Austria's approach to E4A at country level

interdisciplinary research, required expertise and resources

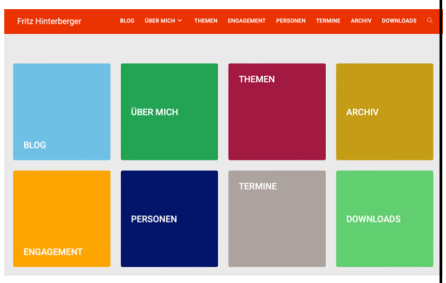
(platforms, big data, budgets and financial resources)

Dr. Friedrich Hinterberger

Member of the Club of Rome

Conference „No Limits to Hope", Academia Română, București, 5.11.2026

Friedrich „Fritz" Hinterberger



Sustainability researcher

Networker, communicator and **activist**

Member of the **Club of Rome**

https://fritz.hinterberger.com

Earth 4All

National Engagement



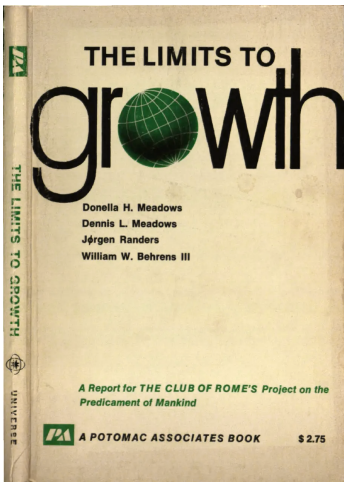
What I want to achieve

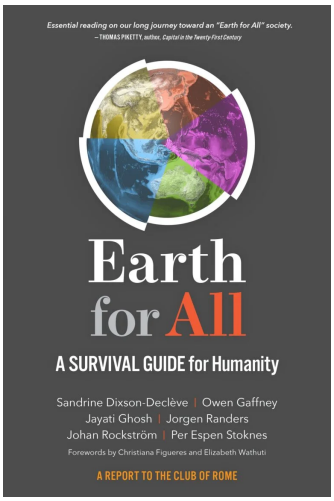
- present the **Austrian approach**
- link **Limits to Growth** with **Earth4All, Materials** and **No Limits to Hope**
- be available **for your questions…**

… now and after the conference



From „Limits to Growth“ to an „Earth4All“

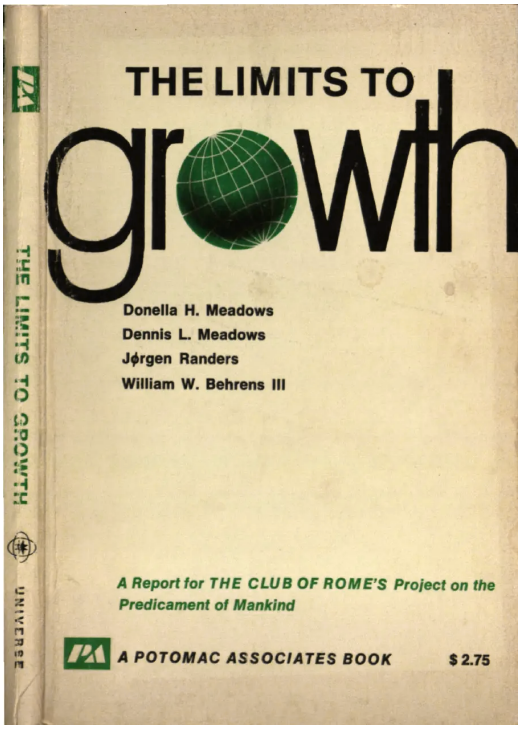




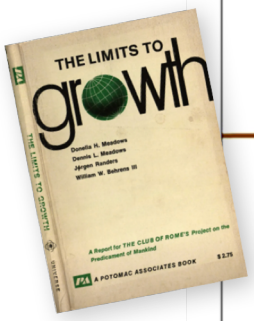
1972

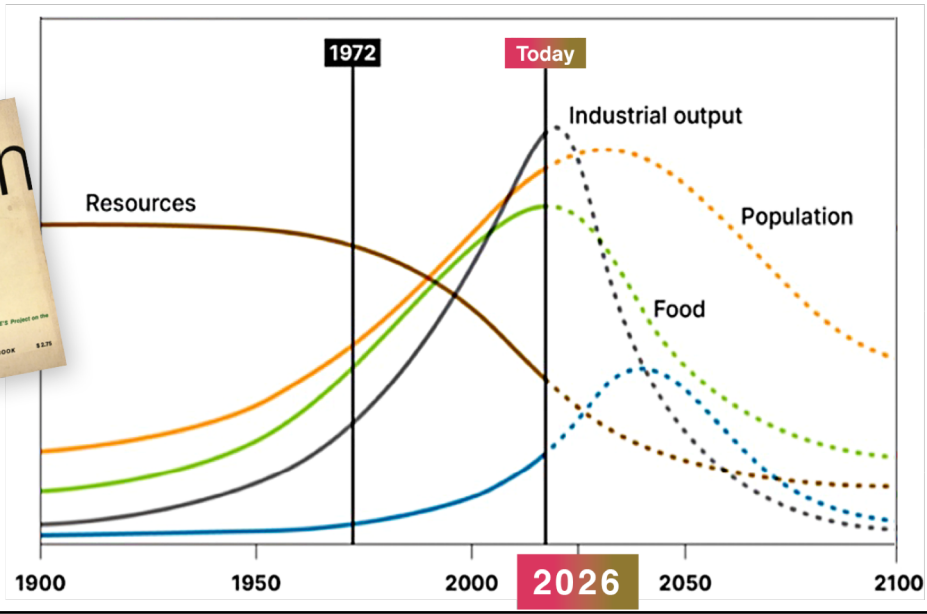
First report
to the Club of Rome

**The Limits
to Growth**



The „limits to growth“ are here to stay



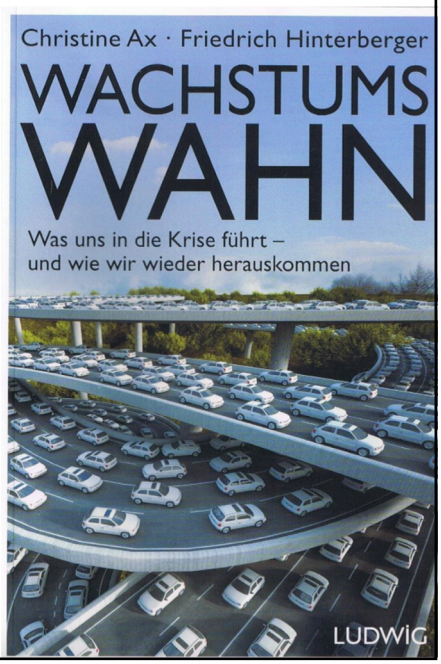


The „Limits to Growth“ become increasingly noticable

Growth is „slowing down“
(= linear, not exponential).

The „growth drivers“ aren‘t driving any more:

- **Supply:** work, capital, natural resources
- **Demand:** consumption, exports, investment and government expenditure

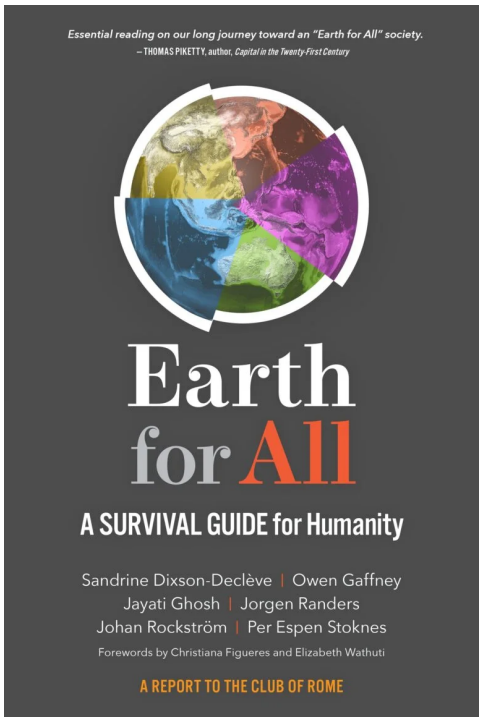


2022

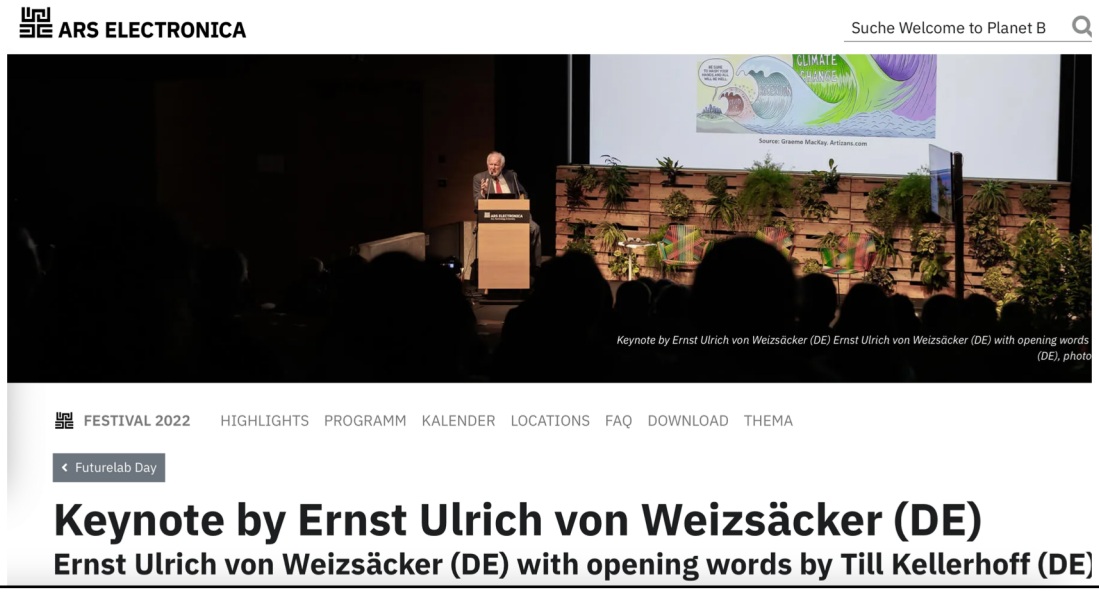
Report to the
Club of Rome

Earth for All

A Survival Guide
for Humanity



2022



The 5 necessary „turnarounds“
to achieve an Earth4All



Earth 4All

The five turnarounds

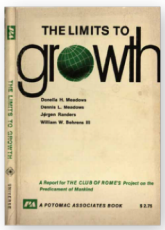
Inequality	▶	**social survival**
Food	▶	**physical survival**
Energy	▶	**physical and economic survival**
Poverty	▶	**physical and global survival**
Empowerment	▶	**political survival**

THE CLUB OF ROME

2024

A Survial Guide

for Austria

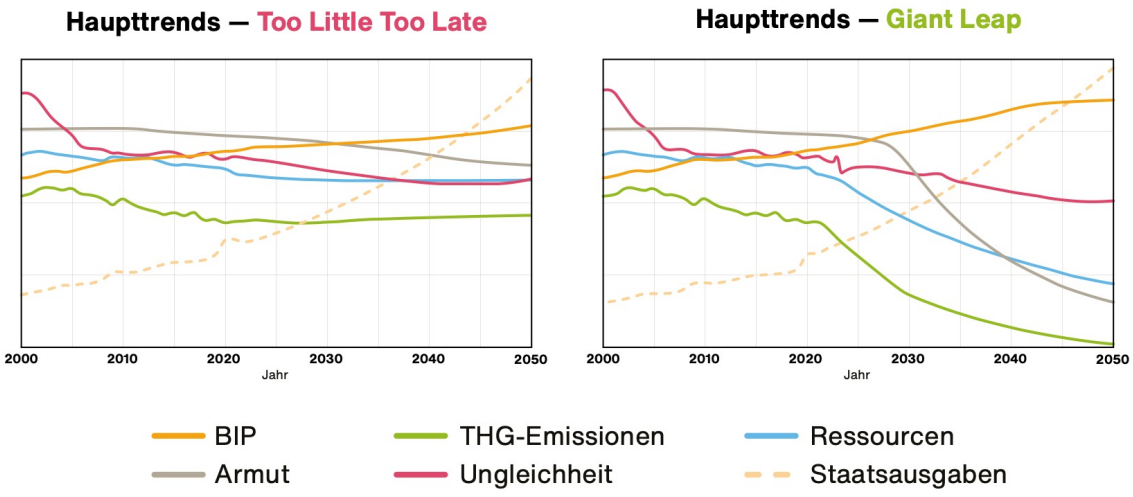








Wellbeing Trends for Austria



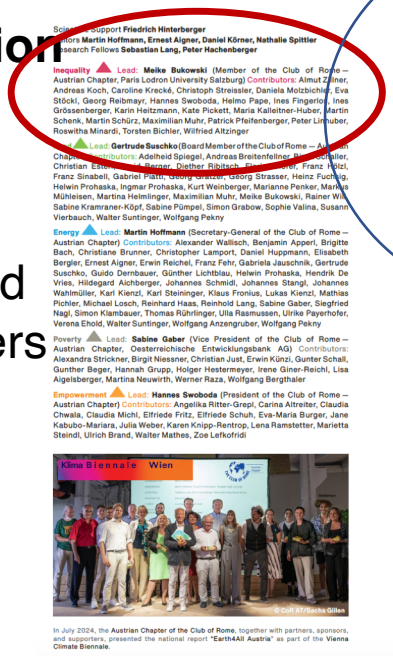
Paradigmen-wechsel nationaler Ungleichheiten

EXAMPLE

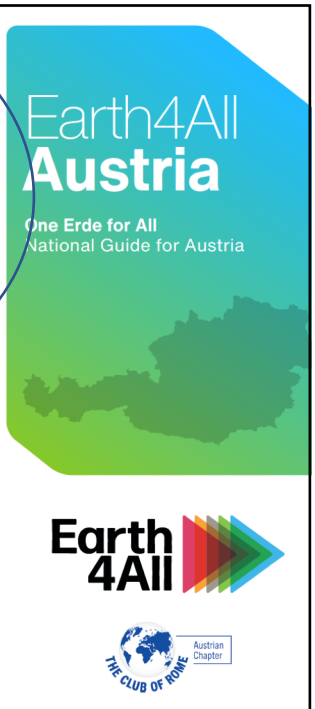
A Paradigm Shift in National Inequalities

Broad participation

Active sponsors, experts and stakeholders







Vision

Durch den **Abbau struktureller Ungleichheit** sind Einkommen und Vermögen so gerecht verteilt, dass es **kaum mehr monetäre Ar-**

"By reducing structural inequality, income and wealth are distributed so fairly that there is hardly any monetary poverty anymore. All people have a secure existence. They have access to work and a basic income so that they can afford to live well within planetary and social boundaries, which also has a positive impact on the regional economy, climate and nature. There is also a broad range of socio-ecological services and infrastructures that are accessible to everyone and meet their needs. This includes medical care, educational opportunities, housing, mobility, local amenities and leisure activities. Social organisations play an important role and human-centred professions have been upgraded. The administrative and legal system is transparent and offers opportunities for participation free from discrimination, and it promotes integration."

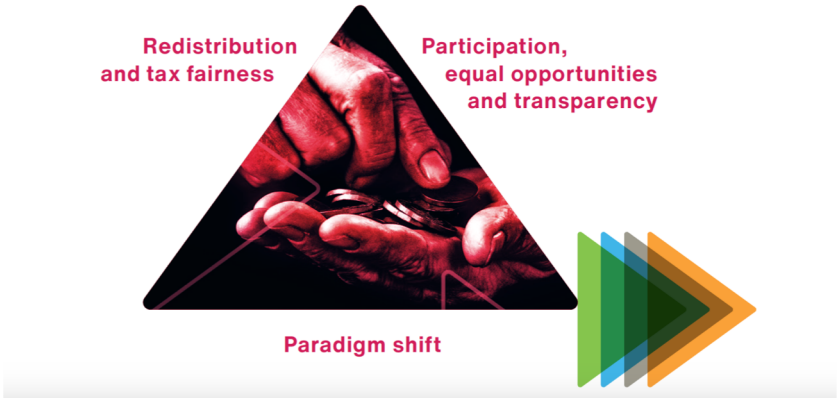
Rechtssystem ist transparent und bietet **Möglichkeiten zur Teilhabe** frei von Diskriminierung, und es fördert Integration.

Siehe Guide Seite 8

Levers

EXAMPLE

A Paradigm Shift in National Inequalities





Plea for a better economic understanding

Some emerging fields:

Donut Economics (Kate Raworth)

Foundational Economics (Alltagsökonomie)

Circular Economy

Feminist / care economics

Mission orientation

New comprehensive indicators



Presentation at the first Vienna Climate Biennial

08.07.2024

Vortrag | 2 – Festivalareal Nordwestbahnhof

barrierefrei zugänglich

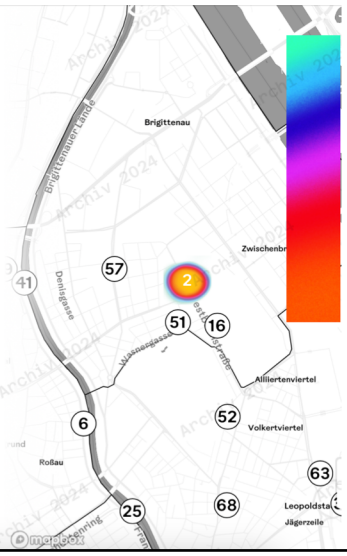
im Biennale Festivalpass inkludiert

Earth4All Austria

2 Festivalareal Nordwestbahnhof
Nordwestbahnstraße 16
1200 Wien

Earth 4All Austria

Im Rahmen der Klima Biennale stellt der **Club of Rome – Austrian Chapter** den aktuellen Stand ihrer Arbeiten der letzten Wochen und Monate zu **Earth4All Austria** vor.







Get Active!

Earth4All Austria
www.clubofrome.at/projekt-earth4all-oesterreich

Club of Rome – Austrian Chapter
www.clubofrome.at

with links to english translations !

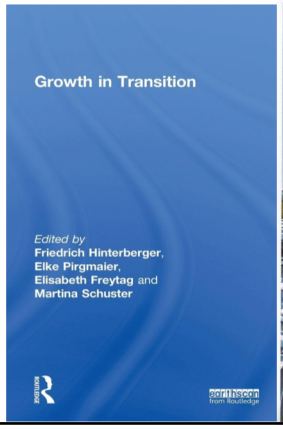
How we carry on (1): Growth in Transition

Wachstum im Wandel

Despite differing perspectives on growth issues, working together to chart a course towards a positive future and a good life.

- What constitutes a **good life**?
- What should grow, and what should not, what must grow?
- Environmental impact? Quality of life?
- How shall costs and benefits be **distributed**?

https://www.wachstumimwandel.at





Wealth and Wellbeing

The Wellbeing Economy Alliance (WeAll)

Wellbeing Economy Governments
(Schottland, Island, Wales, Neuseeland, Finland)

Community Wealth Building (Scotland) Act 2026

2026 asp 7



„Life itself is wealth!“ (Christine Ax)

https://weall.org/hub/austria

WELLBEING ECONOMY ALLIANCE AUSTRIA

WELLBEING ECONOMY ALLIANCE AUSTRIA

Die Wellbeing Economy Alliance Austria (WEAll Austria) ist ein Zusammenschluss von Organisationen, die sich dafür einsetzen, die österreichische Wirtschaft so auszurichten, dass das Wohlergehen der Menschen, soziale Gerechtigkeit und der Schutz des Planeten zusammengedacht und umgesetzt werden.

WELLBEING ECONOMY ALLIANCE AUSTRIA



Gründungs- & Partnerorganisationen

How we carry on (2): The Role of Materials



Super Pit Gold Mine, Kalgoorlie, WA, 2023. © Chris Olszewski

Materials matter

Taskforce on materials and consumption to drive sustainable resource use



23 May 2025 – In response to the urgent need for a more sustainable approach to resource use, The Club of Rome and the Hot or Cool Institute have launched a Materials and Consumption Taskforce. The taskforce aims to highlight the critical importance of materials and consumption in the context of the global economic system.

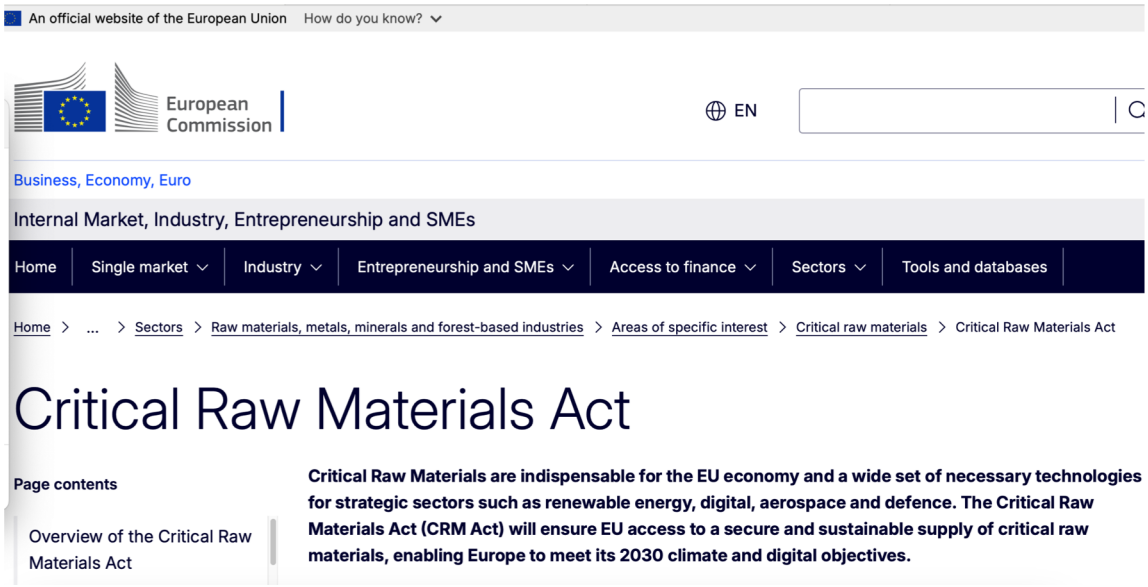
With the world facing growing pressures from resource scarcity, environmental degradation, accelerating climate change and geopolitical tensions, the taskforce recognises that materials and consumption lie at the heart of many interconnected crises. From the escalating demand for critical minerals to the impact of supply chains on climate change and social inequalities, addressing these issues is essential to building a sustainable and resilient future.

Earth 4All

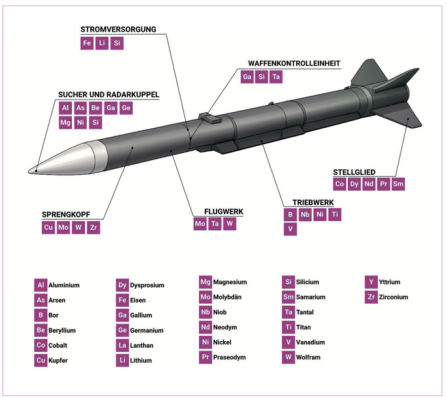
The five turnarounds

Inequality	▶	social survival
Food	▶	physical survival
Energy	▶	physical and economic survival
Poverty	▶	physical and global survival
Empowerment	▶	political survival
Materials and Conflicts	▶	**globales Überleben**

Materials for „clean energy“...

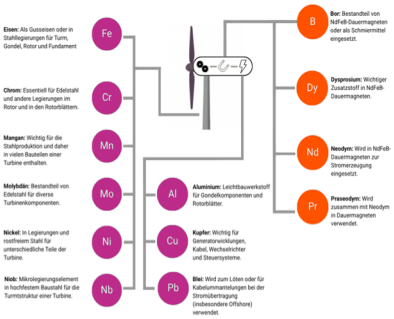


... or arms?



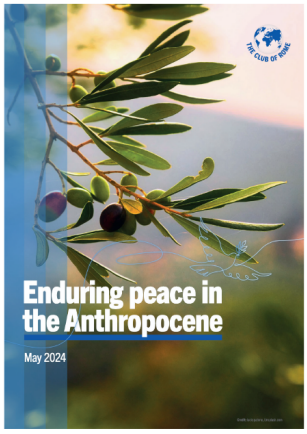
Source: Hackett et al. (2025):
Critical Raw Materials and European Defence.
International Institute for Strategic Studies

Missiles and windmills...



... share the same need for materials!

How we carry on (2): Planetary Peace!





Are we still Human in the face of Gaza?

05 June 2025 - The deliberate starvation, displacement and systematic destruction of the people of Gaza and the very conditions necessary for their survival is not war. It is not a war against Hamas. It is an abomination. It is cruelty in its most calculated form—a slow and ...



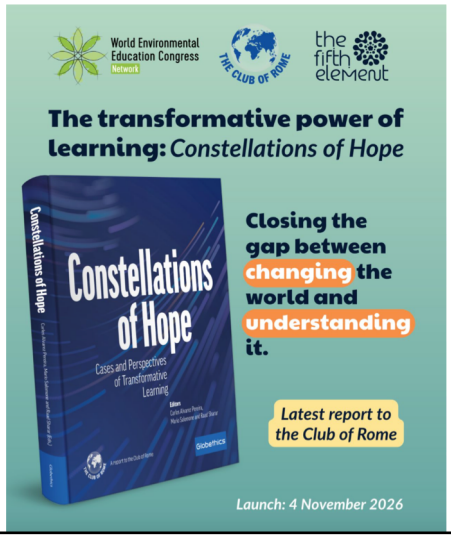
Beyond the absence of war: Pathways to peace in the Anthropocene

21 August 2025 - In a world increasingly defined by climate disruption, biodiversity loss, rising inequality and the accelerating risks of AI and emerging technologies, The Club of Rome is calling for a fundamental rethinking of what peace means today. Its new paper, Planetary ...

From „No Limits to Learning“ (Salzburg 1979) to „No Limits to Hope“ (Bucaresti 2016)



COR Conference, Salzburg, Opening Session, 06.06.1979: Jim Botkin, Mircea Malitza, Aurelio Peccei, Madhi Elmandjra,
President of Austria, Dr. Rudolf Kirchschläger



How we carry on (3)
It‘s the process: 5 Steps

- Best available knowledge
- Mourn and accept the existence of crises
- Understand the systemic connections
- Set concrete goals for a good life
- Work together to achieve them
- Celebrate what has been achieved!

wellbeing.jetzt
Wellbeing im Salzkammergut

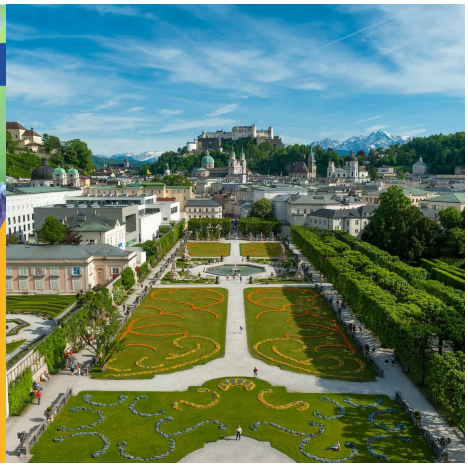
https://salzkammergut.wellbeing.jetzt

https://wachstumimwandel.at/imagine-the-pluriverse/

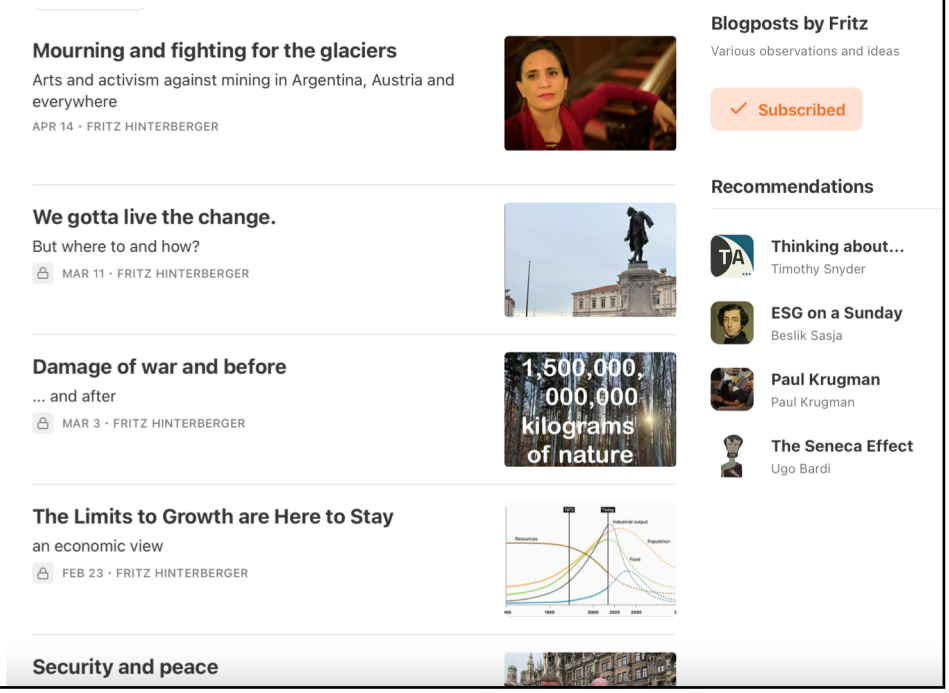


And now:
From Bucharest (2026) to Salzburg (2027)!



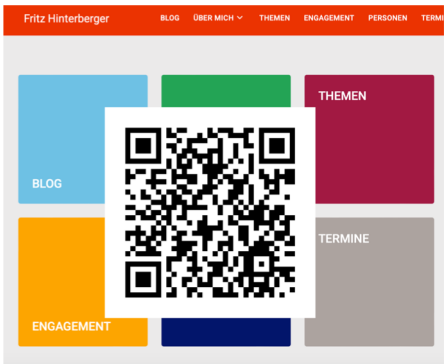


Join me on Substack !



Multumesc, thank you ... !

The presentation is available here for **download**:



https://fritz.hinterberger.com

THE CLUB OF ROME

fritz@hinterberger.com