

# A Positive Post-Growth Scenario

## The X Ways to Make a Post-Growth Society Work

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Nearly 100.000 Europeans say:



Where does this come from?

What do they mean?

How does that work?

[WeMove.eu/postgrowth](https://wemove.eu/postgrowth)

# Needs for Post-Growth

## Science Speaks

- 20,000 scientists recently published a warning cry in Science that humanity needs to drastically change course if we are to avoid societal collapse
- We have seen 60% biodiversity loss, climate impacts growing and warnings from IPCC, clear data on risks and destruction

## Post Growth needed at two levels:

- **Policy attention and prioritisation** - i.e. what policy makers aim to achieve
- **Practical measures and just pathways in “post-growth” transition** to a one planet economy: i.e. where to shrink, where to grow.

Today we are focusing on **5 Vienna Vehicles** to encourage the transition

## 5 Vienna Vehicles

Key Leverage Points to make progress on the transition to a just, low-carbon and postgrowth economy

- 1) From **PRODUCTS** to **SERVICES**
- 2) From an **ANTI-TAX NARRATIVE** to a **GREEN and FAIR TAX**
- 3) From **GDP** to **WELLBEING GROWTH**
- 4) From **TTIP and CETA** to **CARBON TARIFFS**
- 5) From **CONSUMER is KING** to **SUFFICIENCY FOR ALL**

# 1) From PRODUCTS to SERVICES

\*Make **product-service** systems the default.

*Example: Signify*

→ Demand: Draft new circularity legislation at EU level.



\*Create **zero waste strategies**.

*Example: Zero-waste strategy Barcelona*

→ Demand: Draft zero waste strategies at all governance levels.

## 2) From an ANTI-TAX NARRATIVE to a GREEN and FAIR TAX

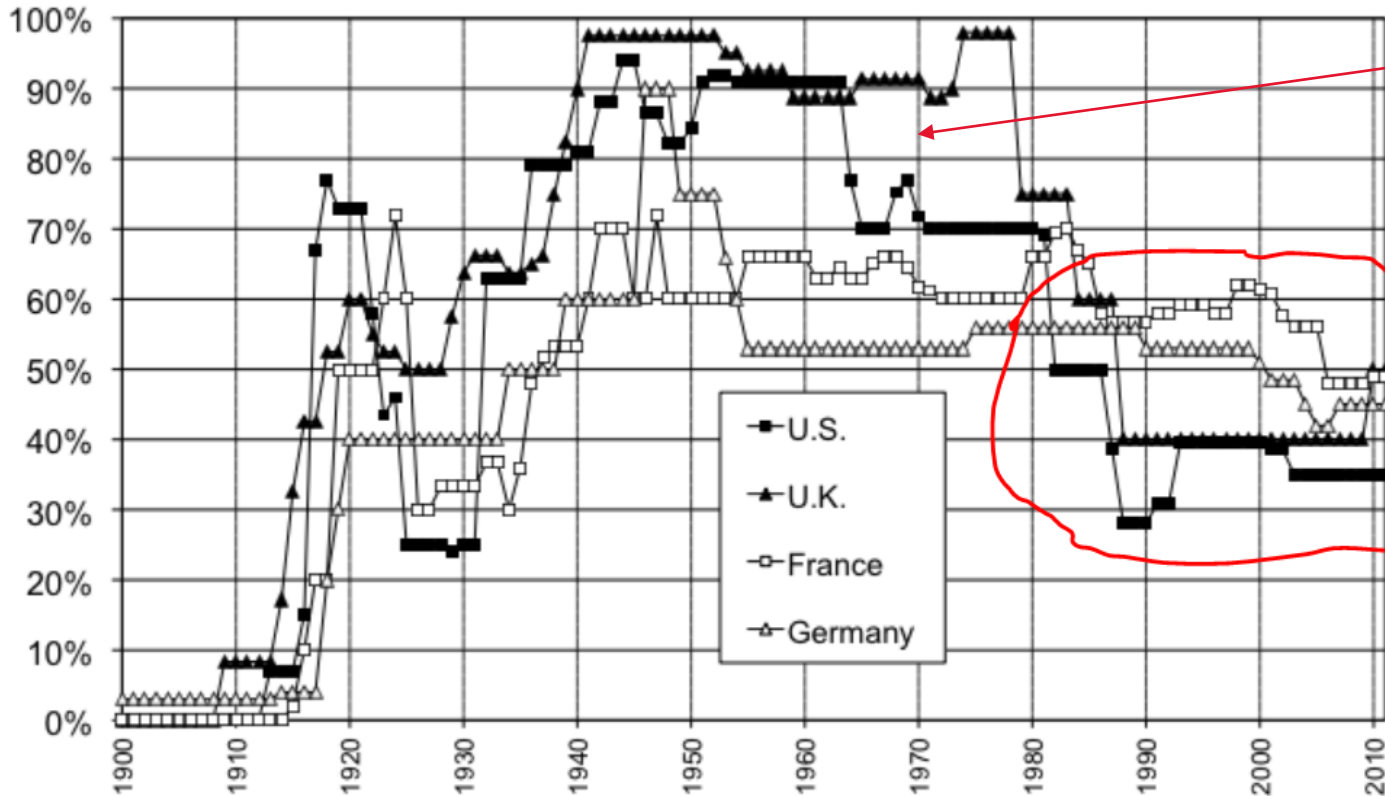
\*Tax pollution, stop subsidising it.

→ Demand: A carbon tax and true pricing of resources that integrates equity concerns + a decrease of VAT on labour-intensive services such as repairing + fines.

\*Tax wealth more, tax labour less.

→ Demand: Top income tax rate of 80% or more that funds a lower rate for middle class income.

# Development of Top Income Tax Rates



**Keynesianism  
Social  
Welfare State**

**“Modern”  
Order**

Top Marginal Income Tax Rates, 1900-2011

## 3) From GDP to WELLBEING GROWTH

\*Move from **GDP growth** to **Wellbeing growth**.

→ Demand: Turn the Stability and Growth Pact (SGP) into a **Stability and Wellbeing Pact (SWP)**. Put social and environmental indicators before GDP.

- For the next European Commission: Make a **meta-DG for Wellbeing** and one for **Future Generations**.
- For states: Make a **ministry of economic transition for wellbeing**.



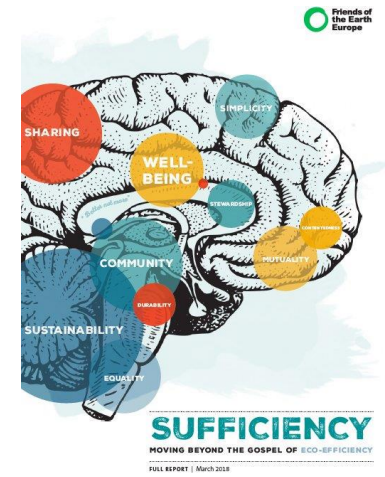
## 4) From TTIP & CETA to CARBON TARIFFS

\*We need limited, balanced and fair trade.

- Demand: Don't lower trade barriers; make new ones – based on **border carbon adjustments**.
- Also end all unfair trade agreement settlement systems.



# 5) From CONSUMER is KING to SUFFICIENCY FOR ALL



**\*Efficiency is nothing without Sufficiency.**

*Examples: More efficient TVs mean nothing if the size of the TV keeps growing. Beware: rebound effects are everywhere.*

**Demand: Leap from efficiency to sufficiency policies. At the city level this can be banning all non-essential cars from the city center to address citizen air pollution concerns. At EU level this can be fossil fuel caps that decline yearly.**

# Panel discussion

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