

**Getting to Postgrowth:**  
The Role of Mind- and Paradigm Shifts



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## Structure of Presentation

1. Thinking Economies as Complex Living Systems
2. Understanding Large Scale System Transformations
3. The Role of Mindsets in System Transformations
4. Future Literacy: Driving System Change is Open to All of Us

# 1. Thinking Economies as Complex Living Systems

The Purpose of a System will Tell you About its Behaviour

**Systems** are dynamically self-stabilizing units set out to achieve something

**Each system is composed of**

- Parts
- Connections &
- Purpose

**determining its behaviour**



# Purpose of the Economic System Today: Gain

Language and Imaginary Indicating Development Aspirations



“Success”



“Progress”



“Development”



“Return on Investment”



“Economic Success”



“Quarterly Reporting”

\* Google Image Search

## Deconstructing the Emergence of our System Today

### The Stark Utopia behind a Capitalist-Industrial Market System

- 1. The purpose for this system now seems “normal” but has once been an innovation:** *“nineteenth century civilization alone was economic in a different and distinctive sense, for it chose to base itself on a motive only rarely acknowledged as valid in the history of human societies, and certainly never before raised to the level of a justification of action and behavior in everyday life, namely gain.”* (Karl Polanyi, p.30)
- 2. The “matrix of the self-regulating market” became the ideal image for societal organization:** *“that is why the control of the economic system by the market is of overwhelming consequence to the whole organization of society: it means no less than the running of society as an adjunct to the market. Instead of the economy being embedded in social relations, social relations are embedded in the economic system.”* (Karl Polanyi, p.57)

# Debunking the Economized Jargon and its Scientific Concepts 1: What is Hiding behind “Dematerialized Growth”?

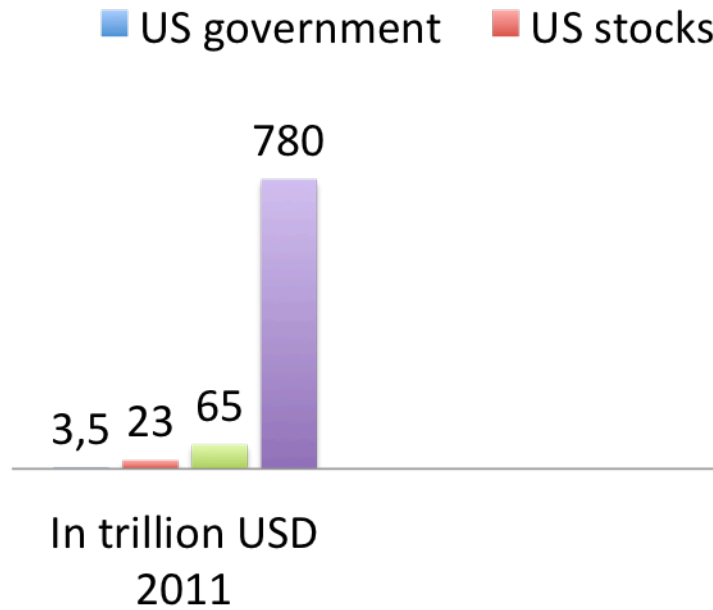


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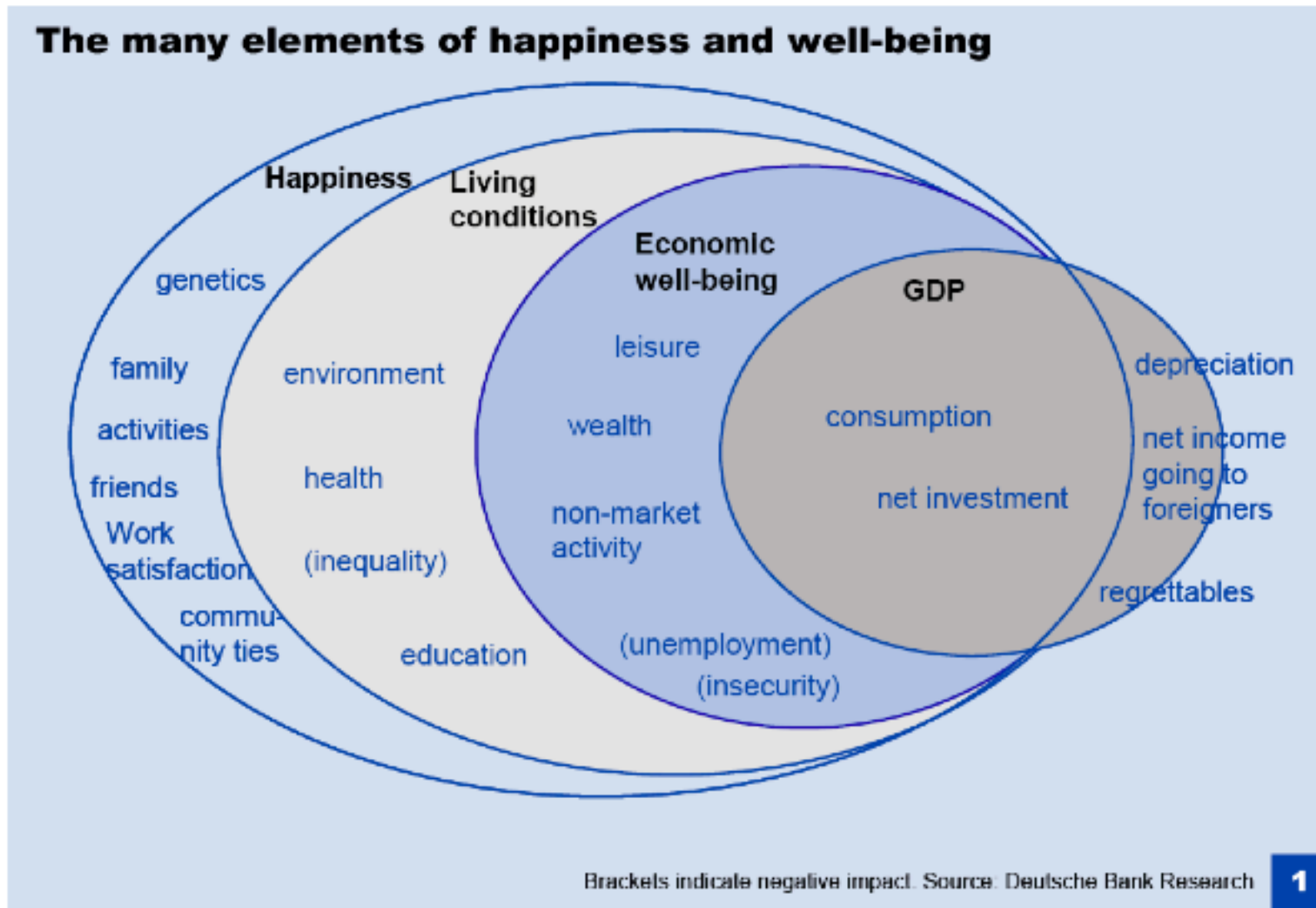
# Debunking the Economized Jargon and its Scientific Concepts 2:

## What is Hiding behind “Wealth” and “Productivity Gains”?

### Where is wealth?



## Debunking the Economized Jargon and its Scientific Concepts 3: Does Growing Output Deliver Growing Wellbeing and Happiness?

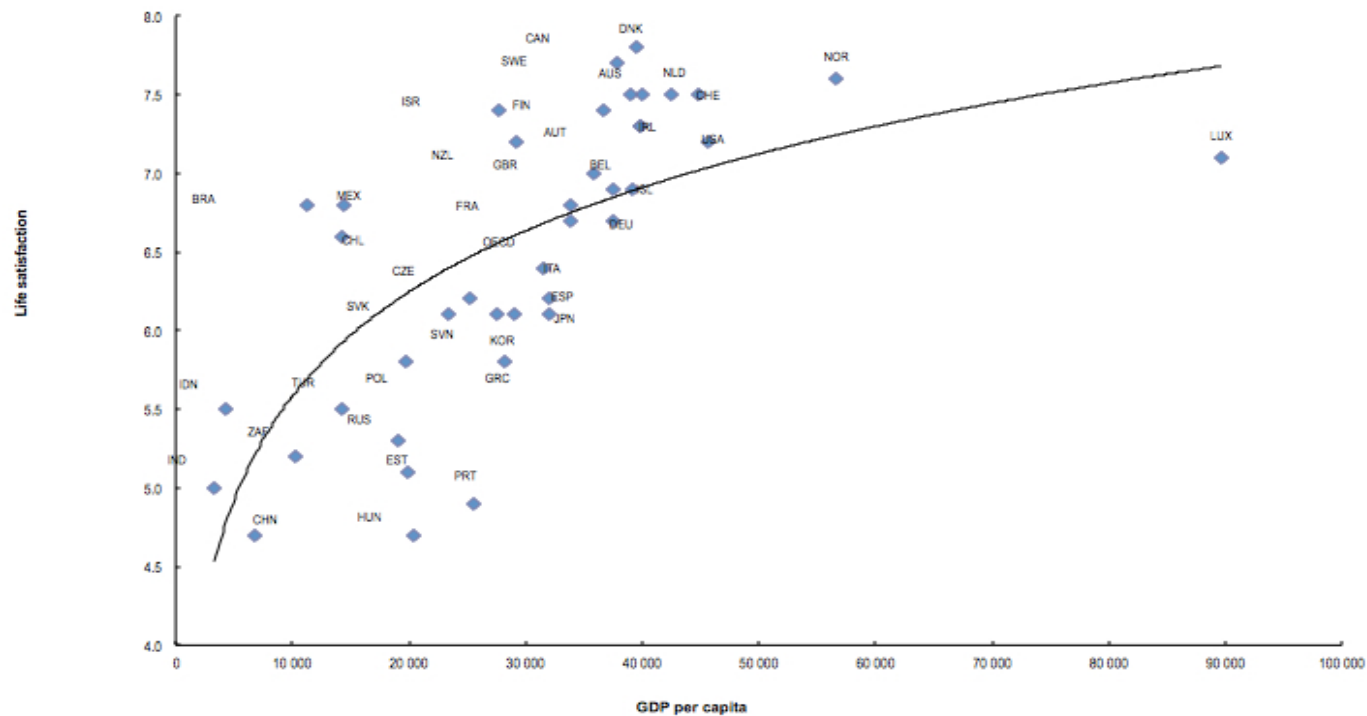




# Debunking the Economized Jargon and its Scientific Concepts 4: Can Wellbeing and Happiness at all Grow forever?

## Easterlin Paradox: Income and Happiness Decouple

Figure 12.3. Life satisfaction versus GDP per capita  
*Cantril ladder, 2010*



More important: health, income security, relative rank in society, social relations,

## Debunking the Economized Jargon and its Scientific Concepts 5:

What Does a Homo Economicus Culture and System do to Humans?

Comparative extrinsic value orientation reduces quality of life and increases anxiety and depression

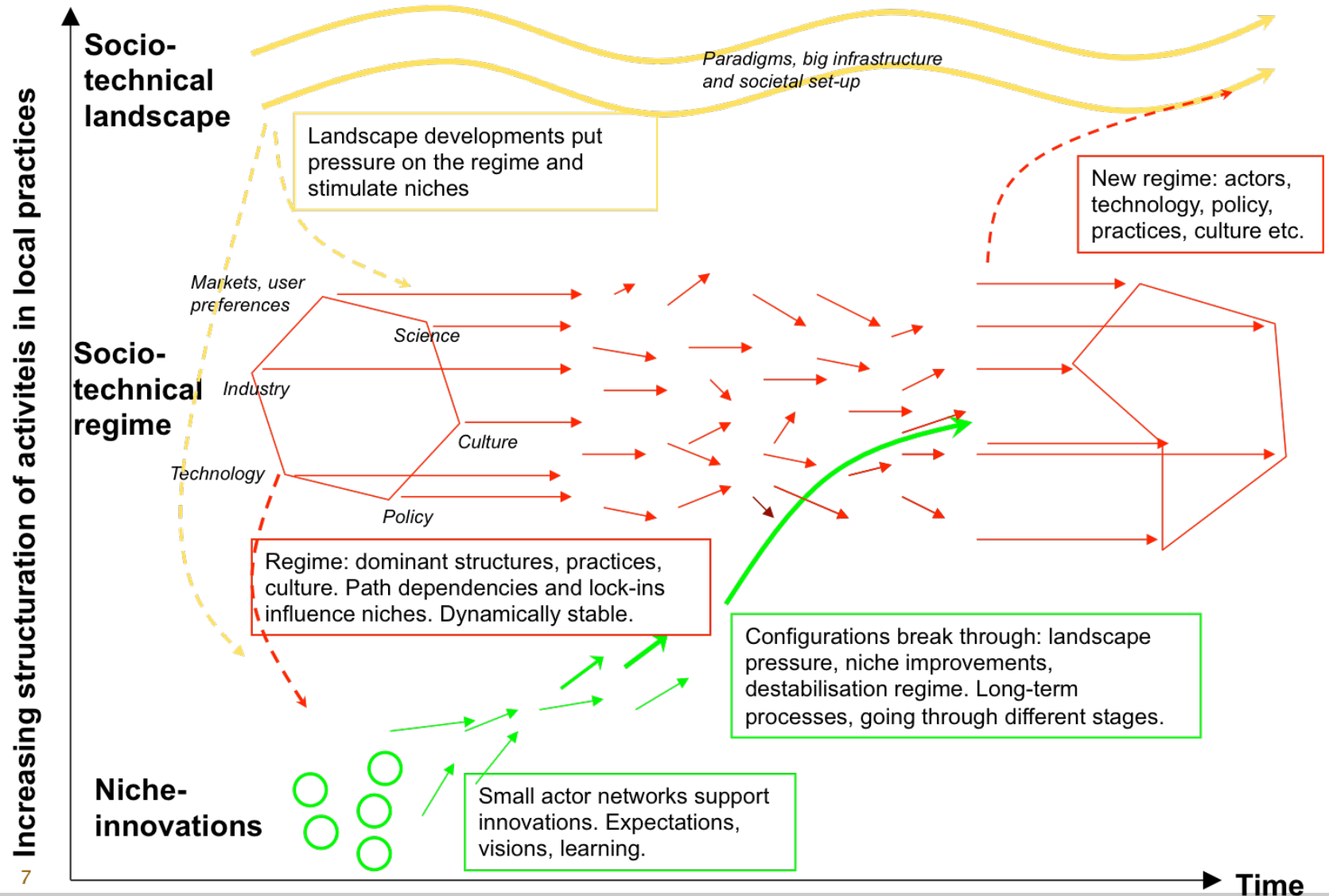


Cost-benefit lens reduces social-environmental responsibility and creative performance



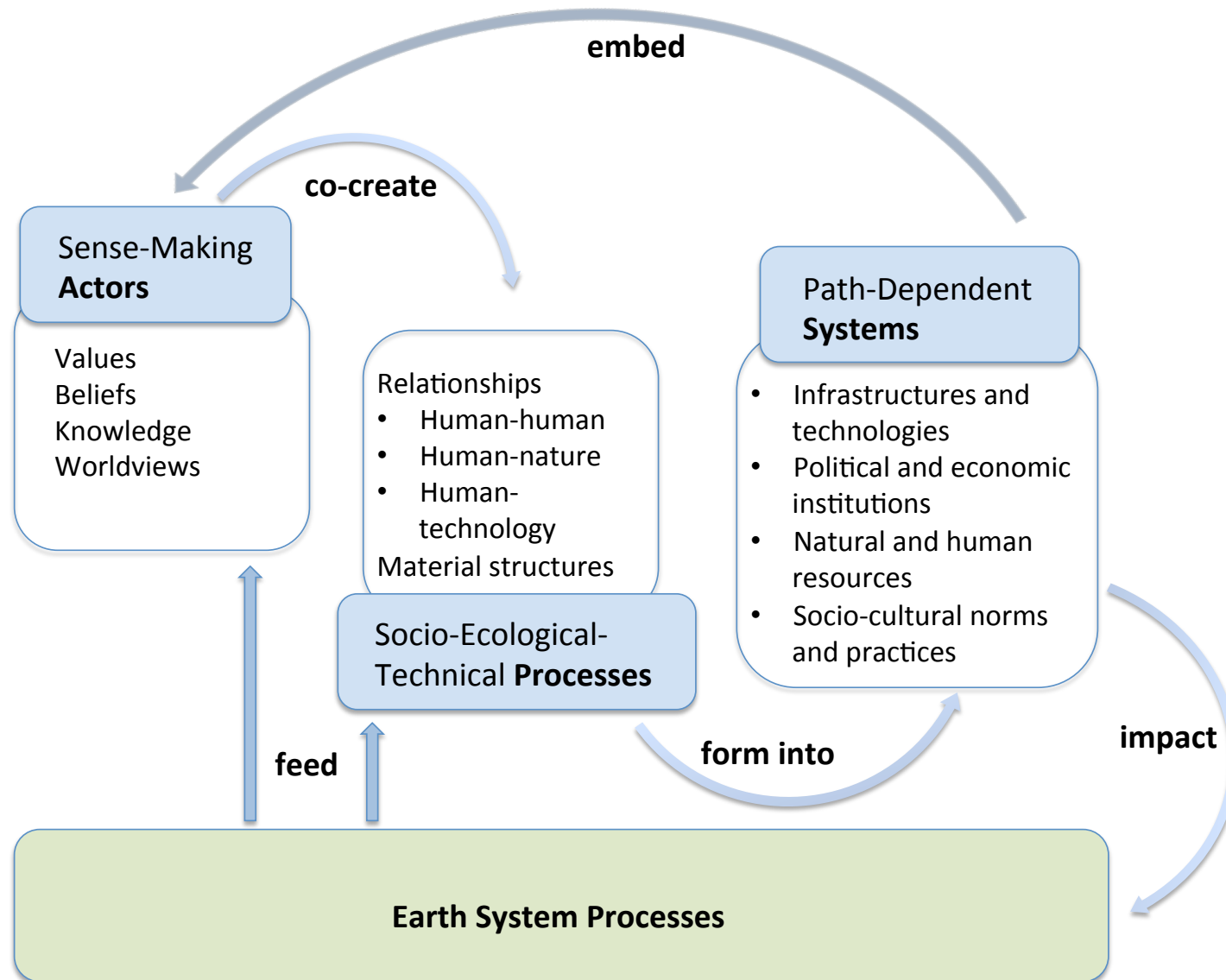
## 2. Understanding System Transformations

### Multi-Level Perspective on Societal Development



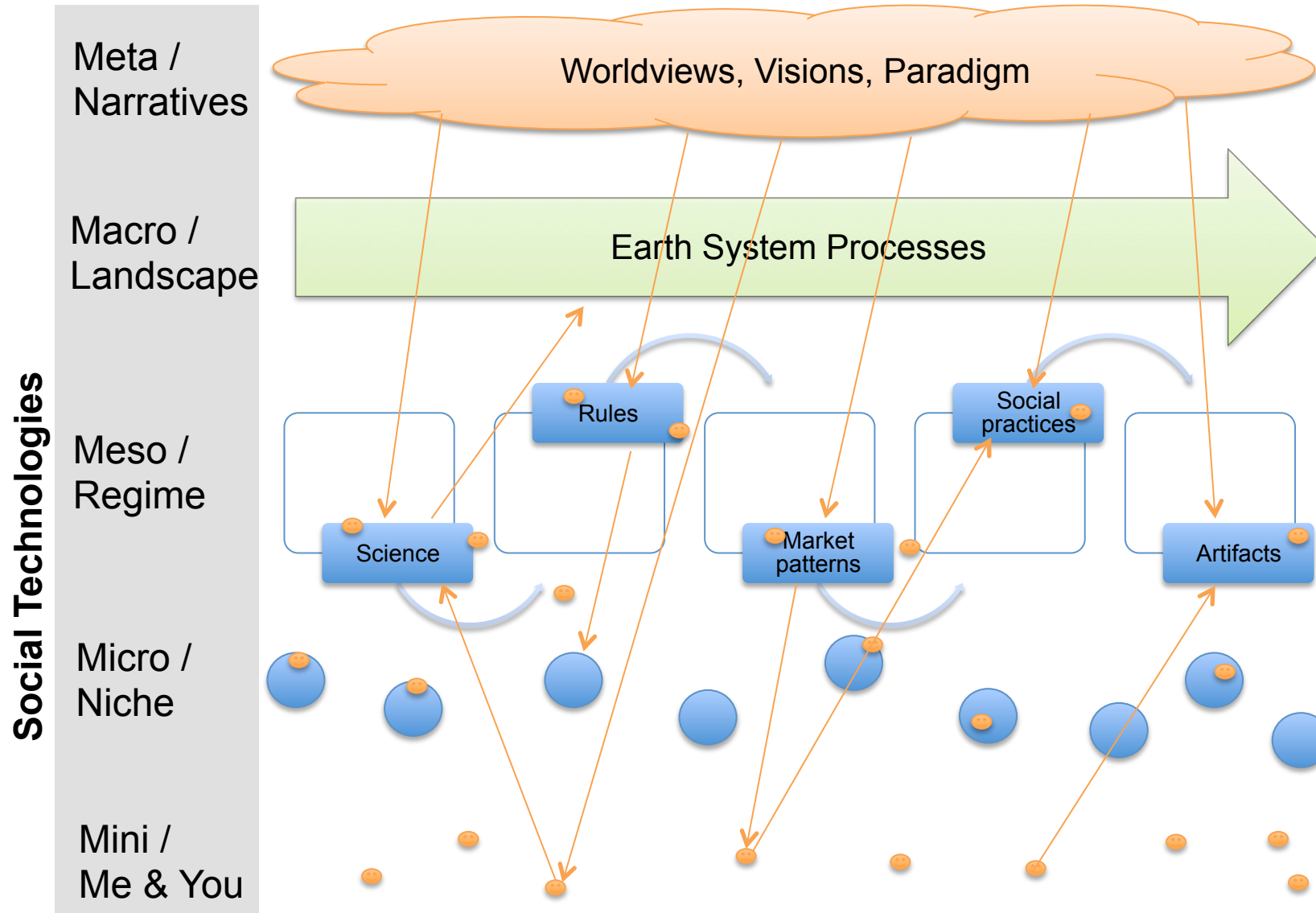
# Hegemony: Mindsets & Cultures in Creating & Maintaining Systems

Ideas Become Path Dependencies in Future “Reality”



# Paradigms and Purpose as Glue and Friction in Systems

Soft Power like Culture, Knowledge and Common Sense

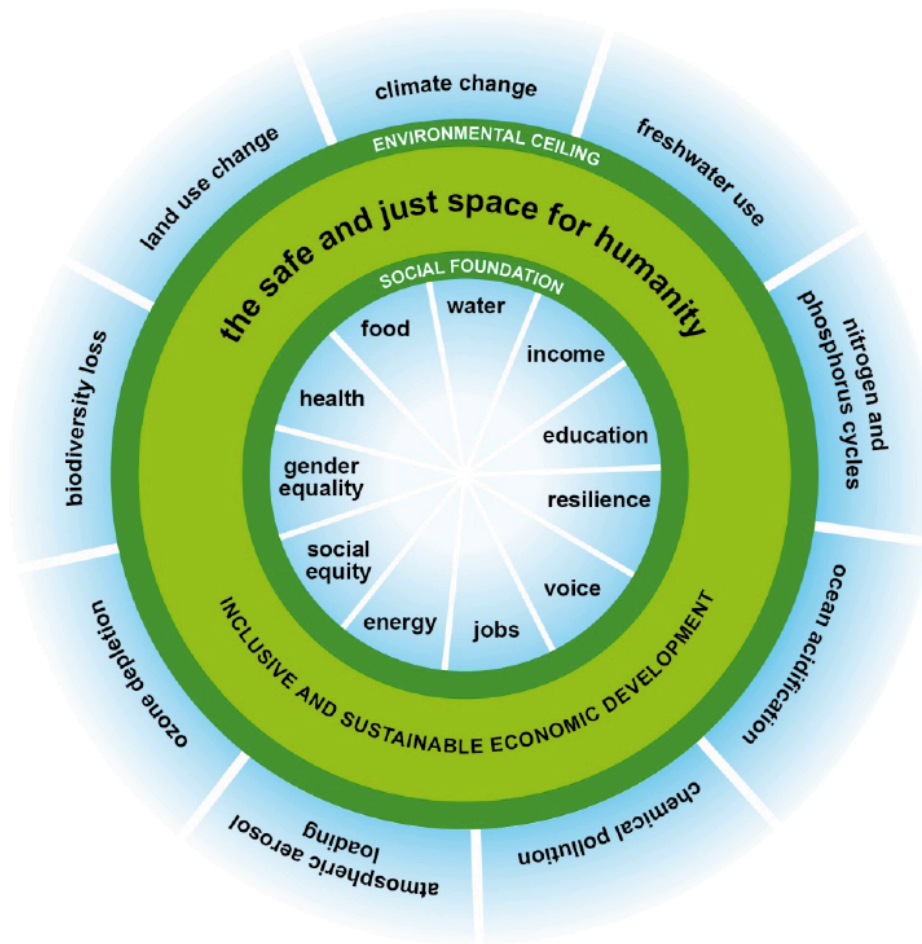


## 4. Future Literacy: Driving Transformative Change is Open to All of Us

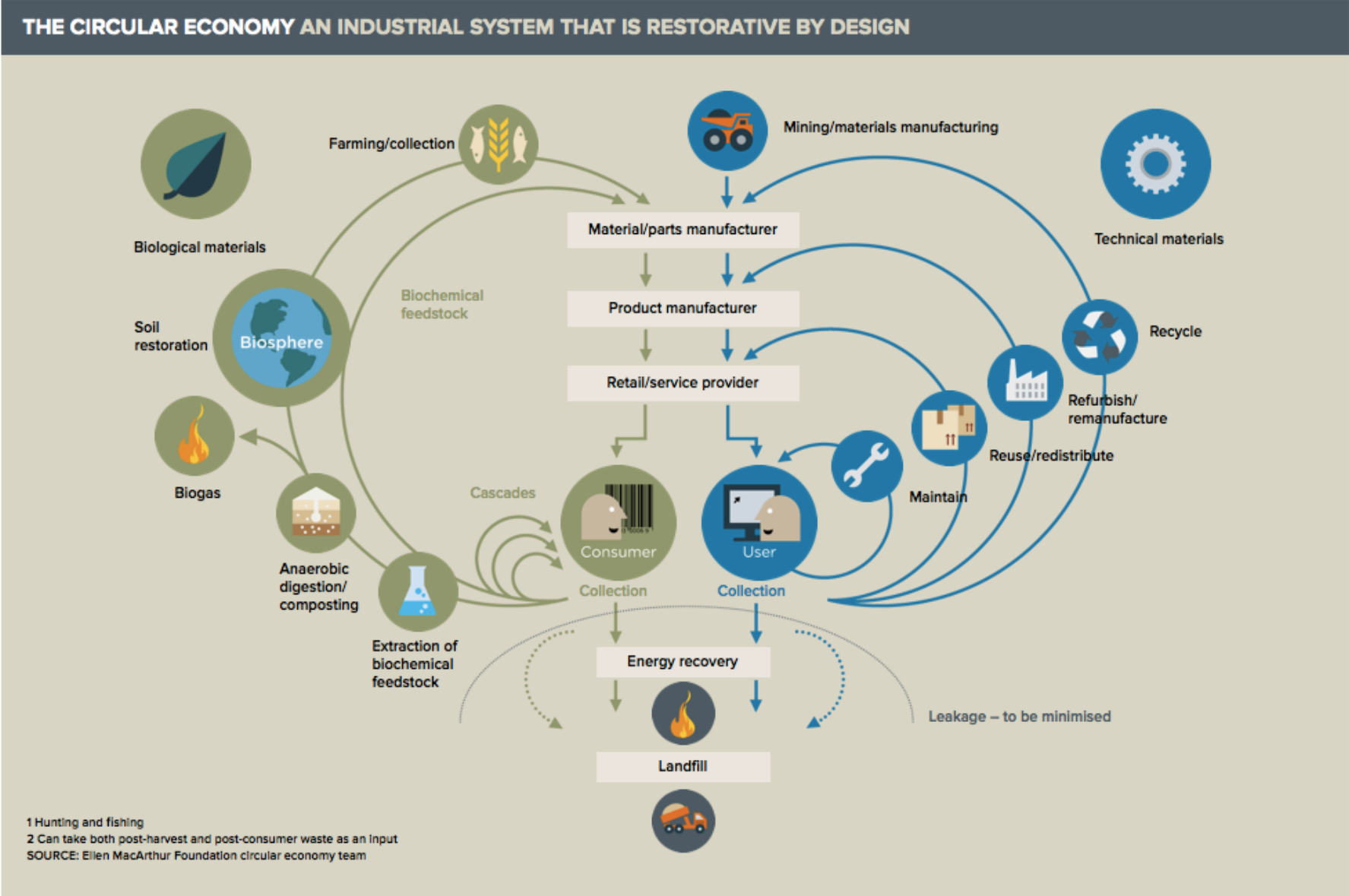
- *“The complexity of these processes of transformation raises a number of questions, most notably about people's capacity to imagine futures that are not based on hidden, unexamined and sometimes flawed assumptions about present and past systems. ‘Futures literacy’ offers an approach that systematically exposes such blind spots, allowing us to experiment with novel frames for imagining the unknowable future, and on that basis, enabling us to critically reassess actions designed in the present.”*

(World Social Sciences Report 2013, p.8)

# Imagining and Repurposing Progress and Development Goals

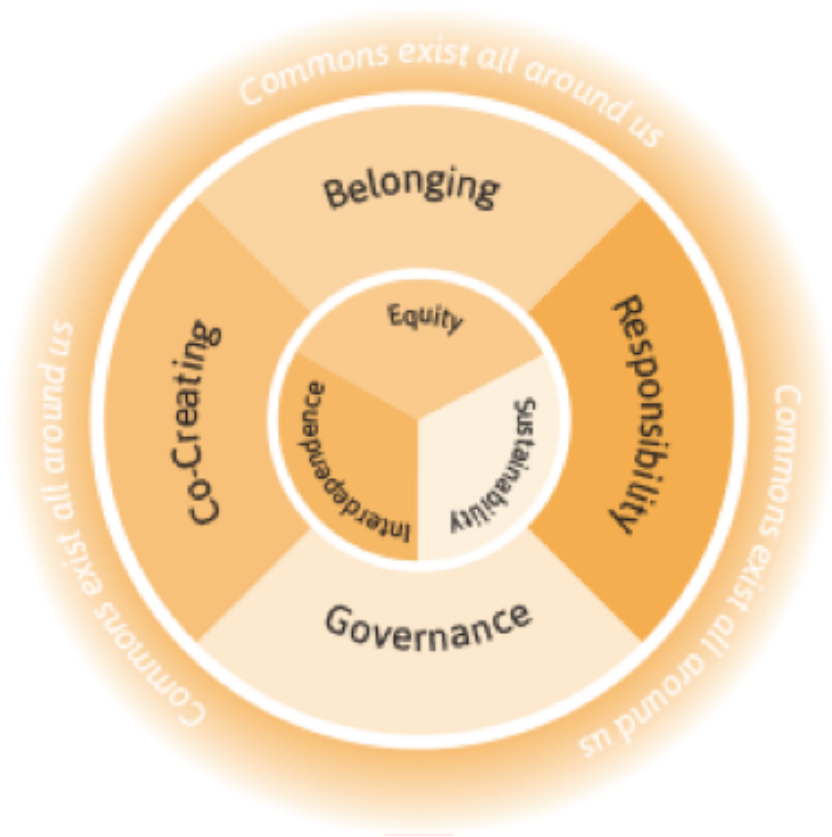


# Imagining and Repurposing Material Economic Production





# Imagining and Repurposing Productivity and Wealth Creation



**Commoning Principles**



**BALLE Principles**  
(Business Alliance for Local Living Economies)

# Imagining and Repurposing Wealth and Wellbeing

EN | ES | FR | RU [contact](#) [oecd.org](#)

OECD  
**Better Life**  
Index

Index Countries Topics FAQ

## Create Your Better Life Index

What is your recipe for a better life – a good education, clean air, nice home, money? See how your country measures up on the topics important to you. [Help](#)

Start with all topics rated equally or set your own preferences here.

Japan Australia  
Finland Austria  
Russian Federation Korea  
Slovak Republic France  
Luxembourg Belgium  
Slovenia Germany  
Spain Greece  
Netherlands Canada  
Sweden Hungary  
New Zealand Chile  
Switzerland Iceland  
Norway Czech Republic  
Turkey Ireland  
Poland Denmark  
United Kingdom Israel  
Portugal Estonia  
Italy United States

### Create Your Better Life Index

Rate the topics according to their importance to you:

- Housing
- Income
- Jobs
- Community
- Education
- Environment
- Civic engagement
- Health
- Life Satisfaction
- Safety
- Work-Life Balance

Reset Help

Gender differences

Compare your index

Share your index

## How's life?

There is more to life than the cold numbers of GDP and economic statistics – [This Index allows you to compare well-being across countries](#)

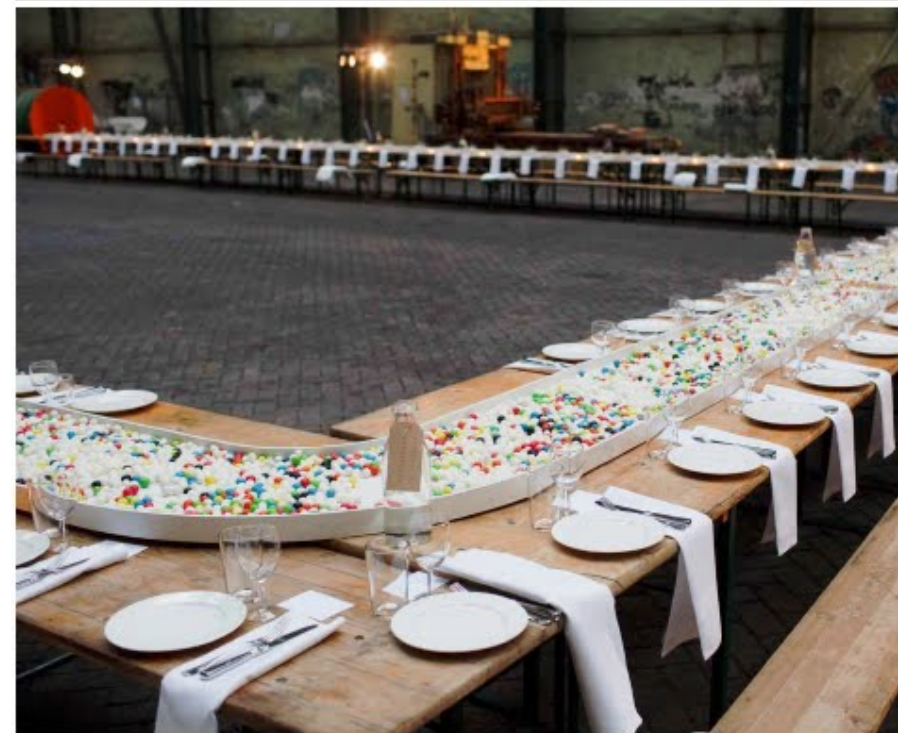
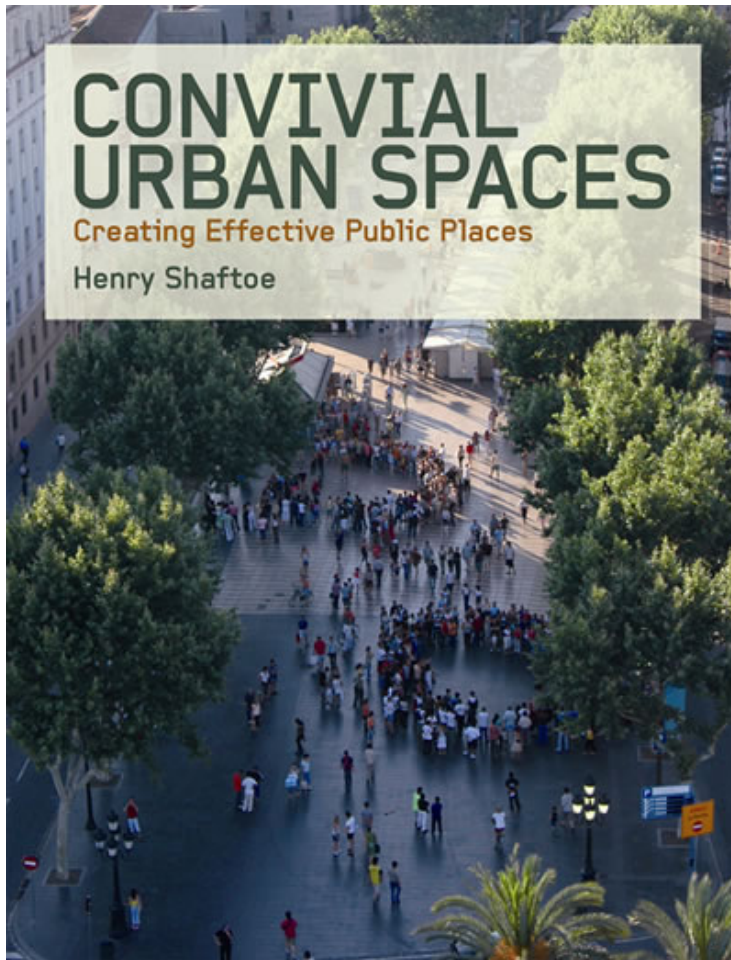
[Better Life Blog](#) » Archive

**In search of satisfaction**  
By Sue Kendall-Bilicki, OECD The Rolling Stones'

[Find Out More](#) » Archive

May 22, 2013  
**Humanosphere: Why it's so difficult to measure progress**

## Imagining and Repurposing Good Life Goals and Values



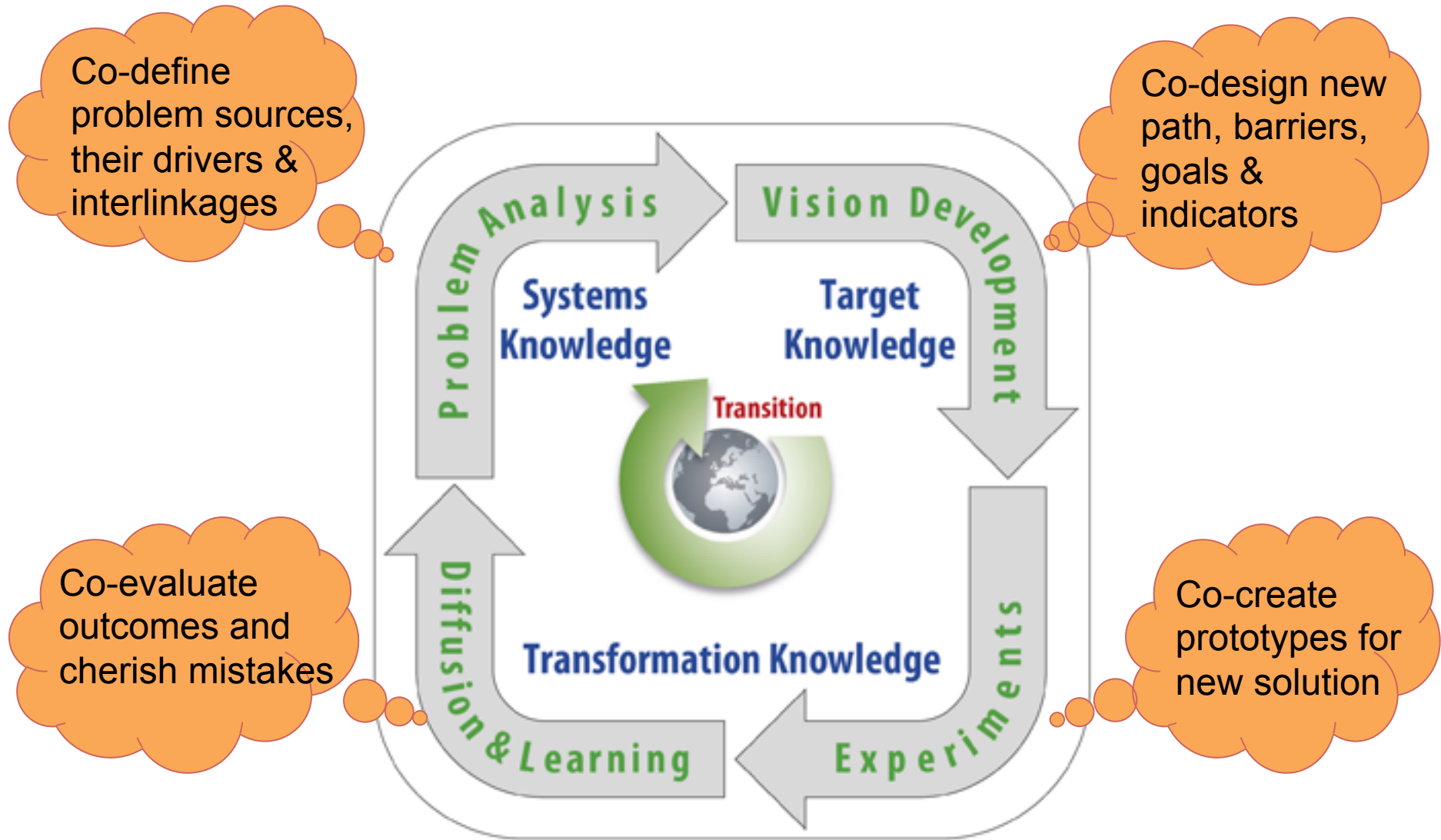
## Conviviality Culture

## Future Literacy: Reclaim Values and Principles to Shift Paradigms

Common Mindsets of Pioneers ↔ Mainstream Economic Ones

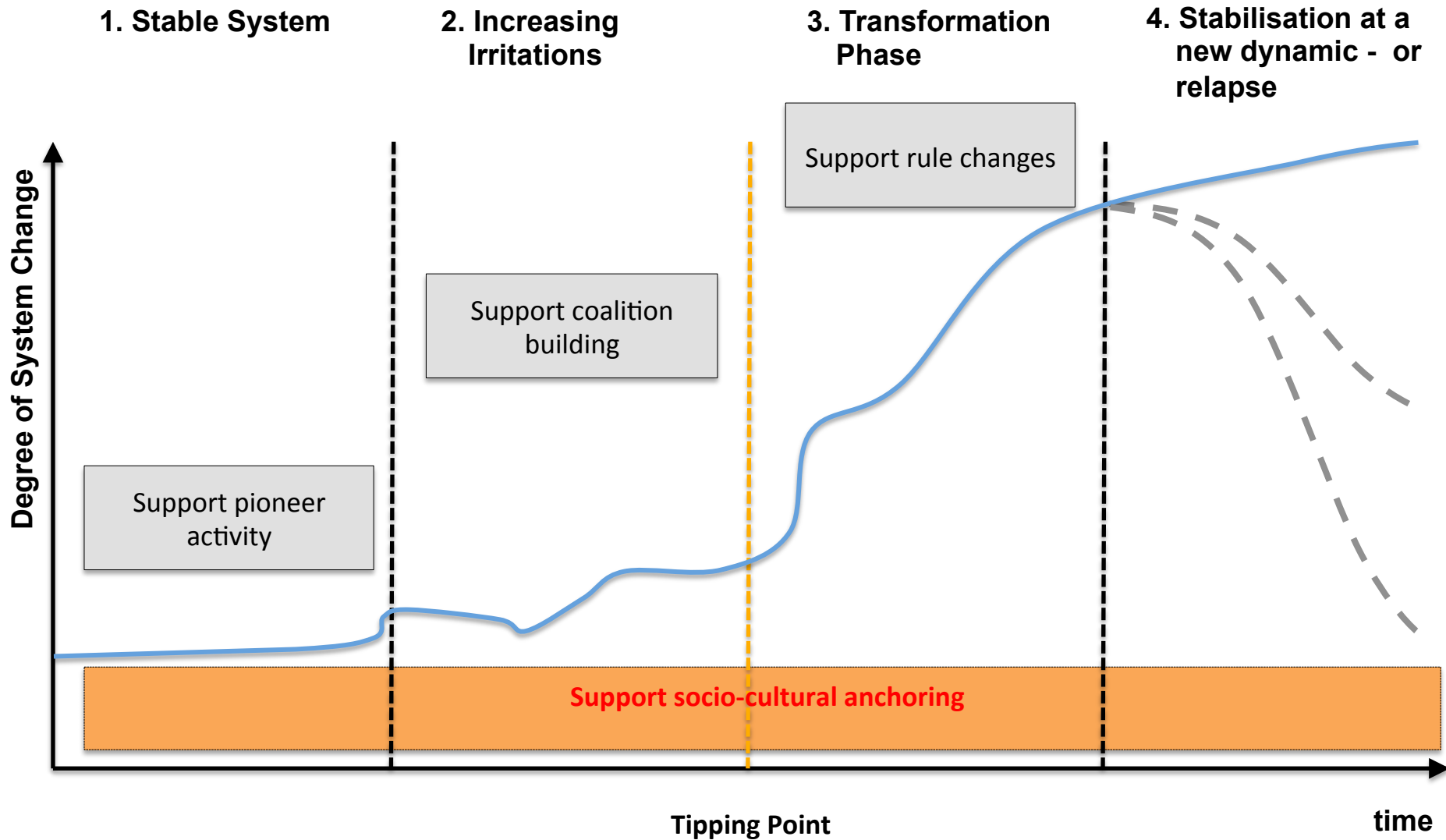
- A holistic understanding of human needs and **prosperity** beyond consumption
- Equitable and balanced **progress** of the whole socio-ecological system
- A vision of sufficiency and human security providing **freedom** from fear of falling behind in the race for more wealth and **freedom** from constantly created consumption-wants that impede wellbeing
- **Growth** in creativity, capacities, time wealth and conviviality in co-creative relationships
- A culture of respect, precaution and caring for what is already there

## Shifting Mindsets as Drivers of System Transformation in Projects

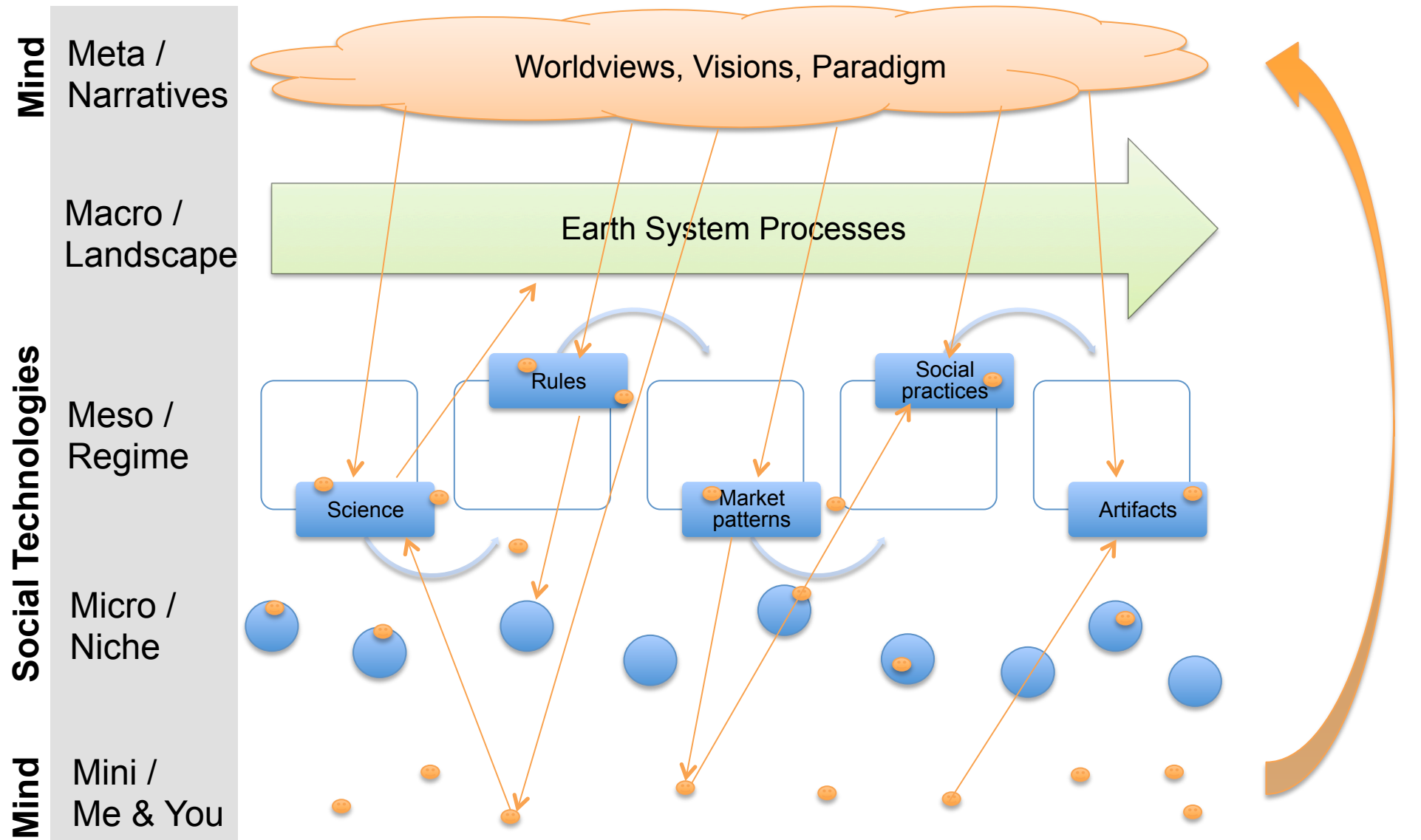


# Shifting Mindsets as Drivers of Large Scale System Transformation

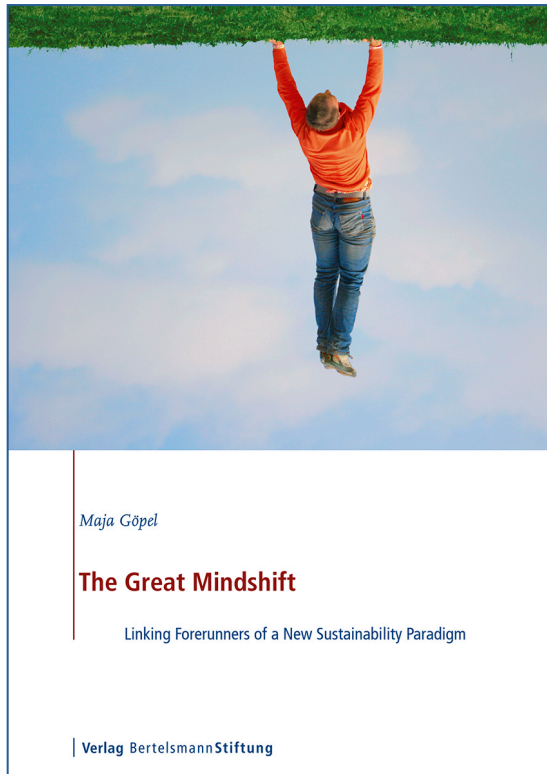
## Niche-Regime Changes in System Transformations



# Mind Shifts: you are part of the change you want to see in the world



# Thank You!

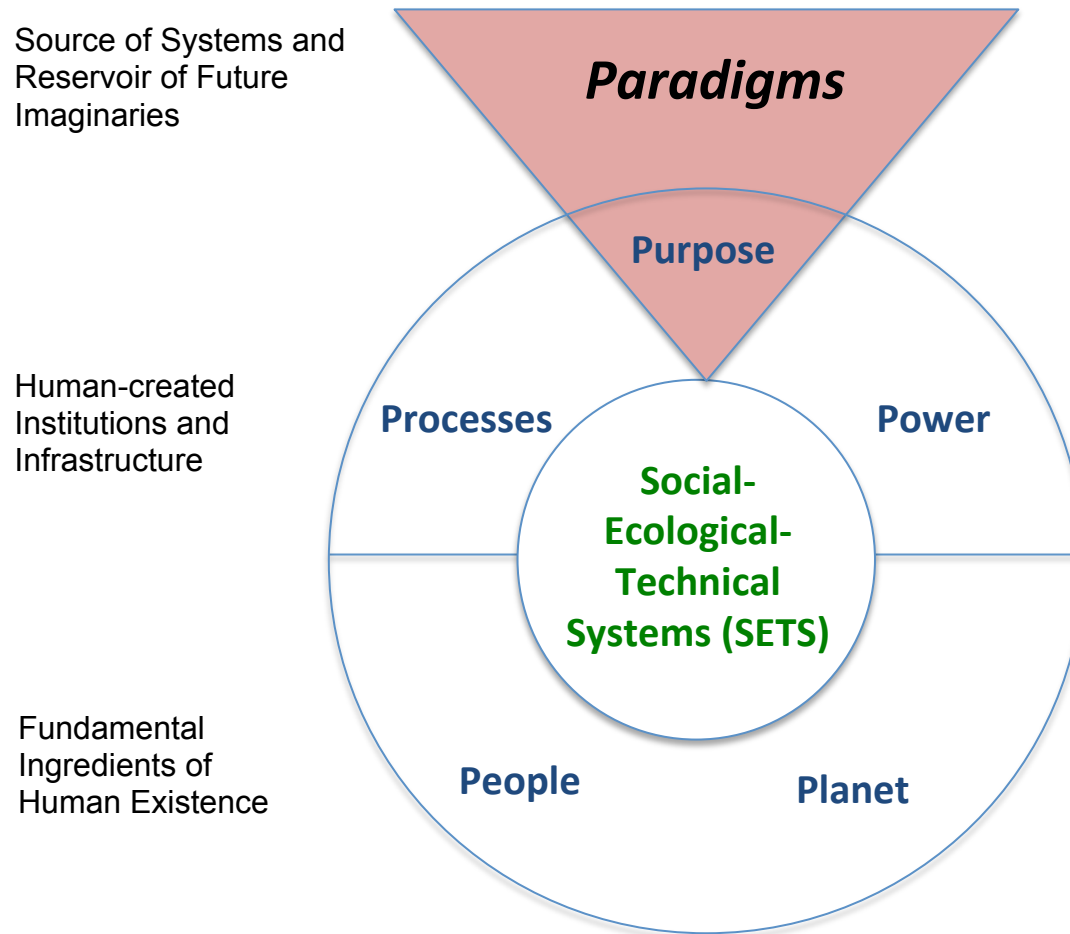


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# Conceptualizing Pioneering Interventions

## Assessing 6 P's That Make Systems Tick



## Characteristics of System Transformation Processes

Transformational Change processes can be characterised by:

Intensity / Degree of  
Change

- a fundamental restructuring of the system
- a shift of predominant paradigms
- complex, non-linear change processes
- change in multiple dimensions (technological, institutional, cultural, social, economic, ecological)

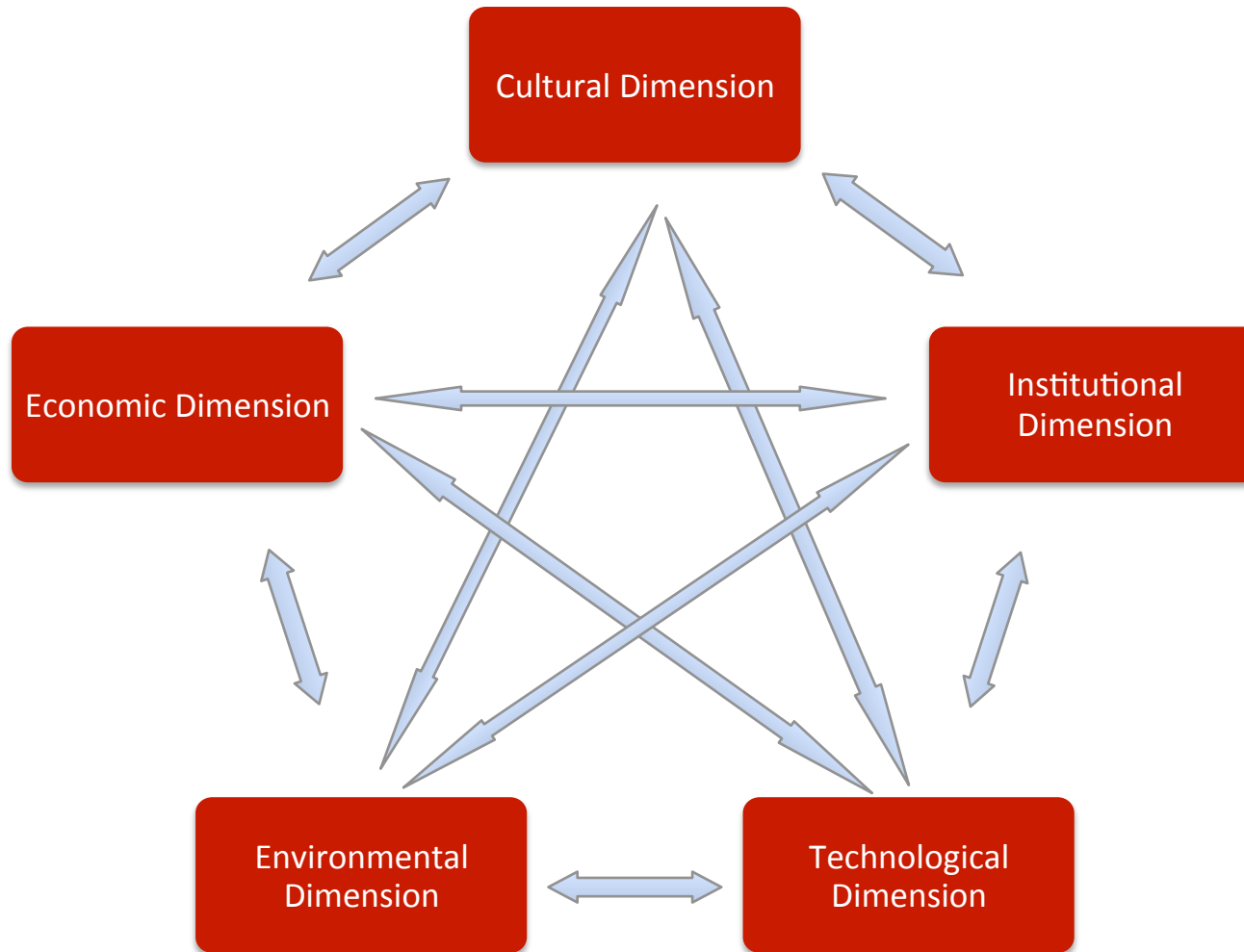
Social  
Dynamics

- pioneers with a vision of change at an early stage
- emergence of new networks and coalitions
- conflicts as power structures change

Temporal  
Dynamics /  
Time Frame

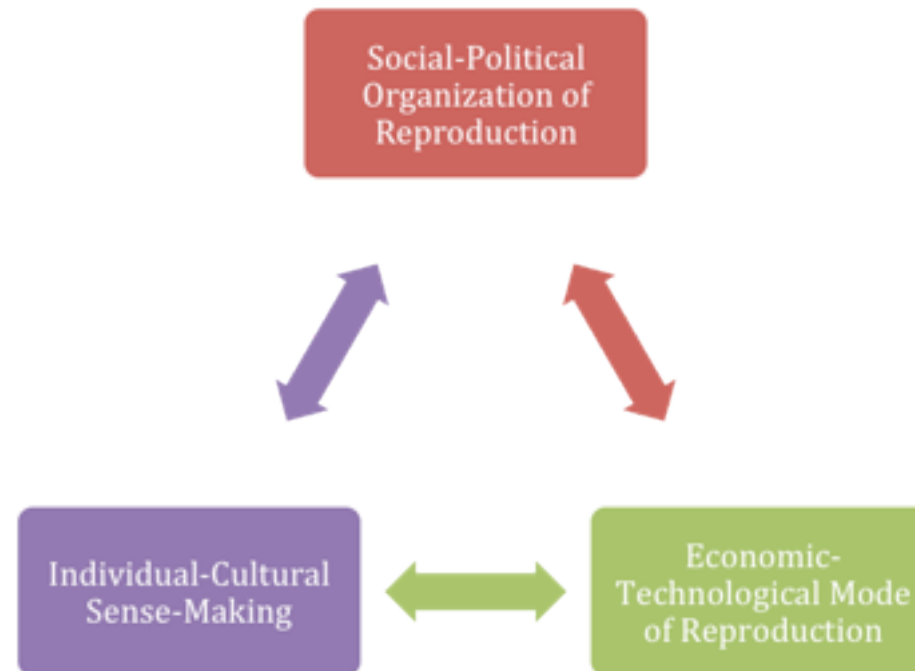
- long timespans (often more than a generation)
- gradual changes and incremental steps that add up to a systemic change
- tipping points where ongoing but less apparent change processes break the former stability of the system

# Dimensions of Social-Ecological-Technical Systems



# Transformative Literacy in Creating System Knowledge

## Identifying Pathdependencies and Strategies to Unlock them



## How to Transform Unsustainable Path Dependencies?

Change View and Indicators on what the System Should Deliver

