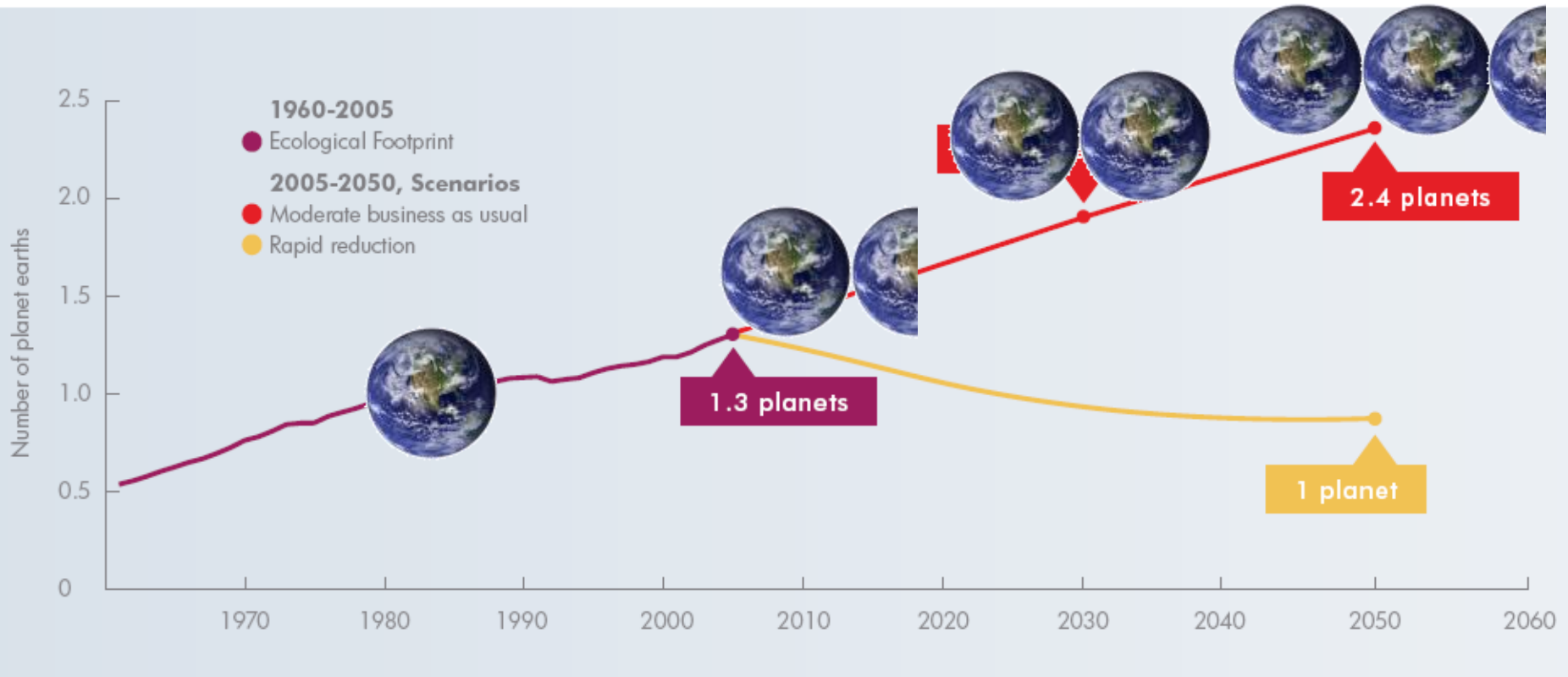
# **Beyond traditional perspectives on economic growth**

**Green growth, steady state, and degrowth**

PDW @ 2011 Academy of Management Annual Meeting

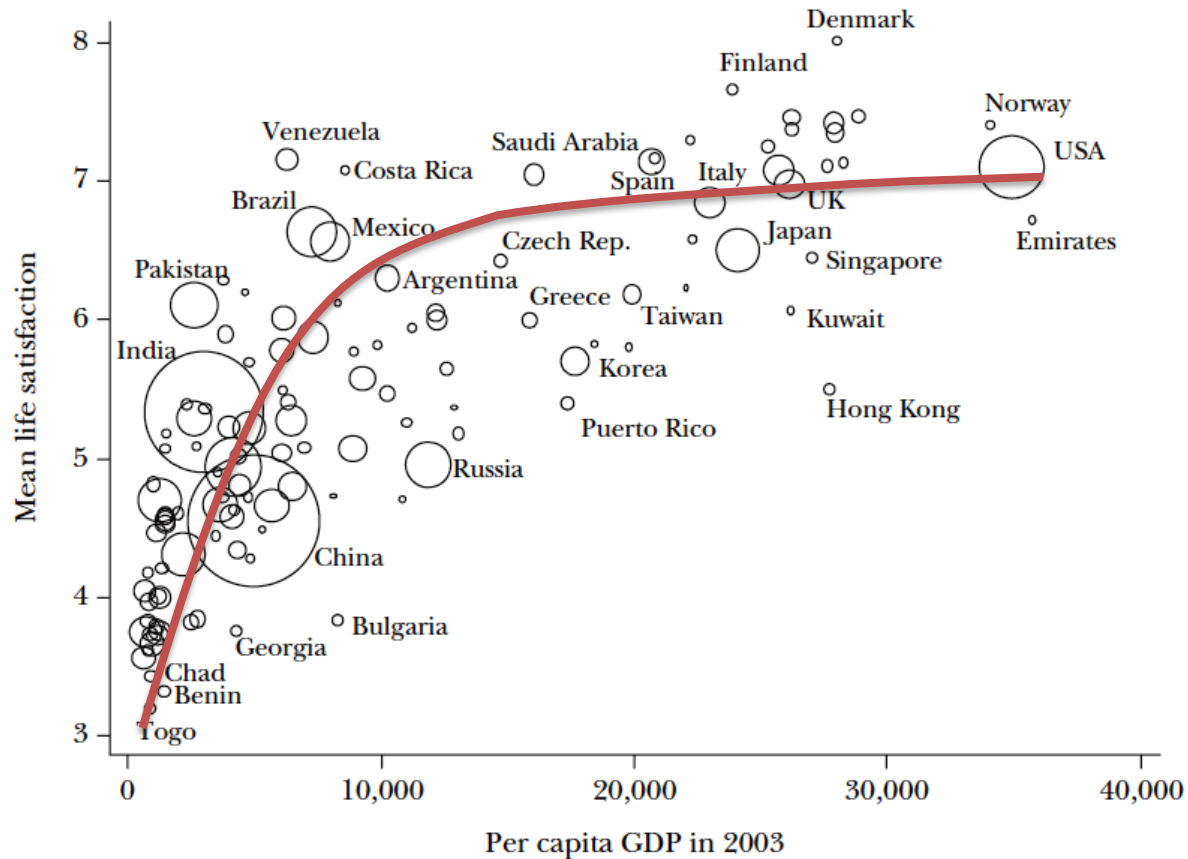
John Jermier & André Reichel

# Why questioning Growth?



Source: Global Footprint Network 2009

# Why questioning Growth?



Source: Penn World Tables 6.2.

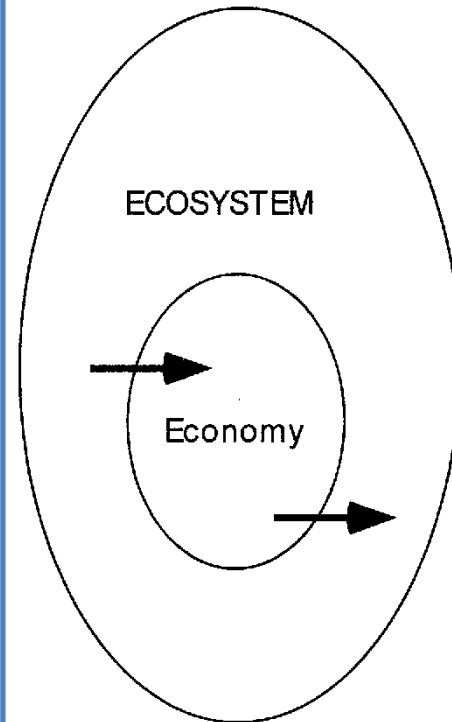
Note: Each circle is a country, with diameter proportional to population. GDP per capita in 2003 is measured in purchasing power parity chained dollars at 2000 prices.

# Strategies beyond Growth: **Steady State**

An economy with **constant stocks of people and artifacts**, maintained at some desired, sufficient levels by **low rates of maintenance 'throughput'**, that is, by the lowest feasible flows of matter and energy from the first stage of production to the last stage of consumption.

Herman Daly 1991

Steady-State Subsystem



Source: Daly, H.E.; Farley, J. 2003. *Ecological Economics: Principles and Applications*. Washington DC: Island Press

# Strategies beyond Growth: **Degrowth**

In fact **degrowth** is not a concrete project but a **keyword**. Society has been locked into thought dominated by progressivist growth economics; the tyranny of these has made imaginative thinking outside the box impossible.

The idea of a **contraction-based society** is just a way to provoke thought about alternatives... Proponents of contraction want to create integrated, self-sufficient and materially responsible societies in both the North and the South.

It might be more accurate and less alarming if we replaced the word degrowth with "**non-growth**". We could then start talking about "**a-growthism**", as in "a-theism". After all, rejecting the current economic orthodoxy means abandoning a faith system, a religion.

Serge Latouche (<http://mondediplo.com/2004/11/14latouche>)

# Agenda for today

- 1. Good growth, bad growth? What is grow(th)ing anyway?**
- 2. Imagine! Organizations and businesses that are not fixated on growth**
- 3. Do growth and profit gang together?**
- 4. What does Corporate Sustainability/Sustainable Development say on growth?**
- 5. What to measure for success if we are not measuring growth?**
- 6. Alone we are nothing: Can regulation assist business to move beyond growth?**

# And now...



**Ever Tried**

**Ever Failed**

**No Matter!**

**Try Again**

**Fail Again**

**Fail Better!**