Earth4All: eine Erde für alle

Der Weg in eine Wellbeing Economy

Dr. Friedrich Hinterberger, Vice President, Club of Rome – Austrian Chapter

Symposium „Regeneration – Management des Kohlenstoffbudgets" von @Plastics Europe und #denkstatt, Wien

Was ich heute vermitteln möchte

- Eine **grundlegende Transformation** zu einer regenerativen Wirtschaft,
- die ich gerne als **Wellbeing-Ökonomie** bezeichne,
- erfordert ein **systemisches Denken**, das nicht allein auf technische oder preisliche Maßnahmen beschränkt bleiben darf.
- Der Club of Rome hat in seinem aktuellen Bericht gezeigt, Dass neben einer **Energie Transition auch eine Ernährungs-Transition** sowie grundlegende Veränderungen auch in den **Bereichen internationale Beziehungen, Einkommens- und Vermögens-Verteilung sowie Empowerment** erforderlich sind.

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Themen

- 50 Jahre nach den "Grenzen des Wachstums"
- Und jetzt: Earth4All
- Eine Erde für alle ist möglich!
- Wellbeing Economy
- Umsetzung in Österreich

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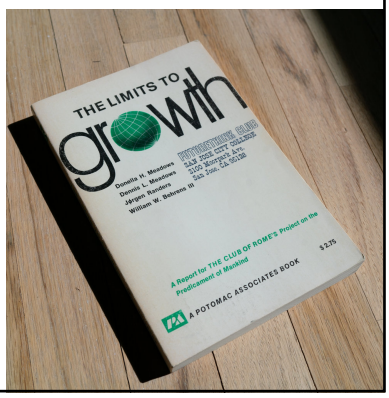
1972

- Veröffentlichung des Berichts „Grenzen des Wachstums“
- erste global Umweltkonferenz in Stockholm
- Gründung des österr. Umweltministeriums



4 | 3-Feb-24

52 Jahre danach:

Die Grenzen

des Wachstums

sind erreicht

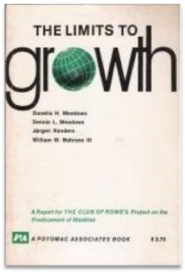
3-Feb-24

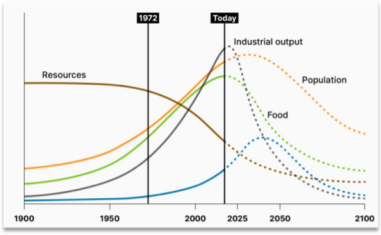
5

We are risking collapse

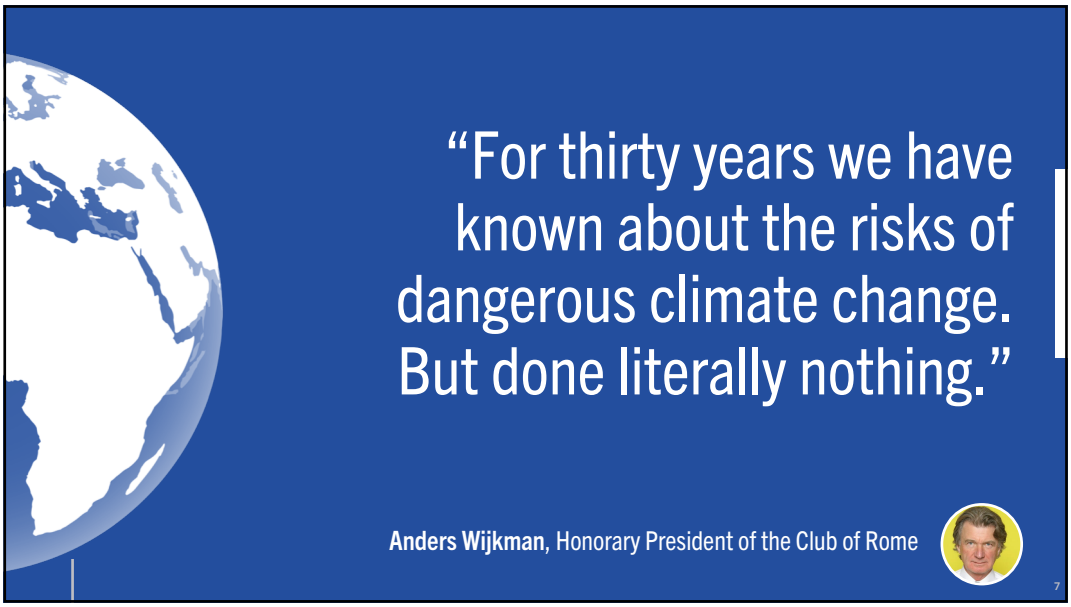
"This supreme effort is a challenge for our generation. It cannot be passed on to the next. The effort must be resolutely undertaken without delay, and significant redirection must be achieved during this decade."

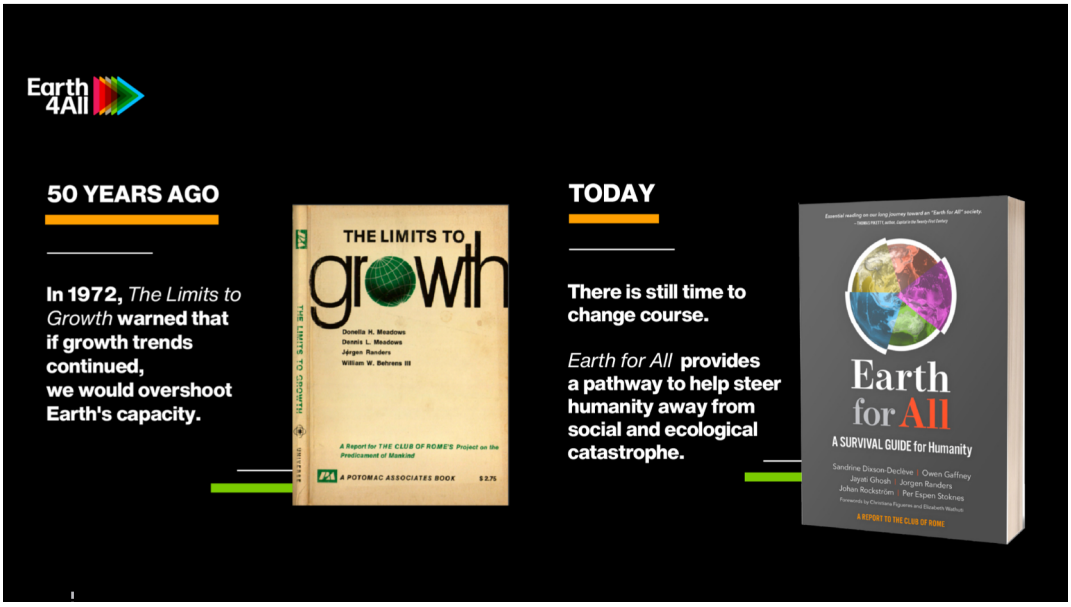
The Limits To Growth, 1972

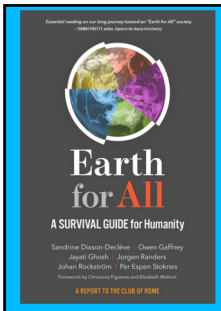




2 22-May-22


"For thirty years we have known about the risks of dangerous climate change. But done literally nothing."
Anders Wijkman, Honorary President of the Club of Rome
7


Earth 4All
50 YEARS AGO
In 1972, The Limits to Growth warned that if growth trends continued, we would overshoot Earth's capacity.
THE LIMITS TO growth
Donella H. Meadows
Dennis L. Meadows
Jørgen Randers
William W. Behrens III
A Report for THE CLUB OF ROME'S Project on the Predicament of Mankind
A POTOMAC ASSOCIATES BOOK
$2.75
TODAY
There is still time to change course.
Earth for All provides a pathway to help steer humanity away from social and ecological catastrophe.
Earth for All
A SURVIVAL GUIDE for Humanity
A REPORT TO THE CLUB OF ROME



English

German

Japanese

Italian

Swedish

Upcoming

Chinese

Korean

Hebrew

French

9

Earth4All is a collective of **economic thinkers**, **scientists** and **advocates**.

Convened by

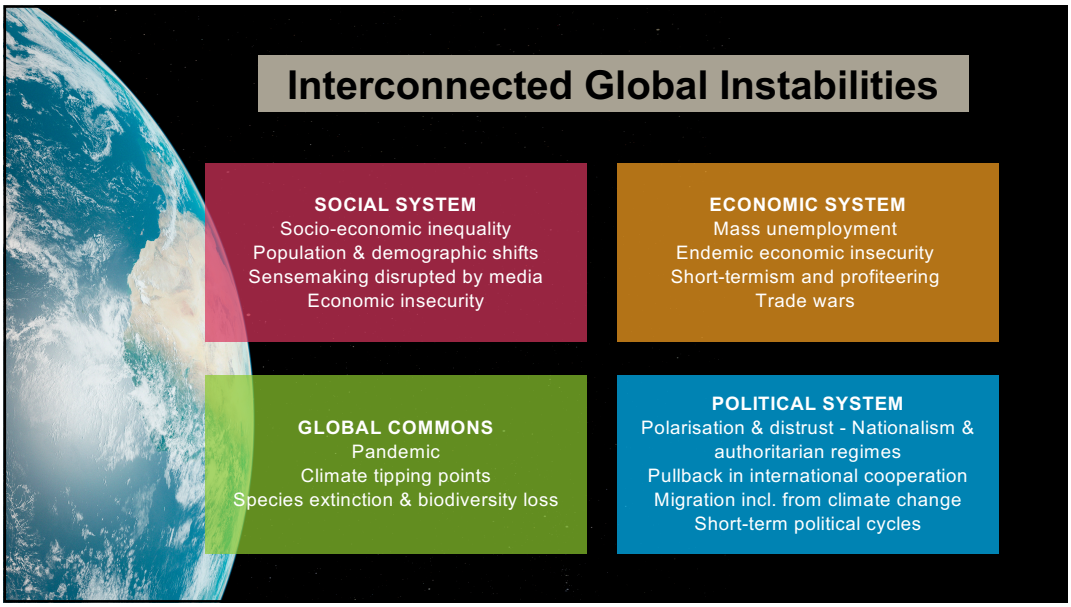
THE CLUB OF ROME

PIK Potsdam Institute for Climate Impact Research

BI Norwegian Business School

Stockholm Resilience Centre | Stockholm University

THE CLUB OF ROME Austrian Chapter


Interconnected Global Instabilities
SOCIAL SYSTEM
Socio-economic inequality
Population & demographic shifts
Sensemaking disrupted by media
Economic insecurity
ECONOMIC SYSTEM
Mass unemployment
Endemic economic insecurity
Short-termism and profiteering
Trade wars
GLOBAL COMMONS
Pandemic
Climate tipping points
Species extinction & biodiversity loss
POLITICAL SYSTEM
Polarisation & distrust - Nationalism & authoritarian regimes
Pullback in international cooperation
Migration incl. from climate change
Short-term political cycles

2020-2023: a wake-up call for "the future we want"
THE CLUB OF ROME
WE ARE REACHING TIPPING POINTS:
We are leaving the "safe operating space" across multiple earth systems: multiple crises at the same time: 3 C's Climate, COVID, Conflict
1
2
AN ECONOMIC RESET:
Economies in lockdown - governments releasing the biggest stimulus packages in recent memory and are forced to address value chain disruption
5
3
4
PARADIGM CHANGE IN EUROPEAN POLITICS:
The European Green Deal as new strategic objective, supported by a new cohort of politicians
MULTILATERALISM ON THE TEST BENCH:
America and China joining climate leadership, Russian invasion of Ukraine testing geo-political power play
ACTIVISM WITH RENEWED VIGOUR:
Greta effect, "Convention Citoyenne pour le Climat", "German Zero", Black Lives Matter, Public opinion impact
Earth 4All
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www.earth4all.life

Earth 4All

What if we told you a better world was possible?

A world that prioritises the health and wellbeing of people and nature, not profit.

A world that is safe and prosperous for everyone.

It is possible

With a new economic model and the fastest economic transition in history, we can create an Earth for all.

A PROSPEROUS FUTURE
FOR ALL IS POSSIBLE.

Earth 4All
Our economic model is destabilising societies. And the planet.
It's time for a major upgrade.

Earth 4All

It's time for a new economic model that prioritises the health and wellbeing of people and planet.

Earth 4All

It's time for an #Earth4All.

Our vision?

An economic system that prioritises health and wellbeing of people and planet

www.earth4all.life

Countries where citizens are more equal economically **function better**. They have greater social cohesion, an essential ingredient for making **long-term collective decisions that benefit the many, not the few**.

Earth for All: A Survival Guide for Humanity (2022)

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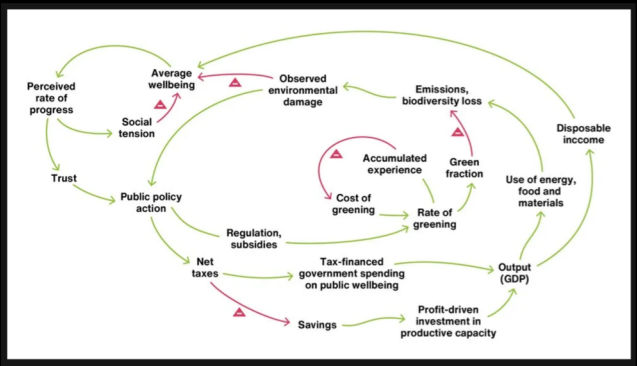
The Earth4All Model



Simplified version of over 700 variables triangulated in the global model and over 2000 in the regional models.

The Earth4All models use scenarios to show how different policies are likely to affect human wellbeing, societies and ecosystems in the short and long-term.

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Earth 4All

One future,
one choice,
two scenarios.

SCENARIO 1:

Too Little Too Late:

What if we continue on our current destructive path?

SCENARIO 2:

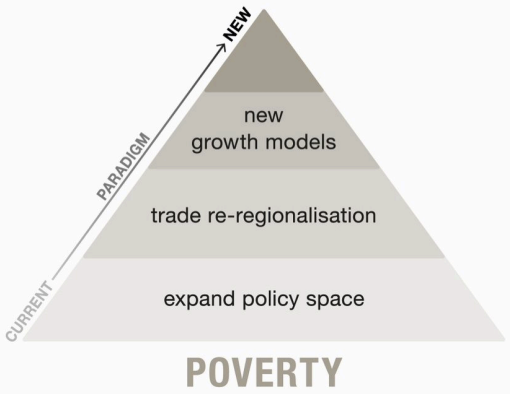
The Giant Leap:

What if we achieve the fastest economic transformation in history?

Earth 4All

The POVERTY turnaround

Transform and accelerate human development **IN LOW-INCOME COUNTRIES** by reforming the international financial and trade system.



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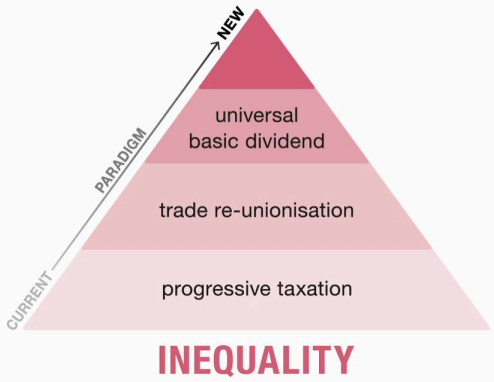
Earth 4All

The INEQUALITY turnaround

Transform **WEALTH DISTRIBUTION** by ensuring the wealthiest 10% have no more than 40% of national income.



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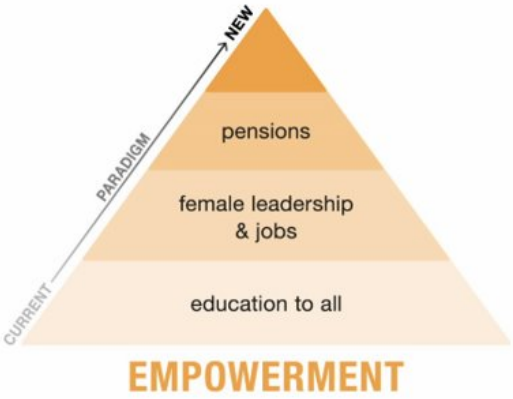
The EMPOWERMENT turnaround

Transform gender power imbalances. **EMPOWER WOMEN** and invest in education for all.



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The FOOD turnaround

Transform agriculture. The FOOD SYSTEM must become regenerative and nature positive.

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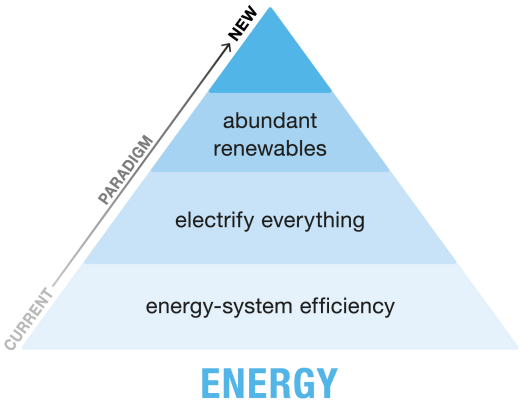
The ENERGY turnaround

Transform ENERGY SYSTEMS to halve emissions of greenhouse gases every decade.



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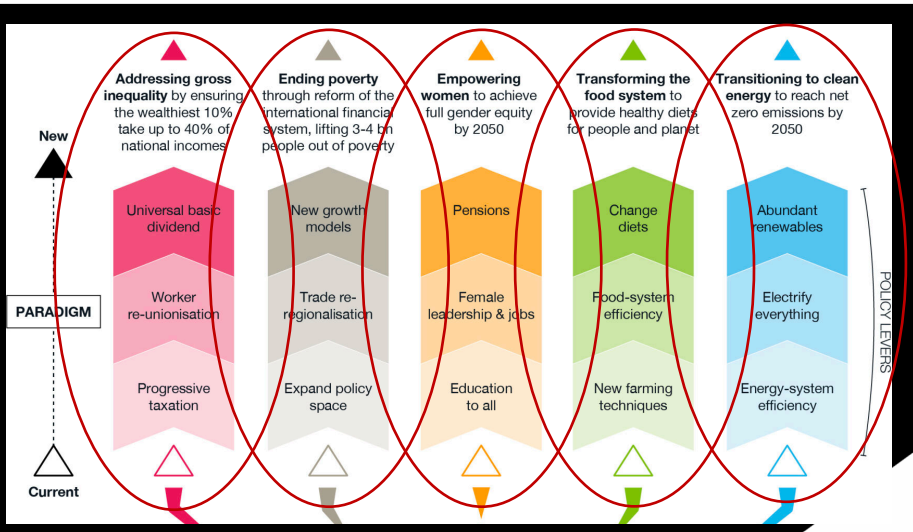

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The five extraordinary turnarounds

Demands (similar studies outside Earth4All)

- **Tax CO_2** and resources sensibly (300€/tonne) AND reduce the burden on labour.
- **Invest at least 20 billion euros annually** (energy, transport, buildings, social systems).
- **Redistribute gainful employment / re-evaluate care work!**
- **Regionalise and reduce meat production and consumption**
- **New measurement of progress beyond GDP**

Numerous scenario calculations show

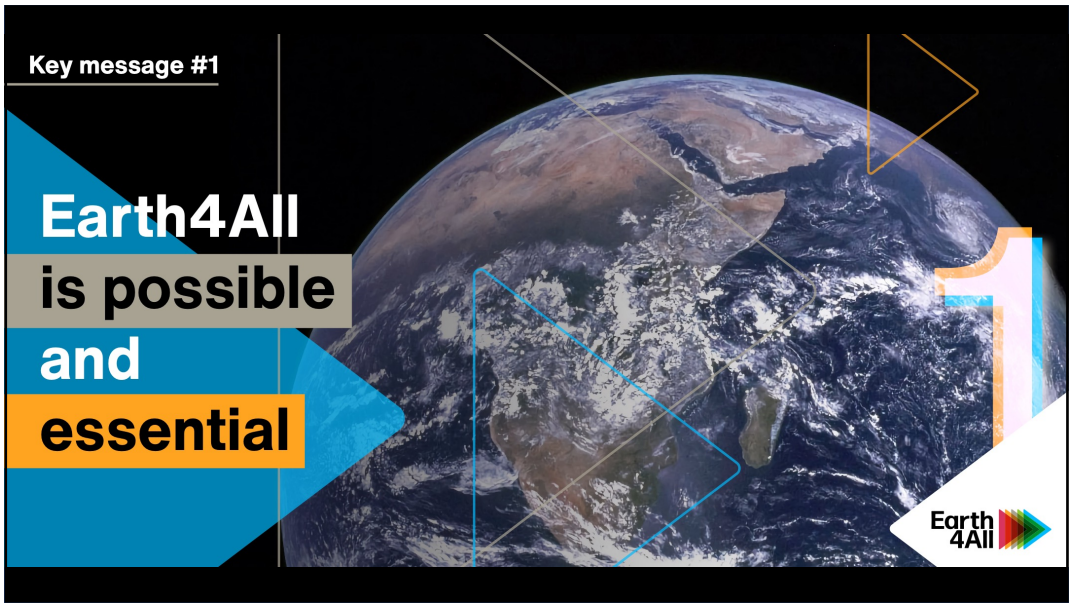
Halving CO_2 emissions by 2030 and -90% by 2050 are possible !

The necessary investments and the socio-ecological tax reform make the GDP grow.

This can compensate for the reduction in consumption through less paid work.

But: other jobs = other skills are needed!

- Climate neutrality AND "a good life for all" are possible!


Key message #1
Earth4All
is possible
and
essential
1
Earth 4All

Key message #5
The faster
we act,
the better
If current efforts are not accelerated dramatically in this decade, continued poverty and rising climate change will cause social collapse in vulnerable regions. Humanity's future on Earth will be vastly more peaceful, more prosperous and more secure if societies do everything in their power to transform economic systems this decade than if they do not.
5

Key message #6
The transformation will be disruptive
Solutions must be fair and just or risk rejection. **Solutions must work for the majority**, ensuring clear rise in the wellbeing of the working majority.
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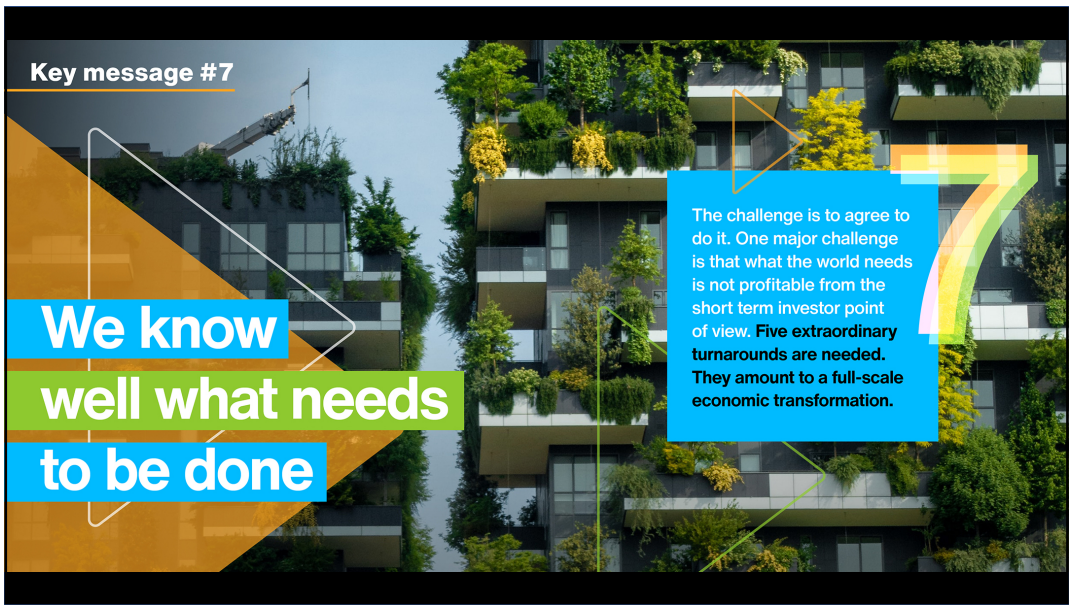
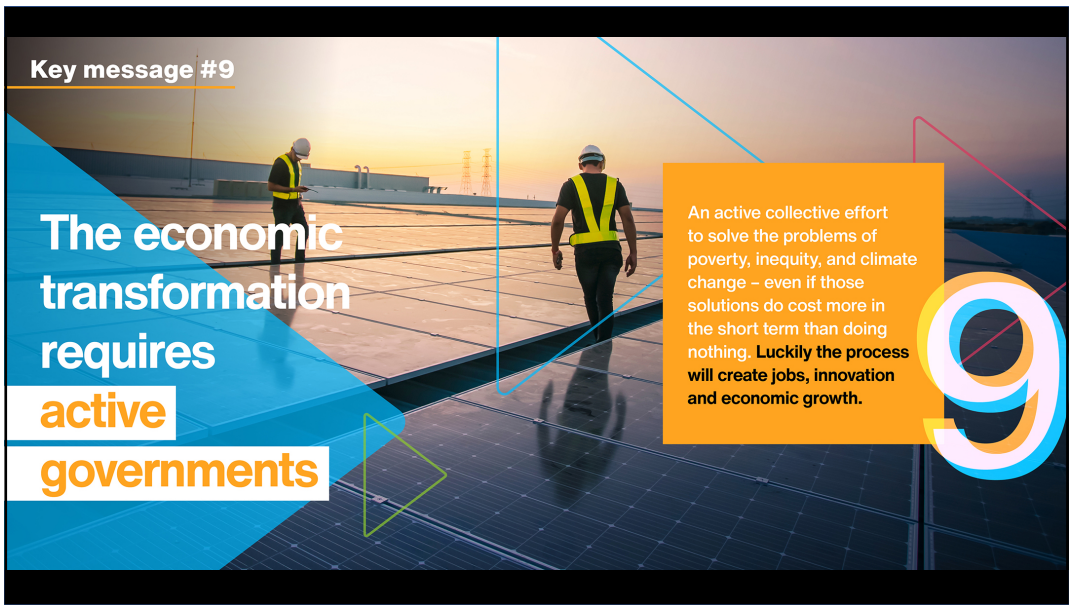
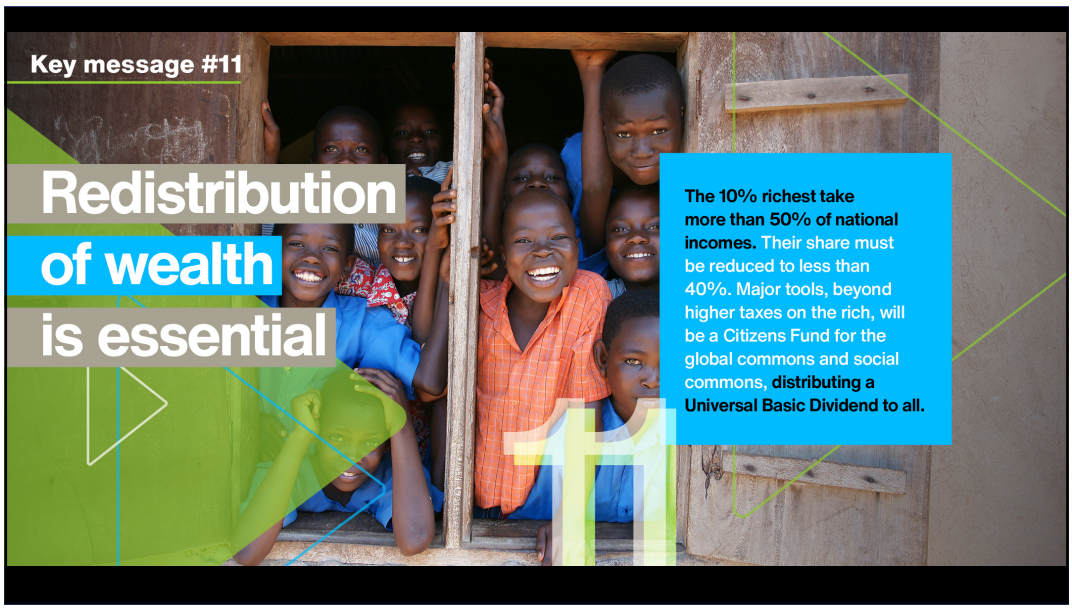
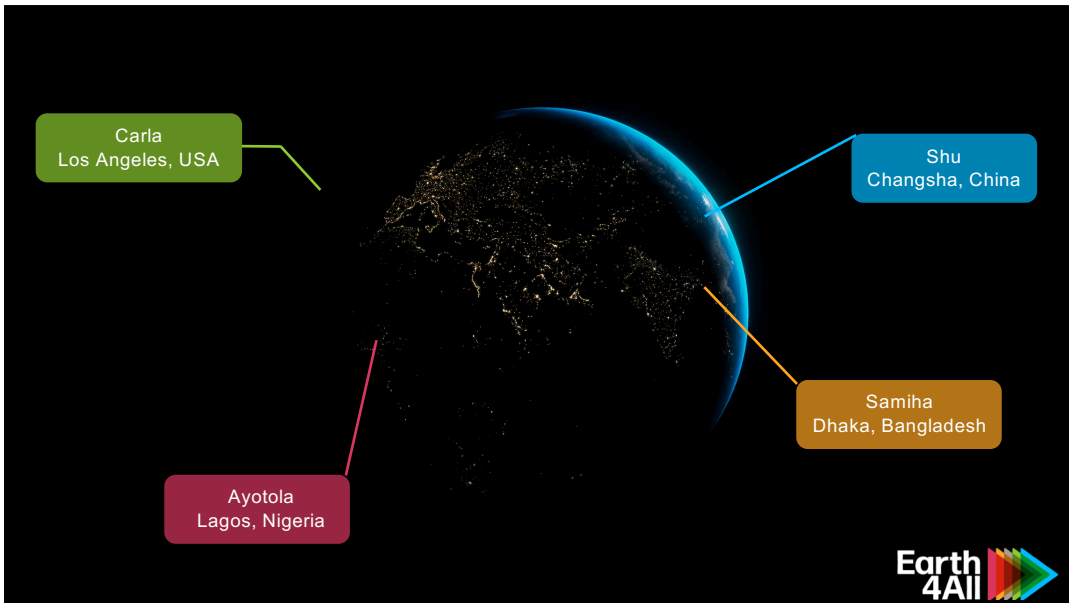

Key message #7
We know well what needs to be done
The challenge is to agree to do it. One major challenge is that what the world needs is not profitable from the short term investor point of view. **Five extraordinary turnarounds are needed. They amount to a full-scale economic transformation.**
7

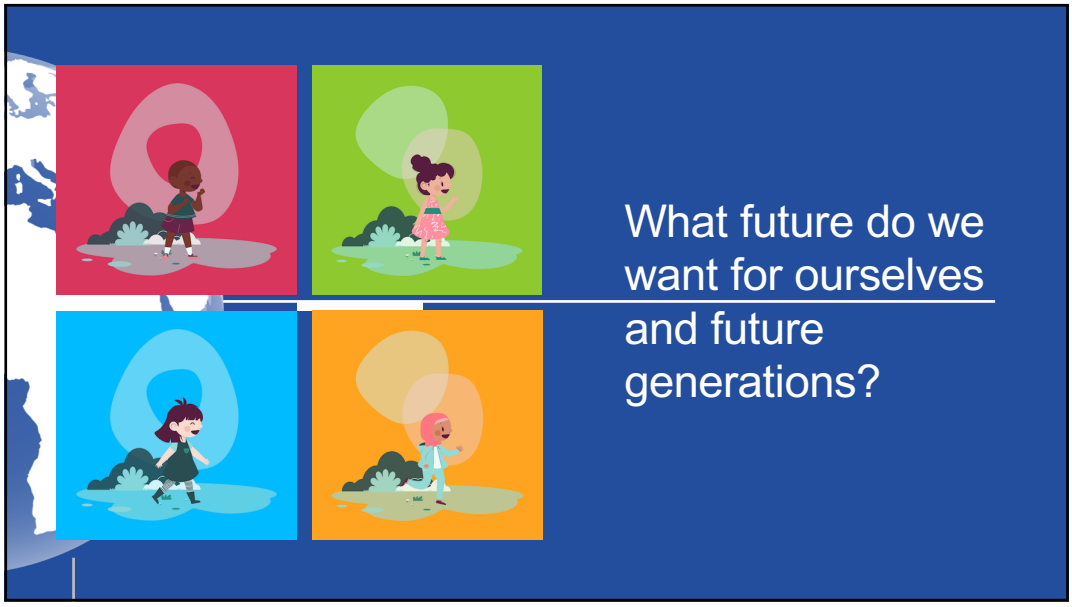
Key message #8
The economic transformation is affordable
The investment needed to build a more resilient civilization is likely to be small: in the order of **2-4% of global income per year for sustainable energy security and food security.** Costs will be highest during the first decades after implementation starts, and then decline.
8


Key message #9
The economic transformation requires active governments
An active collective effort to solve the problems of poverty, inequity, and climate change – even if those solutions do cost more in the short term than doing nothing. **Luckily the process will create jobs, innovation and economic growth.**
9

Key message #10
Overconsumption in high-income countries has to be curbed
Material consumption among high-income takers is a major driver of climate change, ecosystem decline and pollution and makes it increasingly difficult for poor people to enhance their living standards. **Policies must be implemented to provide sufficiency for all by redistributing wealth and lowering the material footprint of the rich.**
10


Key message #11
Redistribution of wealth is essential
The 10% richest take more than 50% of national incomes. Their share must be reduced to less than 40%. Major tools, beyond higher taxes on the rich, will be a Citizens Fund for the global commons and social commons, **distributing a Universal Basic Dividend to all.**
11


Carla
Los Angeles, USA
Shu
Changsha, China
Samiha
Dhaka, Bangladesh
Ayotola
Lagos, Nigeria
Earth 4All


What future do we want for ourselves and future generations?

74%

of people across G20 countries support **wellbeing economies**.

Ipsos MORI to survey
Commissioned by Earth4All, and with our partner the Global Commons Alliance

Earth 4All

Ein gutes Leben

kein Verzicht!

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Wohlergehen von Individuum und Gesellschaft

- Nachhaltigkeit muss immer mit dem Wohlergehen (Well-Being) und den Zielen der Region/des Unternehmens vereinbar sein!
- Vom positiven Zukunftsbild: eigene und globale (Nachhaltigkeits-)Ziele
- zum guten Leben / erfolgreichen Untermehmen

... als Ziel einer echten Transformation der Gesellschaft

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Vivian Dittmar

- Zeitwohlstand
- Kreativitätswohlstand
- Beziehungswohlstand
- Spiritueller Wohlstand
- Ökologischer Wohlstand

It‘s (also) consumption, stupid!

Climate crisis is the symptom, Overconsumption is the disease

Scroll down to explore the true causes of the crisis and what we can do to treat it

Friends of the Earth Europe

EEB European Environmental Bureau

european youth forum

Funders Acknowledgments

Friends of the Earth Europe, the European Environmental Bureau and the European Youth Forum gratefully acknowledge financial assistance from the European Commission (LIFE Programme, Erasmus+ Programme) and the Council of Europe. The contents of this document are the sole responsibility of Friends of the Earth Europe, the European Environmental Bureau and the European Youth Forum, and cannot be regarded as reflecting the position of the funders mentioned above. The funders cannot be held responsible for any use which may be made of the information this document contains.

Erasmus+

1/The disease

The European Union’s growth-based economy is driving a depletion of Earth’s finite resources. This is fueling a double burnout of people and planet.

LERNENDE ORGANISATION

Zeitschrift für systemisches Management und Organisation

Zukunft der Arbeit
Arbeitsformen der Zukunft

Friedrich Hinterberger, "Burnout und Klimawandel haben die gleiche Ursache: Wir arbeiten zuviel und zu intensiv", in: Lernende Organisation 45, S. 28-35, 2008

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Burnout und Klimawandel haben die gleiche Ursache: Wir arbeiten zu viel und zu intensiv

Einkommen und Konsum wie auch Arbeit und andere Aktivitäten (z.B. Freizeit) dienen der Befriedigung menschlicher Bedürfnisse. Und Arbeitsplätze erfüllen neben ihrer wirtschaftlichen auch eine wichtige soziale Funktion der „Teilhabe am gesellschaftlichen Leben“. Andererseits wird die (Erwerbs-)Arbeit für die, die Arbeit haben, immer intensiver und von vielen als negativ erlebt. Manche warten nur noch darauf, dass „endlich das Wochenende kommt“ und „das Leben beginnt“.

In seinem Artikel wirft Friedrich Hinterberger, Leiter des SERI (Sustainable Europe Research Institute) einen sehr kritischen Blick auf die „Arbeit“, wie wir sie heute gestalten, und wirft neue Ideen auf.

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Ein Vorschlag:
50.000 Stunden Erwerbsarbeit sind genug!

- 30 Stunden / Woche = 1200 Stunden / Jahr
  für mehr **Muße, Eigenarbeit, Versorgungsarbeit, Gemeinschaftsarbeit,...**
  für uns und andere

  (statt 40 Stunden / Woche, 40 Wochen im Jahr, 40 Jahre im Leben)

- mehr Lebensqualität,
- mehr Sinn-volle Arbeit
- bei gleichzeitig wirtschaftlichem Erfolg!

So kann weniger „mehr" sein!

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Weniger ist nicht immer mehr

Weniger Lebensqualität will niemand. Ein Glück, dass wir für mehr Lebensqualität nicht zwingend mehr Ressourcen brauchen. Aber im gegenwärtigen linearen Wirtschaftssystem ist das so.

(Ernst Gehmacher, 1926-2021)

Wellbeing Economy Alliance

WELLBEING ECONOMY ALLIANCE

LATEST NEWS ABOUT MOVEMENT LEARN STORIES CONNECT DONATE

WEAll is a collaboration of organisations, alliances, movements and individuals working towards a wellbeing economy, delivering human and ecological wellbeing.

Learn more about WEAll

Common Ground Festival by WEAll
https://www.youtube.com/watch?v=KVctyDoscnM

Wellbeing Economy Governments

WELLBEING ECONOMY ALLIANCE

LATEST NEWS ABOUT MOVEMENT LEARN STORIES CONNECT DONATE

Wellbeing Economy Governments

The Wellbeing Economy Governments partnership (WEGo) is a collaboration of national and regional governments promoting sharing of expertise and transferrable policy practices. The aims are to deepen their understanding and advance their shared ambition of building wellbeing economies. WEGo, which currently comprises Scotland, New Zealand, Iceland, Wales and Finland, is founded on the recognition that 'development' in the 21st century entails delivering human and ecological wellbeing.

"The role of government in transforming how our economies operate cannot be underestimated. So, governments at all levels are natural partners for the Wellbeing Economy movement."

Katherine Trebeck
Advocacy and Influencing Lead
Wellbeing Economy Alliance

Objectives – WEGo members commit to:

- COLLABORATE in pursuit of innovative policy approaches to create wellbeing economies – sharing what works and what does not, to inform policymaking for change.
- PROGRESS toward the UN Sustainable Development Goals, in line with Goal 17, fostering partnership and cooperation to identify approaches to delivering wellbeing.
- ADDRESS the pressing economic, social, and environmental challenges of our time.

The Scottish Government is currently providing secretariat support for the group. The Wellbeing Economy Alliance helped to instigate WEGo and supports the partnership by providing knowledge and evidence of a wellbeing economy agenda.

Neuseeland
Finland
Island
Schottland
Wales
...

THE CLUB OF ROME Austrian Chapter

Key message #12
The next step is to gather broad political support for the economic transformation
There is already growing support for action to stop current trends. And emerging initiatives like Wellbeing Alliance, Green Deal, New Deal, Global Deal, Ecological Civilization. The need now is to scale up a major advocacy and public campaign to drive the conversation on economic systems change and open up policy windows.
Earth4All will do its bit.
12

Umsetzung in Österreich
als eines von zwei Pilot-Länder neben Österreich
56

Nationales Engagement?

- 15 wichtige politische Hebel für Lösungen, die die Gesellschaft in ein neues Paradigma führen werden.
- Earth4All kann nicht für die genaue Umsetzung in den verschiedenen Ländern eintreten.

Bildung einer offenen "Allianz" österreichischer Partner*innen

THE CLUB OF ROME Austrian Chapter

Ziele auf nationaler Ebene

- Förderung des Earth4All-Konzepts
- Stärkung des Verständnisses und der Nachfrage nach einem Denken, das über das BIP hinausgeht
- Beschleunigung des Fortschritts in allen fünf Wendepunkten auf nationaler Ebene

Wellbeing für alle: ein partizipatives Projekt

Citizens and Stakeholder assemblies

Connecting
- Earth4All to wellbeing
- indicators to goals
- systems thinking and arts

WELL BEING FOR ALL

Pilot project 2023
- in Salzkammergut

More to come in 2024 ff!

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auf allen Ebenen

- Unternehmen
- Regionen
- Länder
- weltweit

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Thank you very much!
Dr. Friedrich Hinterberger
Vice President of the Austrian Chapter of the Club of Rome
www.clubofrome.at / fritz.hinterberger@clubofrome.at
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