



**ANPED** Northern Alliance  
for Sustainability



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Ghent

4-6 July 2010

## **Addressing the social challenges in Green Growth and SD**

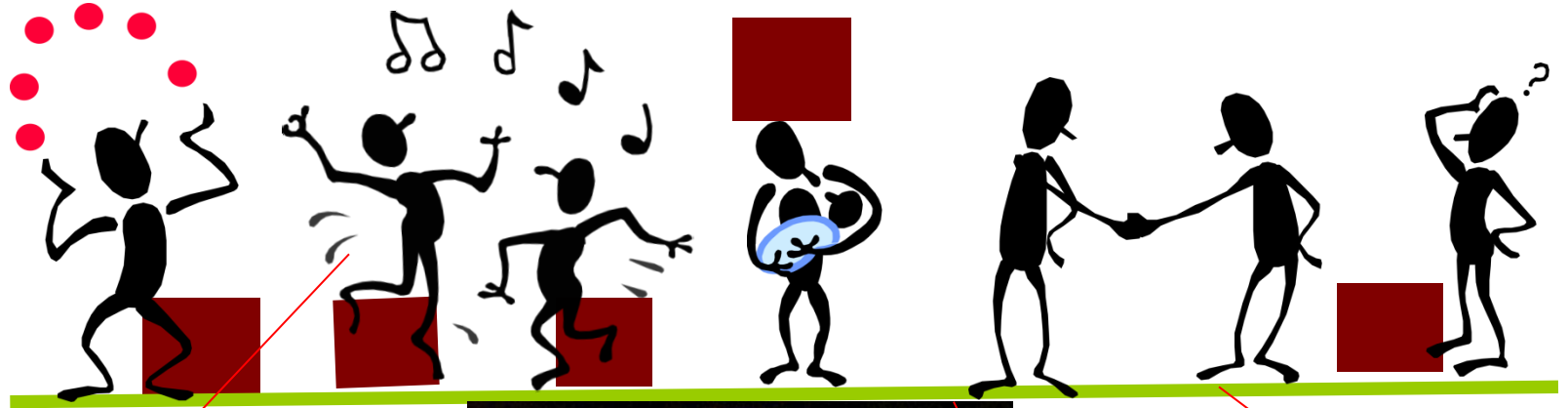
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[www.anped.org](http://www.anped.org)



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# Fair and sustainable economy !



Quality of life

Carrying capacity



Justice

Participation  
and  
democracy

Based on Carley and Spapens

# "Green Growth"

Looking at it from a Sustainable Development perspective:

## **Why Green ?**

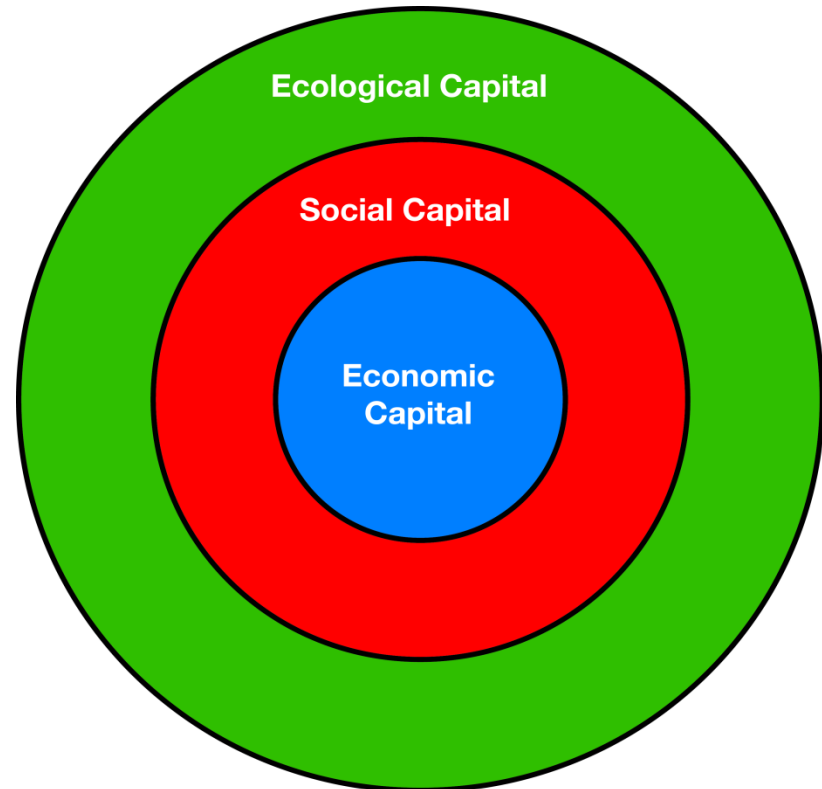
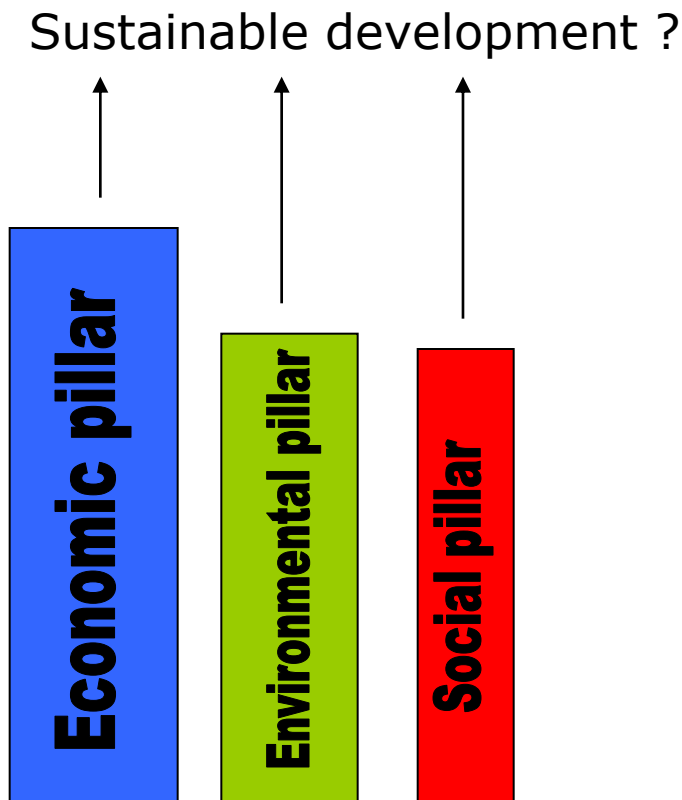
- and not social /fair as well

## **Why Growth ?**

- Is this possible on a finite Earth ?
- For whom ?

# Development within limits

Or recognition of limits !





# Social degradation ...







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# Stress or jobless ...





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# Over- and underconsumption





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# Everybody happy ?





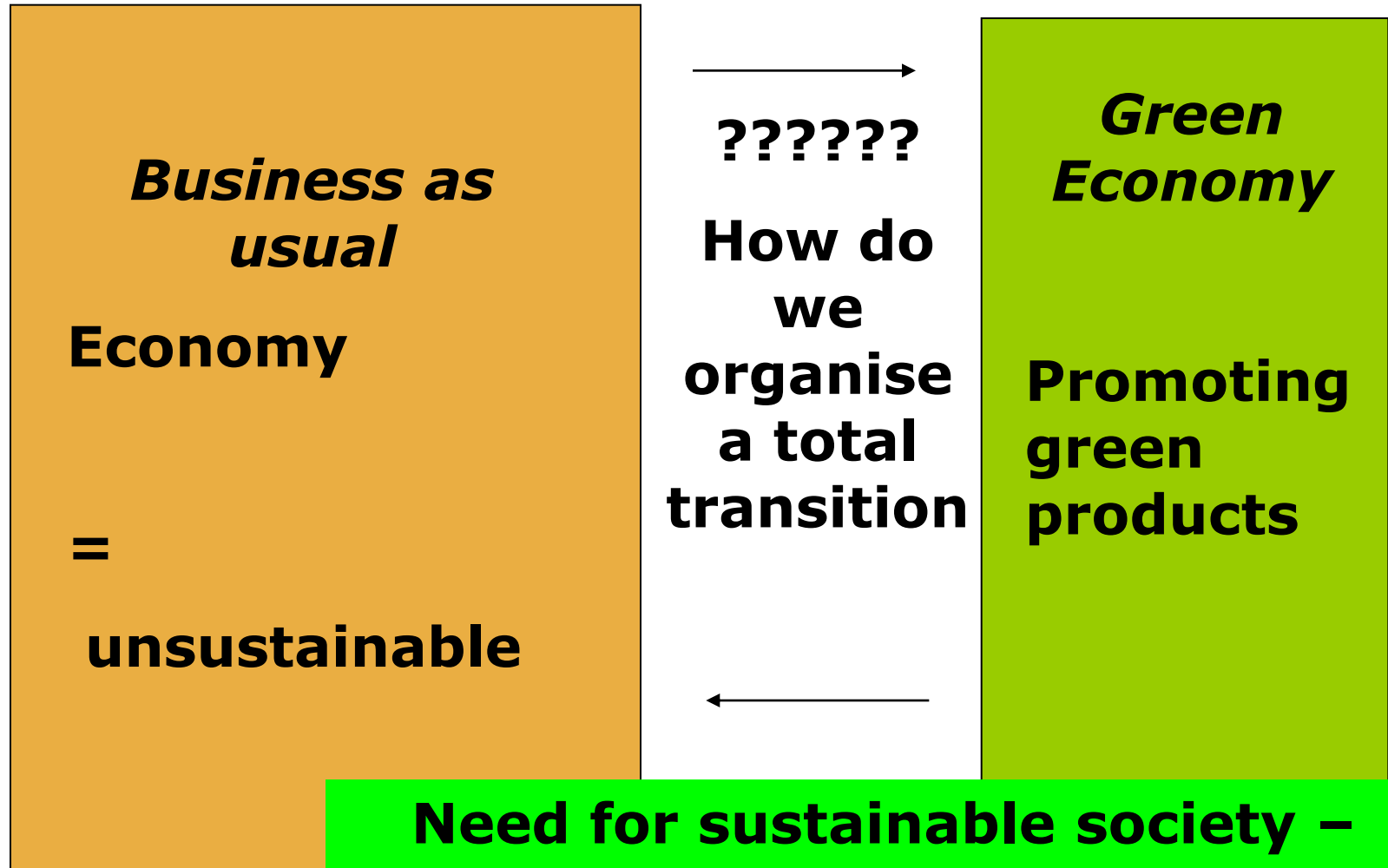
# Green Economy

It is claimed that the “Green Economy” and “Green Growth” proposed by UNEP, OECD and Europe 2020 is the way out of ongoing economic-, climate-, water- and food crises by restructuring our economies **to simply encourage** and sustain green energy, green growth and green jobs.

A Green Economy is a big **step forward**, but will not **solve on her own** problems of inequity in incomes, access to resources and quality of life, nor tackle pollution from existing industry and environmental degradation.

Promoting Green Growth is not the same as “changing our economy” towards Sustainable Development.

# Need for systemic change



**Need for sustainable society –  
not only “green” consumers**

# Recognising limits

- Our global economy is already going **far beyond the limits** of the carrying capacity of the planet.
- Environmental problems are **caused** mostly because of this. Some social ones too.
- We are using too much of our natural capital, and any businessman knows: if you start **eating your capital**: **bankruptcy** will soon follow....



- There is an urgent need to cut down the use of natural resources in absolute amounts.
- Technical solutions (eco-efficiency) will not be enough..

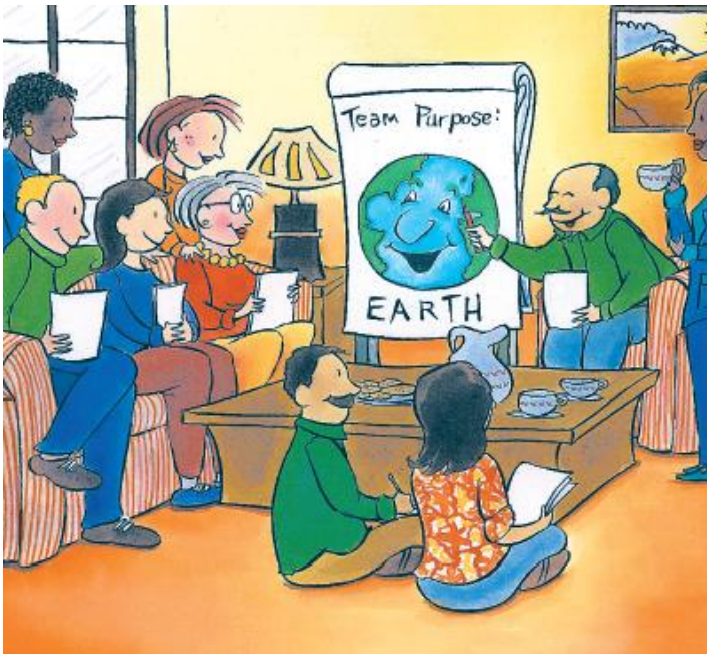
=> **sufficiency**



# Balanced living within the limits

To achieve a balanced living for most people of earth ANPED stresses the need to jointly address:

- **overall and limited levels of consumption**
- **need for more social equity - fair distribution**



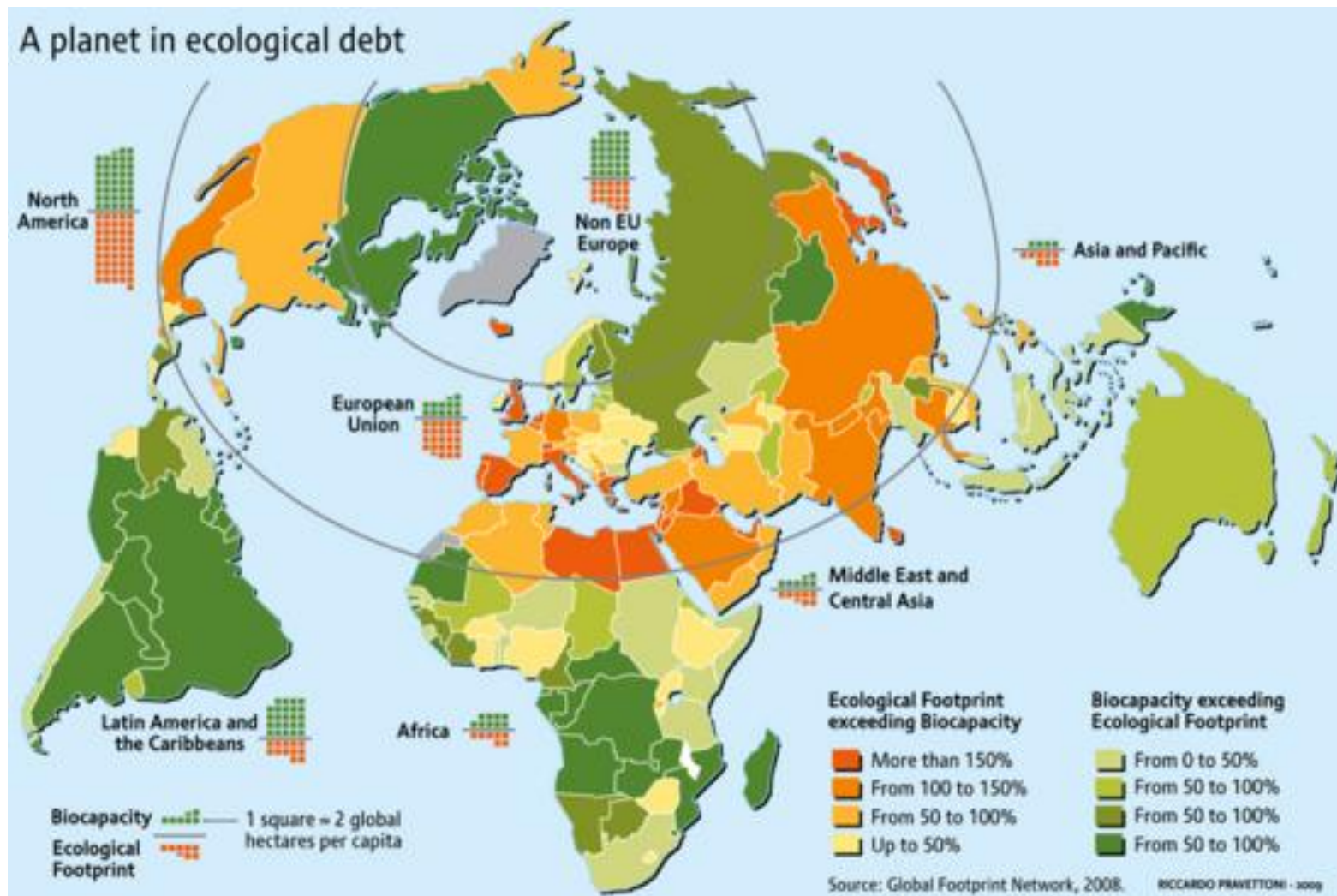
See publications of Herman Daly, Robert Costanza, Tim Jackson, Peter Victor and others on “**Redefining Prosperity**” and for that reason redefining main policy goals.

- ⇒ Economy on a finite planet
- ⇒ Rights for future generations
- ⇒ Sustainable and Fair Economy

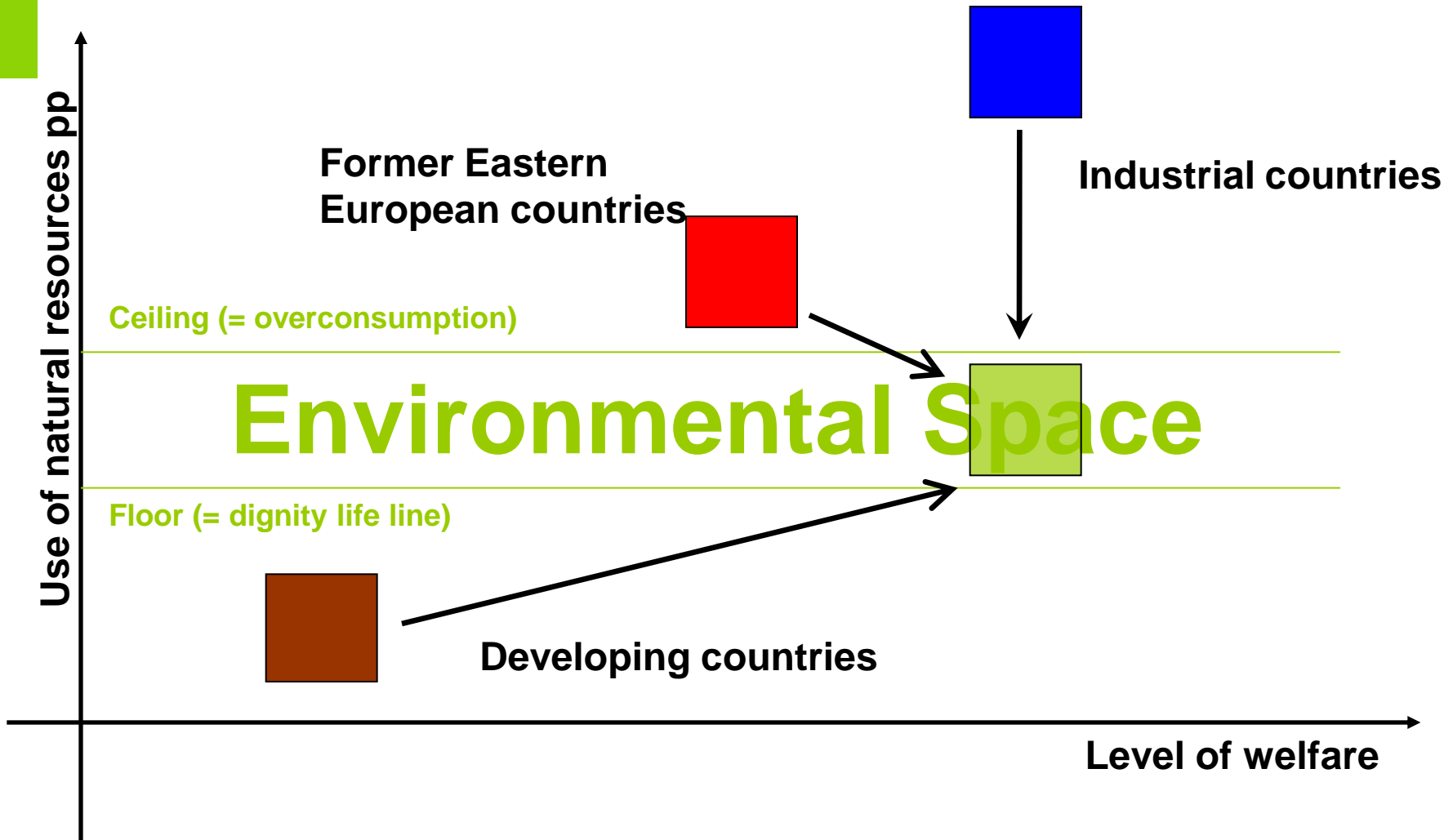




# Fair share for all !



# Contraction and Convergence



# Social challenges

## **North - South dimension:**

- common but differentiated responsibilities:  
reduction of use of natural resources and waste emissions
- Bali Action Plan: technology transfers
- Increase and improvement of international cooperation
- Cancellation of financial debt
- Fair Trade (good prices for natural resources)
- promote local and sustainable business
- strengthen civil society movements (watch dogs) in order to implement democracy and transparency
- NSSD instead of PRSPs and Structural Adjustment Programs (WB-strategy)

# In OECD countries

Besides greening the economy (eco efficiency) governmental policy has to be focused on:

- Recognising and establishing the limits : resource and emission caps, strong reduction targets (in absolute amounts),
- Fiscal reforms (taxing the bads, not the goods),
- Revising national accounts
- Alternative indicators (“beyond GDP”)
- Contraction and convergence (“wealth reduction”)
- Tackling income inequalities
- Strengthen social capital
- Investment in public goods





# Stop the rat race....



'RAT RACE'

by ..

- Dismantling the culture of consumerism, instead of promoting (green) consumerism
- Sharing available work
- Urban planning which allows sustainable transport, local shops and food production, open spaces, .. (local agenda 21)
- Education: integrate SD in curricula at all levels
- Allow real civil participation (not consultation after the decisions are made.. :-)
- Put human values at the heart of every policy

=>

Show **leadership** and design **long term visions**, go beyond single and end-of-pipe solutions



# Just one last concern

The tricky trap of  
promoting Green  
Growth is :

How to avoid

*“Greening the greed” ?*

Thanks !

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