



Security And Sustainability Forum

Convening Global Experts to Guide Decision Making



40 Years of Foresight, Insight & Integrity



Steering Societies Beyond GDP to the SDGs Sixty Minutes with Hazel Henderson and Kate Raworth

How to accelerate the global transition to just, sustainable societies on our endangered planet

June 28, 2021

Webinar Registration: 1000 From 46 Countries



Hazel Henderson

Founder

***Ethical Markets Media Certified B.
Corporation***



Kate Raworth

Doughnut Action Lab

Senior Associate

Oxford University's

Environmental Change Institute



Edward Saltzberg

Executive Director

Security & Sustainability Forum



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esaltzberg@securityandsustainabilityforum.com

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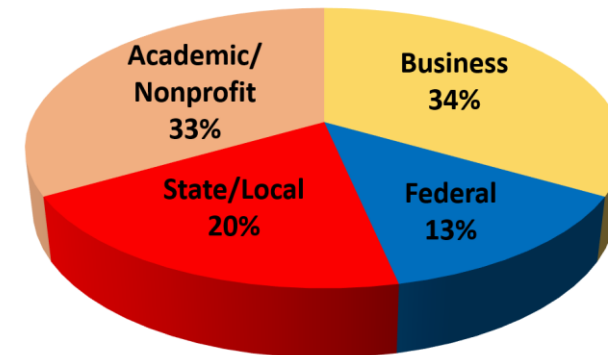
SSF Webinars Address Critical Issues

- Smart Energy/Smart Cities
- Resilience & Sustainability
- The Circular Economy
- Restoring the Carbon Balance
- Climate Adaptation
- Urbanization and Sustainable Economies
- Extreme Weather Events
- Others

Who Follows Us?

>25,000 Global Sustainability Professionals

WEBINAR AUDIENCE



220 recordings in the SSF Archive

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- **Opening:** Ed Saltzberg
- **Introduction & Context:** Hazel Henderson
- **Doughnut Economics:** Kate Raworth
- **Discussion: Where we go from here?:** Hazel and Kate
- **Audience Q&A**
- **Final Words:** Hazel and Kate

The webinar is free, but the cost of entry is to take the 2-minute exit survey.

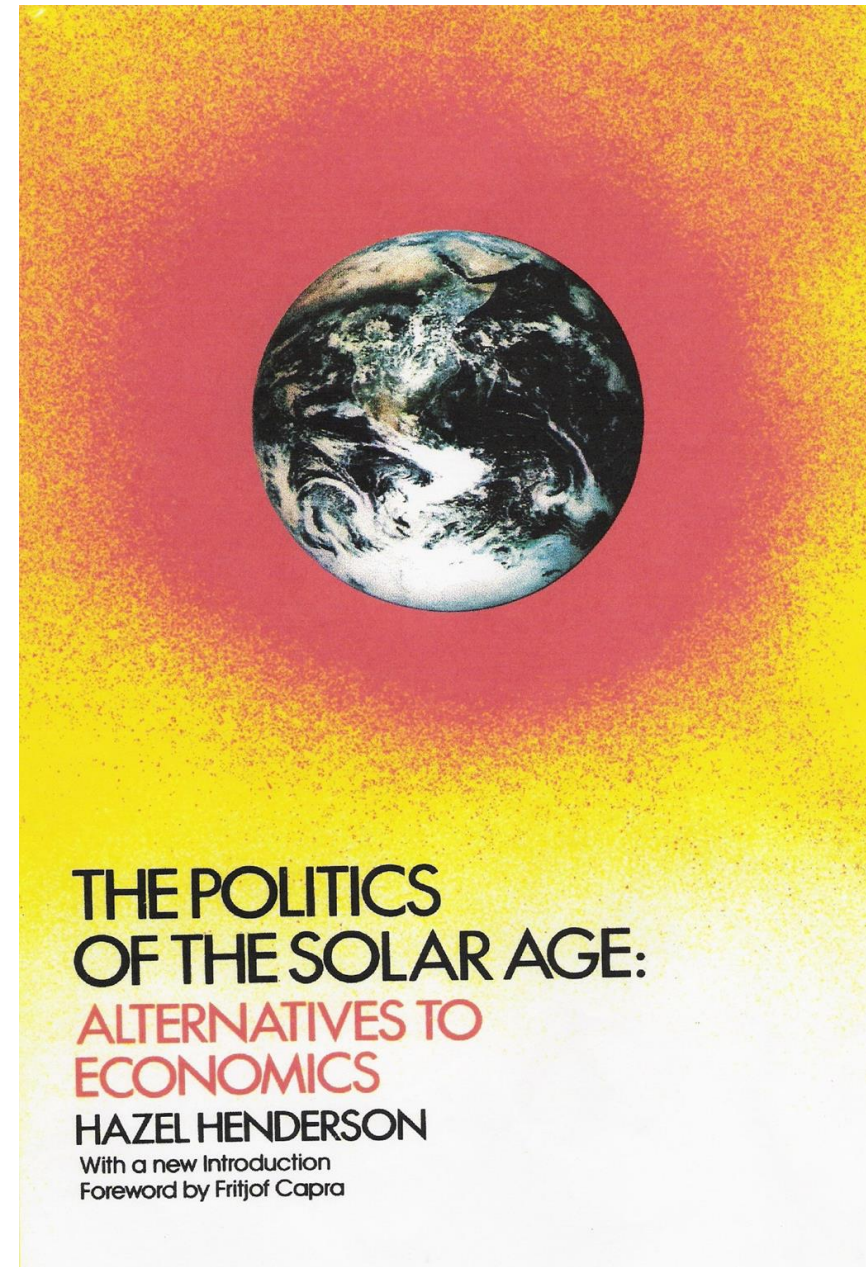
Download slides from the Handout Box.

Add questions to the Got to Webinar question box.

Video will be posted later today.



Hazel Henderson
Founder
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THE NEW

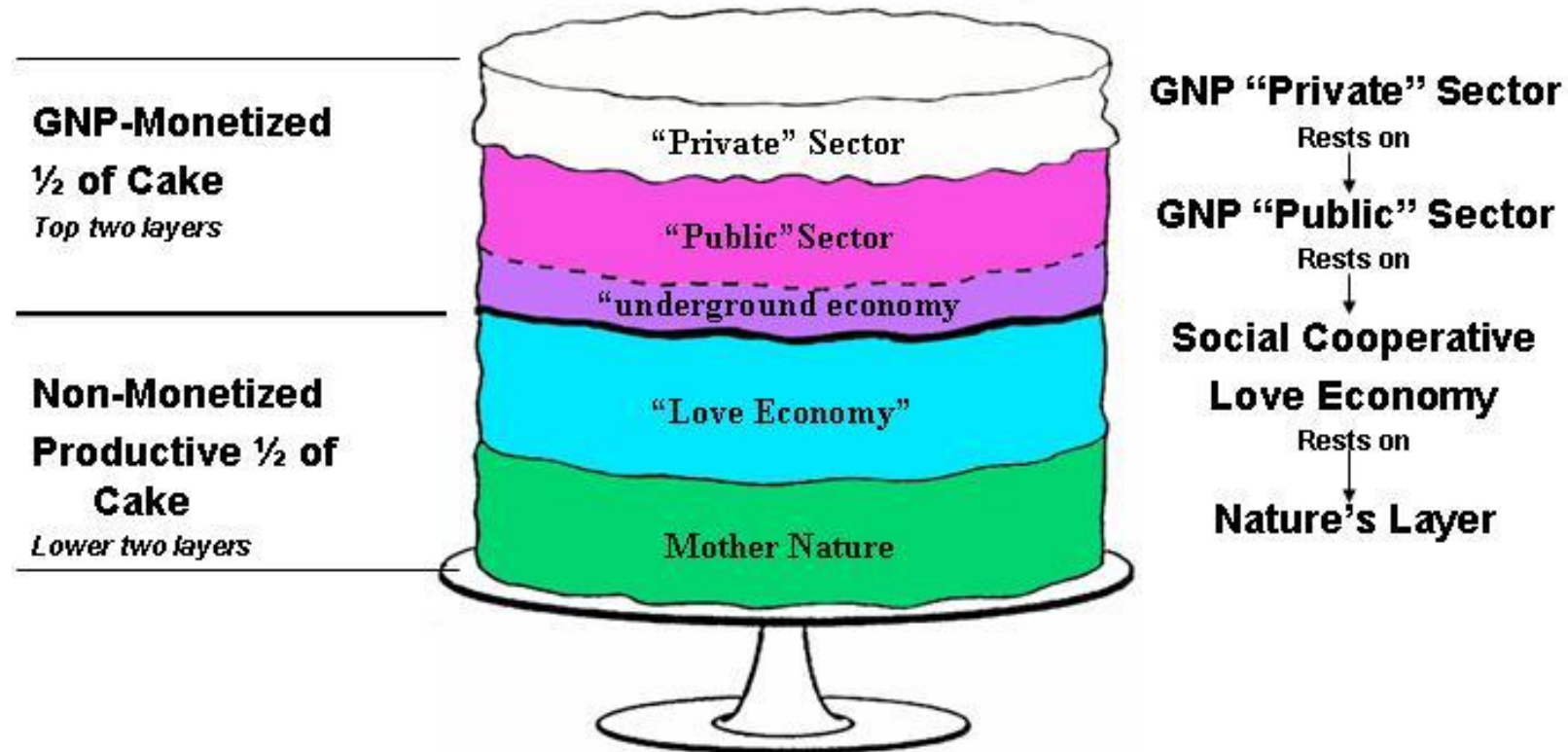
“ATTENTION ECONOMY”

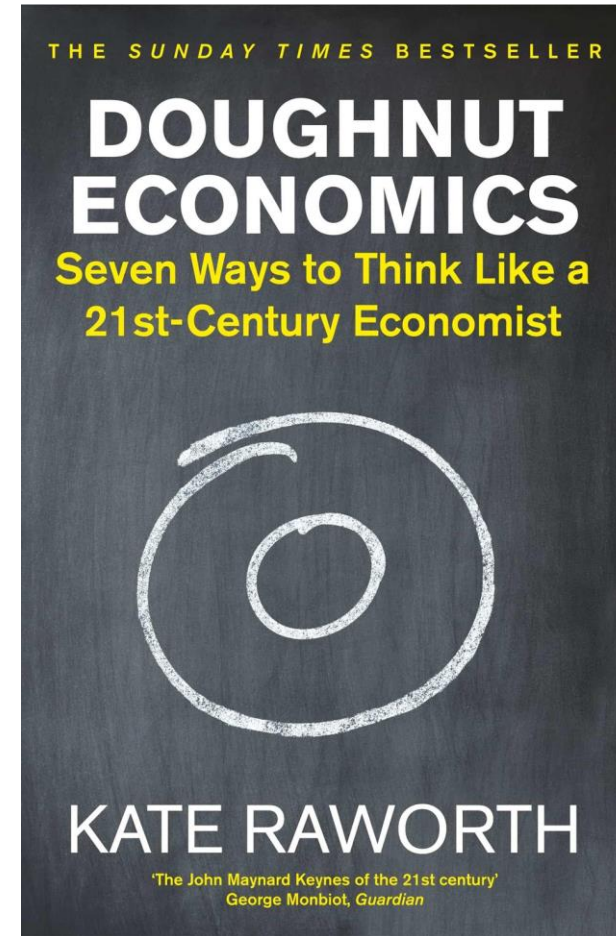
As information-based economies shift to services, time and attention become as valuable as money

New trade-offs:

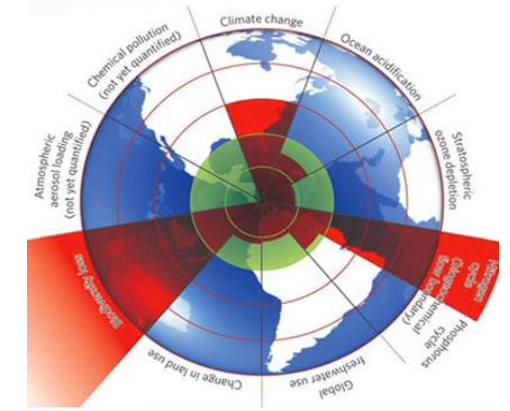
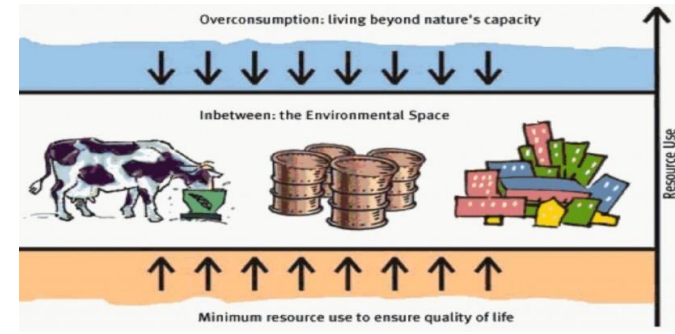
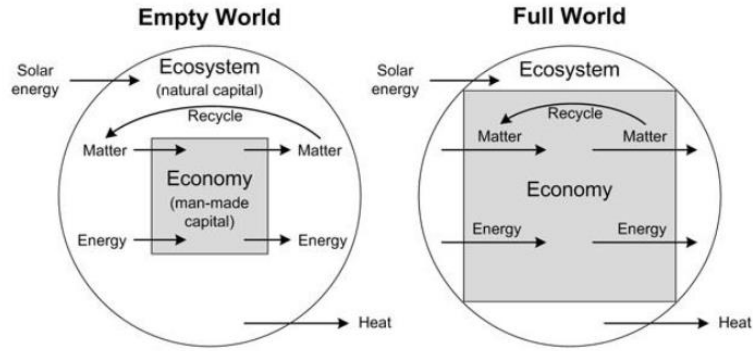
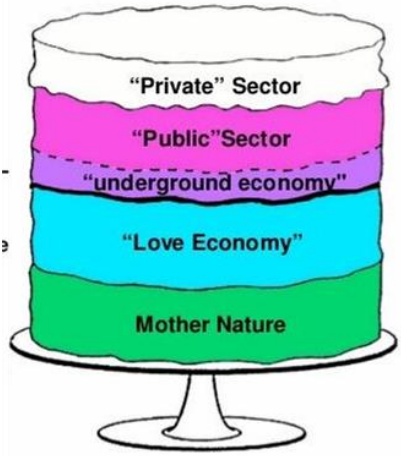
- ◆ **People seek new challenges, experiences**
- ◆ **Many opt for less income and urban stress**
- ◆ **Traditional material goods (even cars) become commodities**
- ◆ **Services grow at % of GNP (opera, movie tickets, music)**

Total Productive System of an Industrial Society (Layer Cake With Icing)

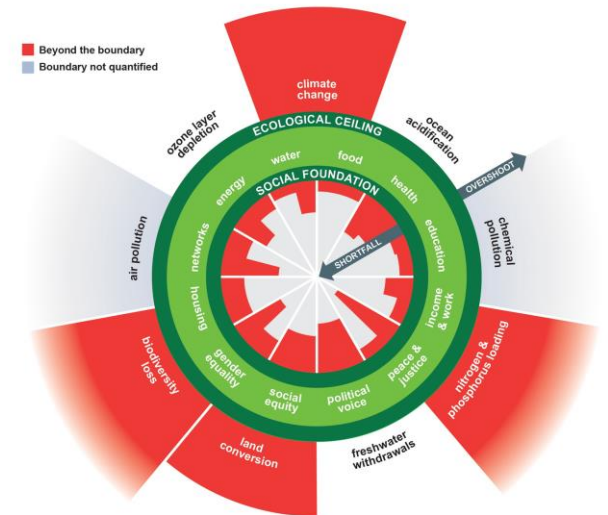
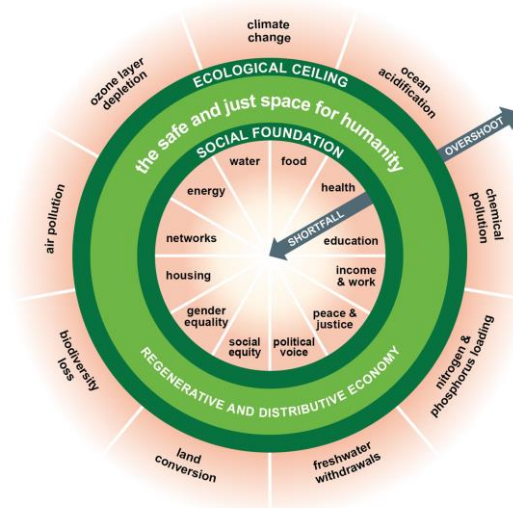
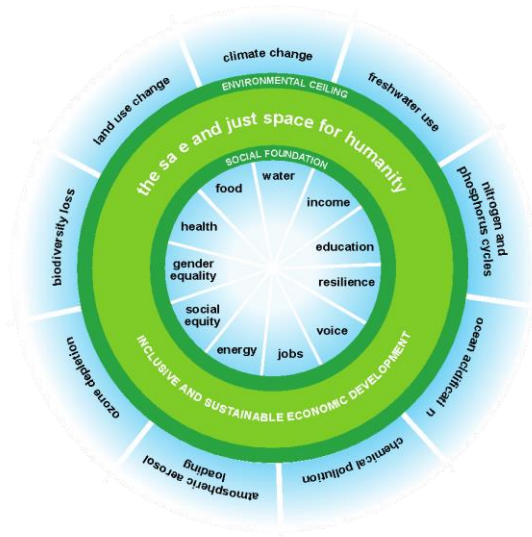
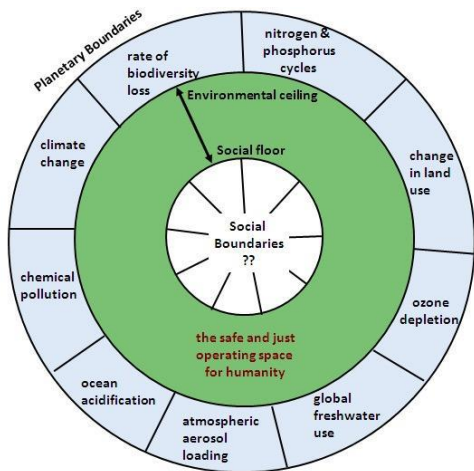




<https://doughnuteconomics.org/>

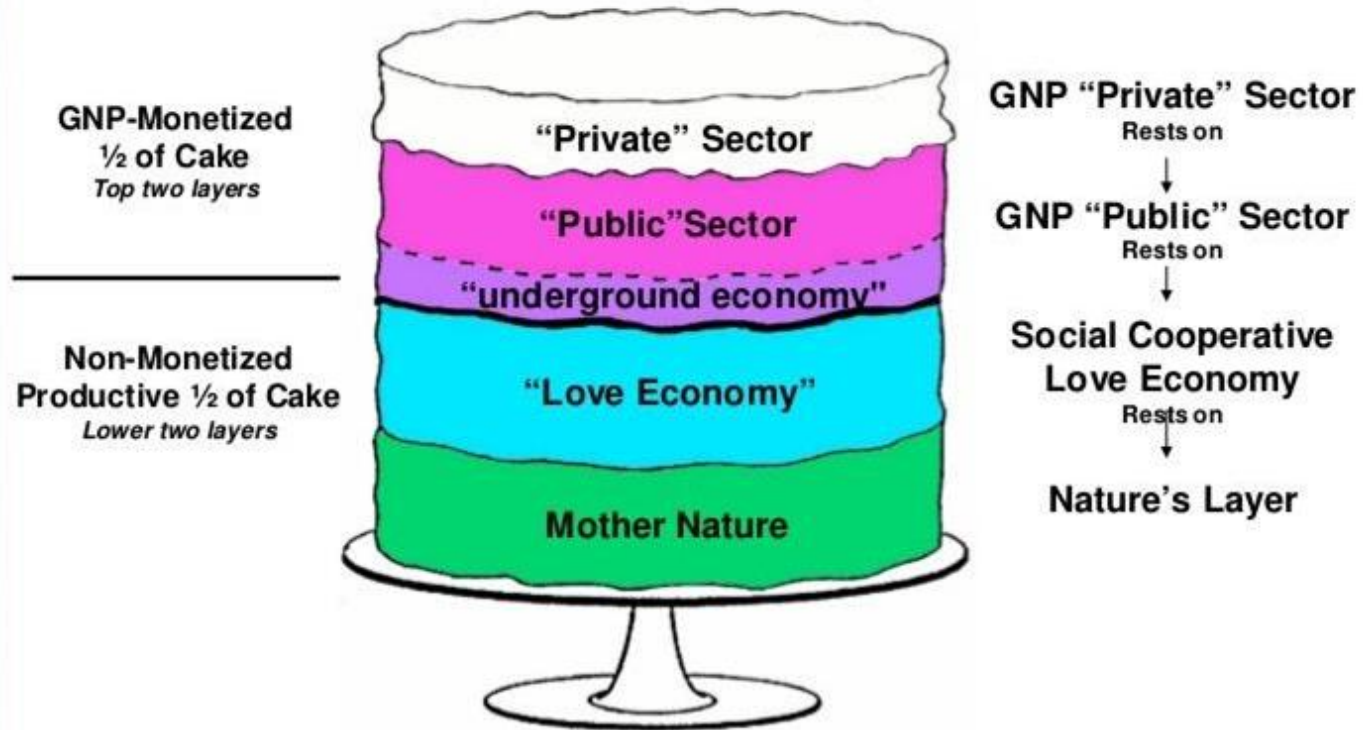


Where the Doughnut came from



Total Productive System of an Industrial Society

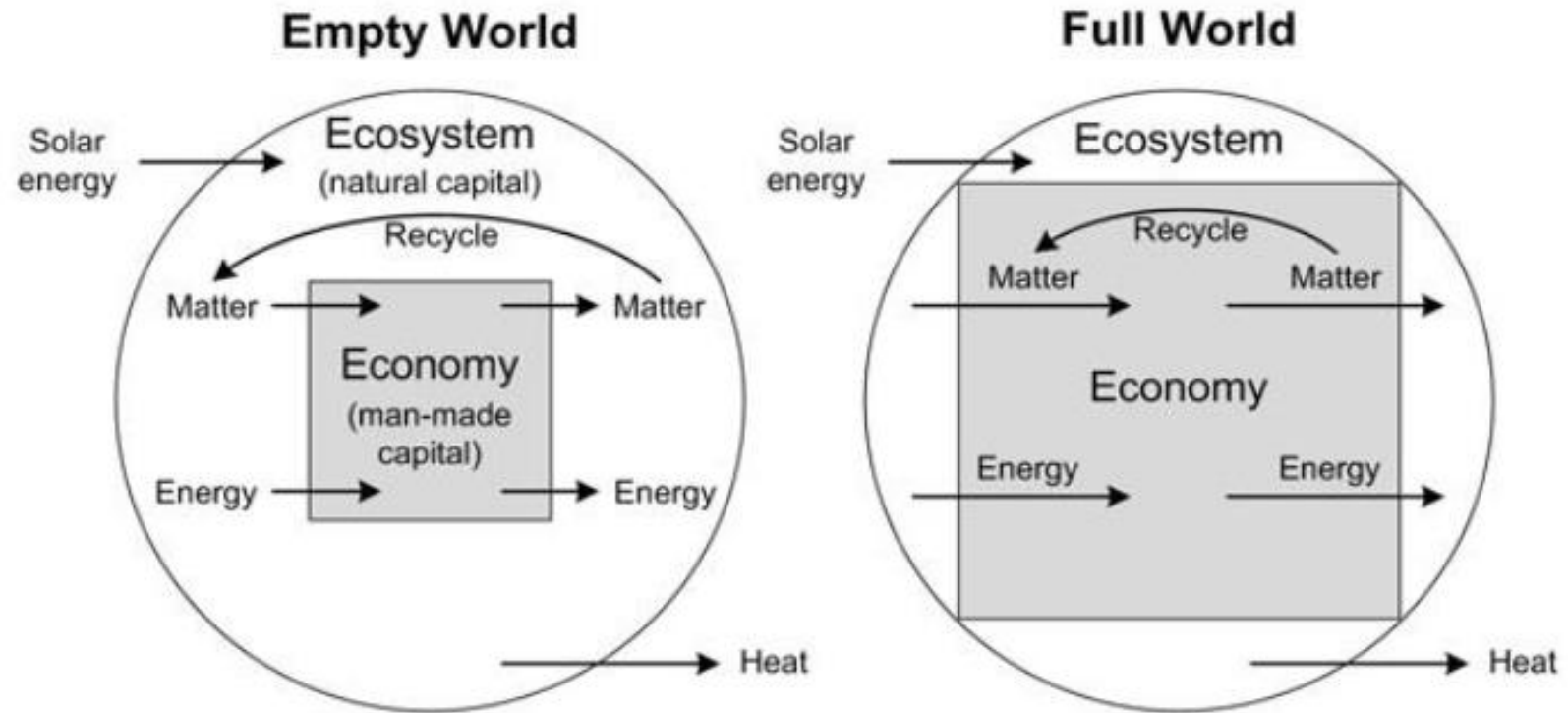
(Layer Cake With Icing)



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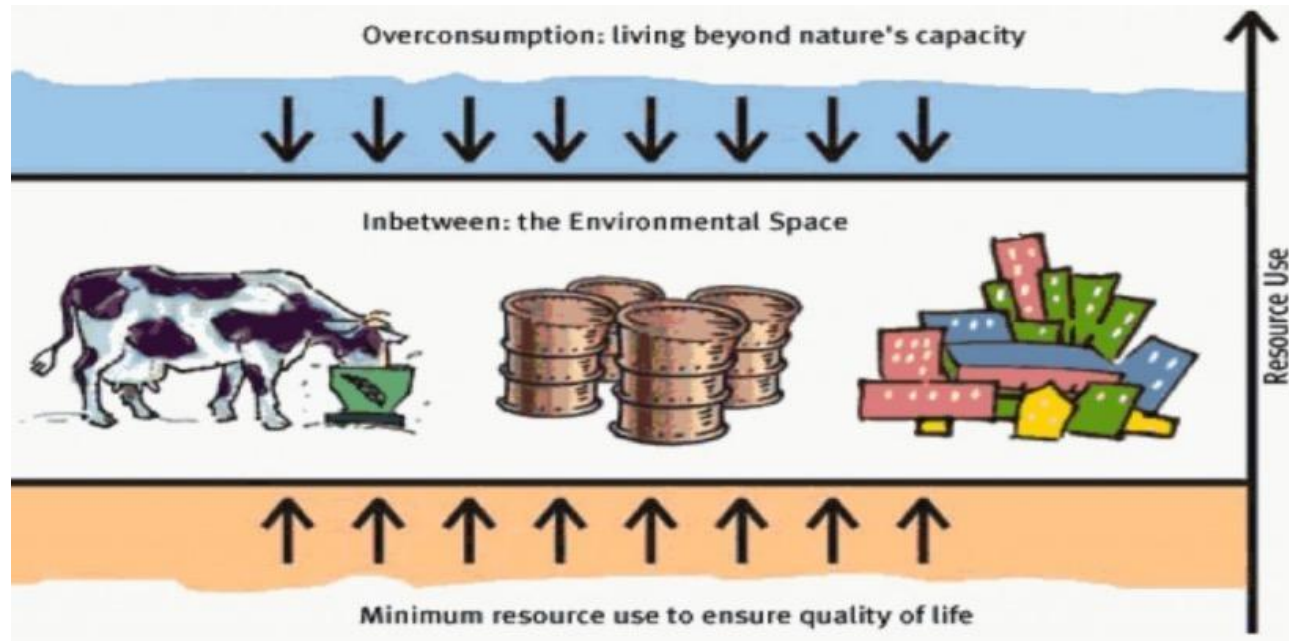
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The Economic Layer Cake
Hazel Henderson, 1982



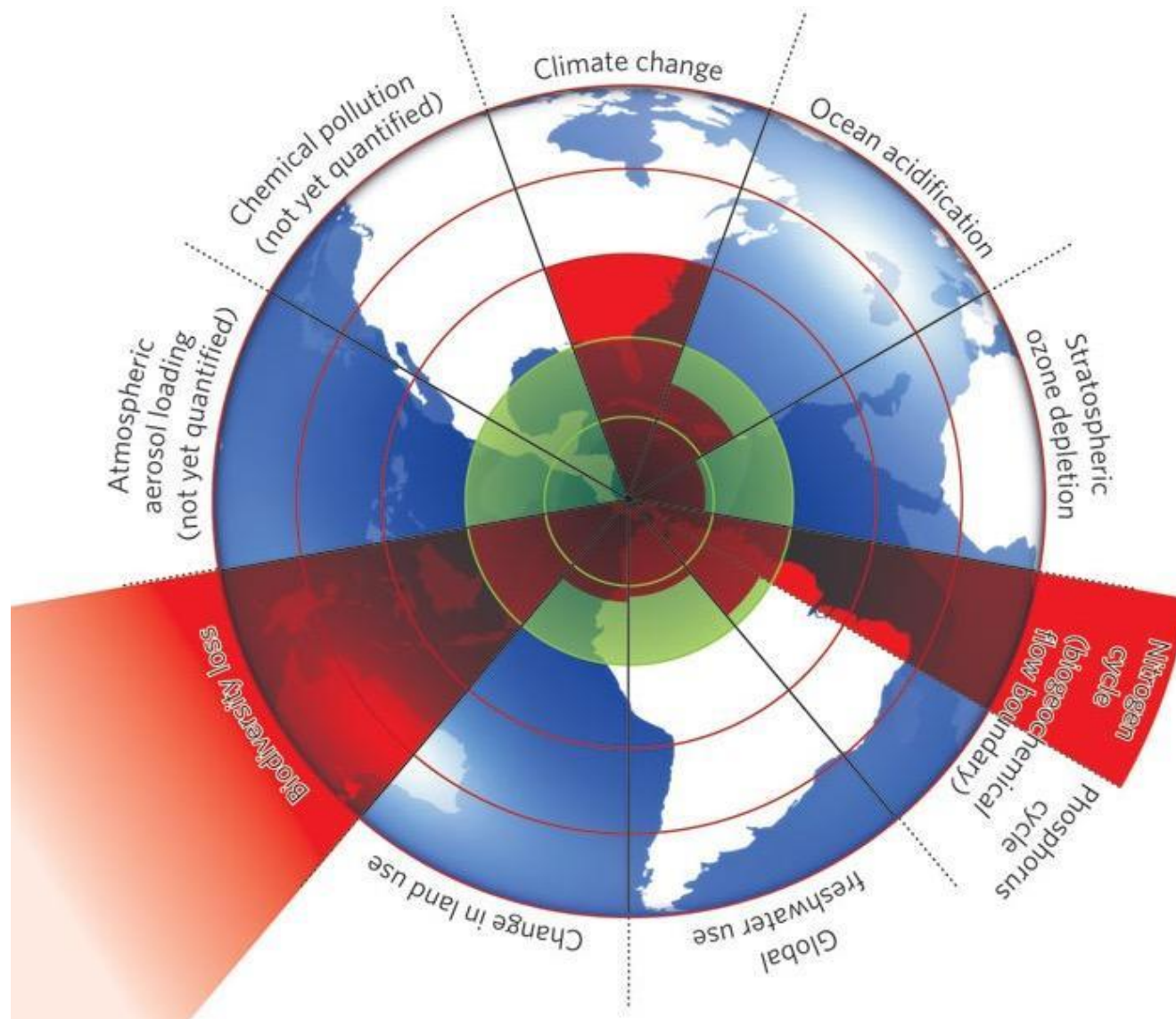
Herman Daly, 1992

Environmental Space

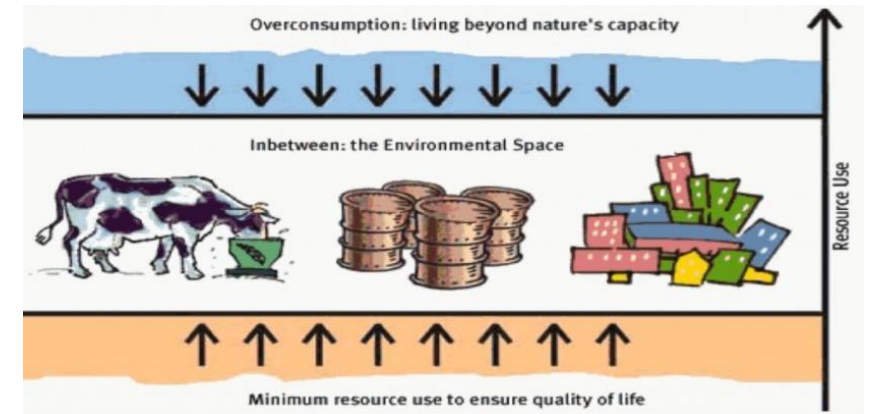
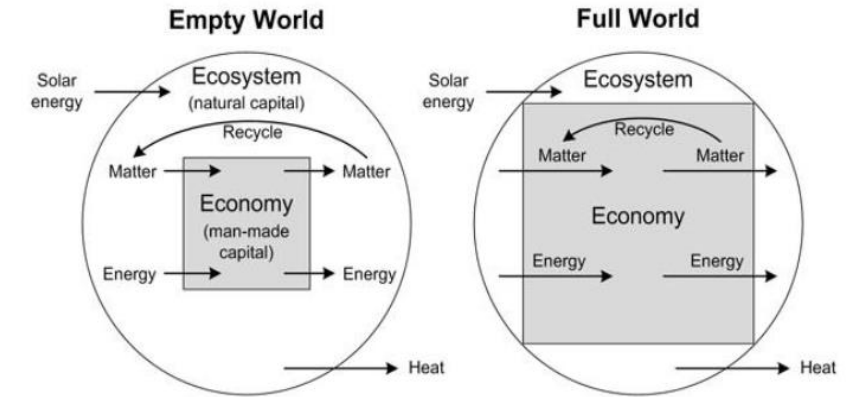
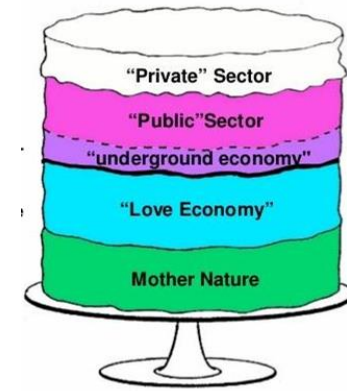


Friends of the Earth, Netherlands, 1990s

Nine planetary boundaries



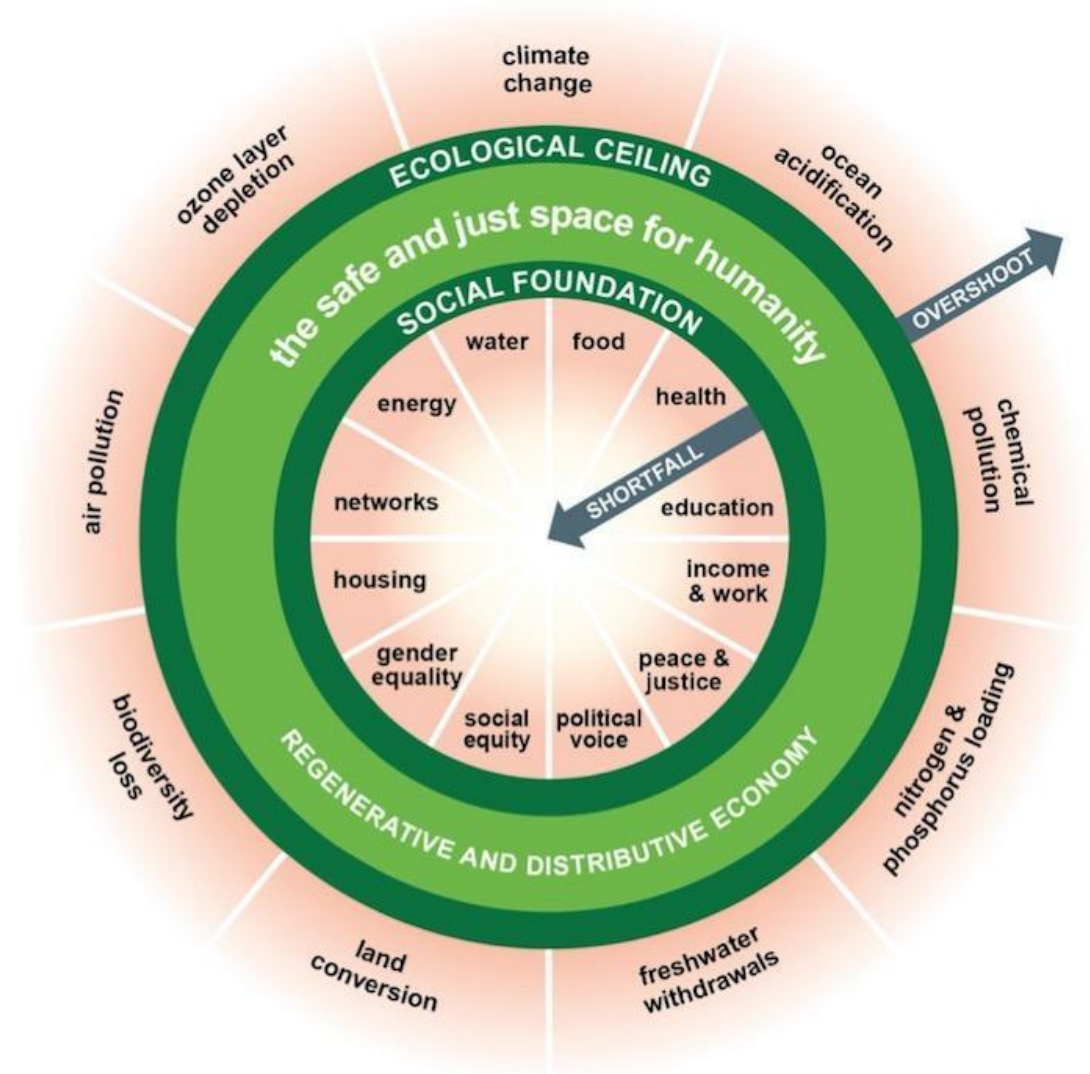
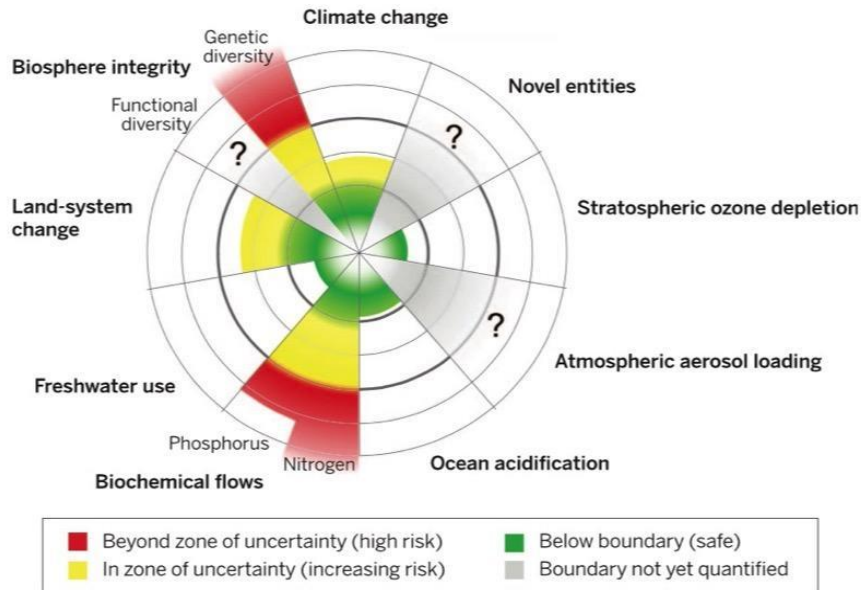
Rockström et al 2009



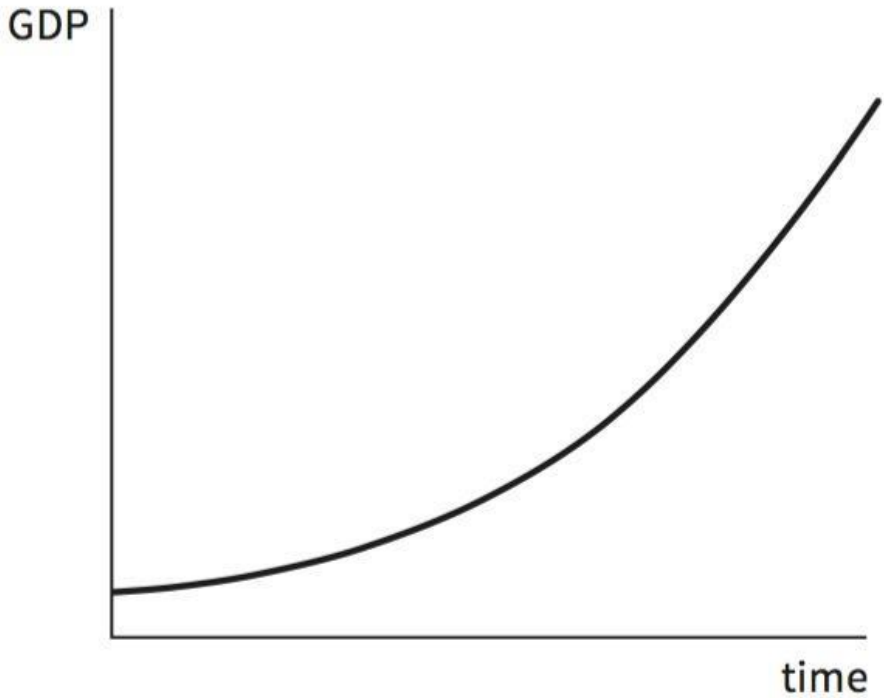
Sustainable Development Goals, 2015



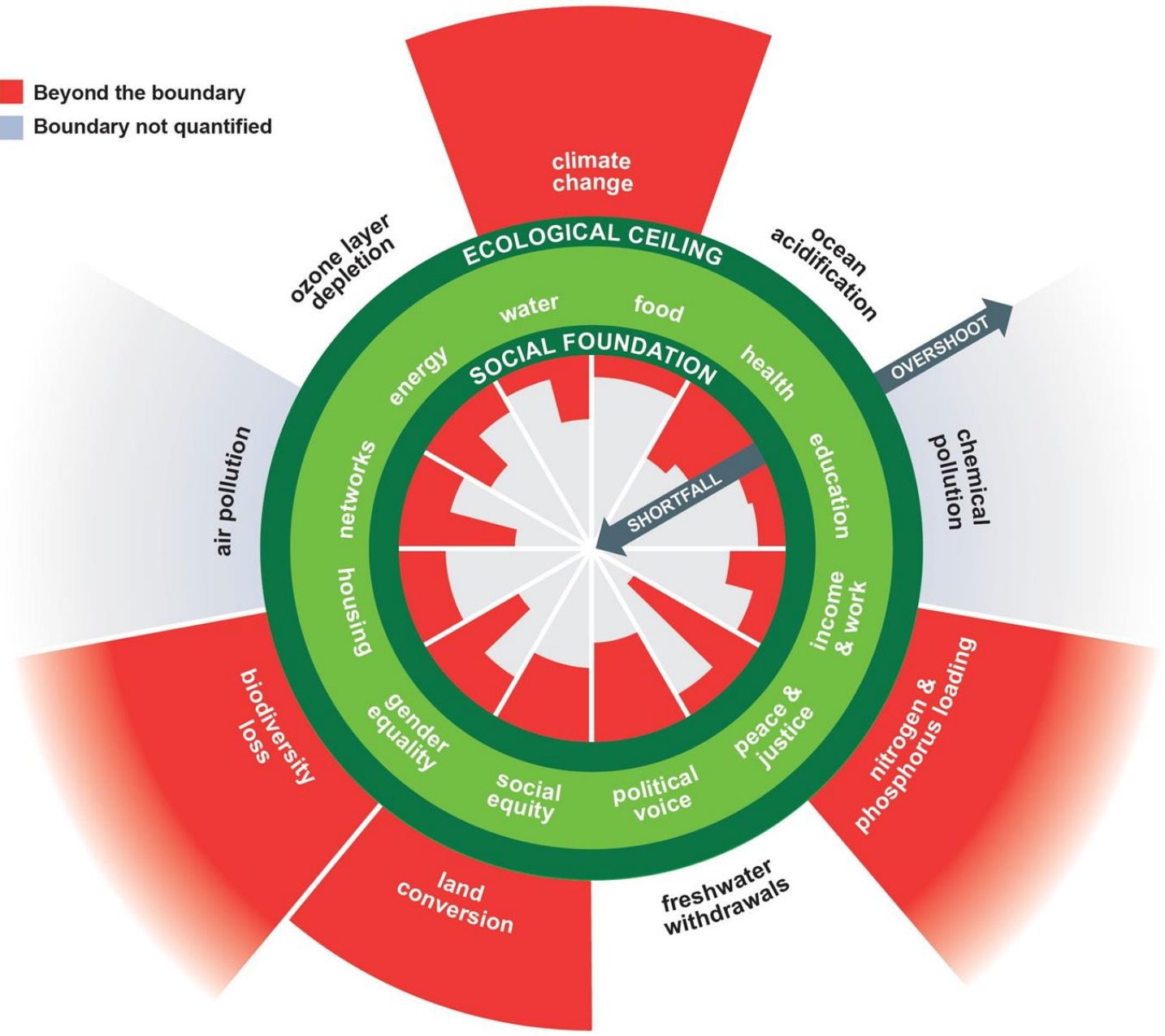
Planetary Boundaries update, 2015



Doughnut 2.0
2017



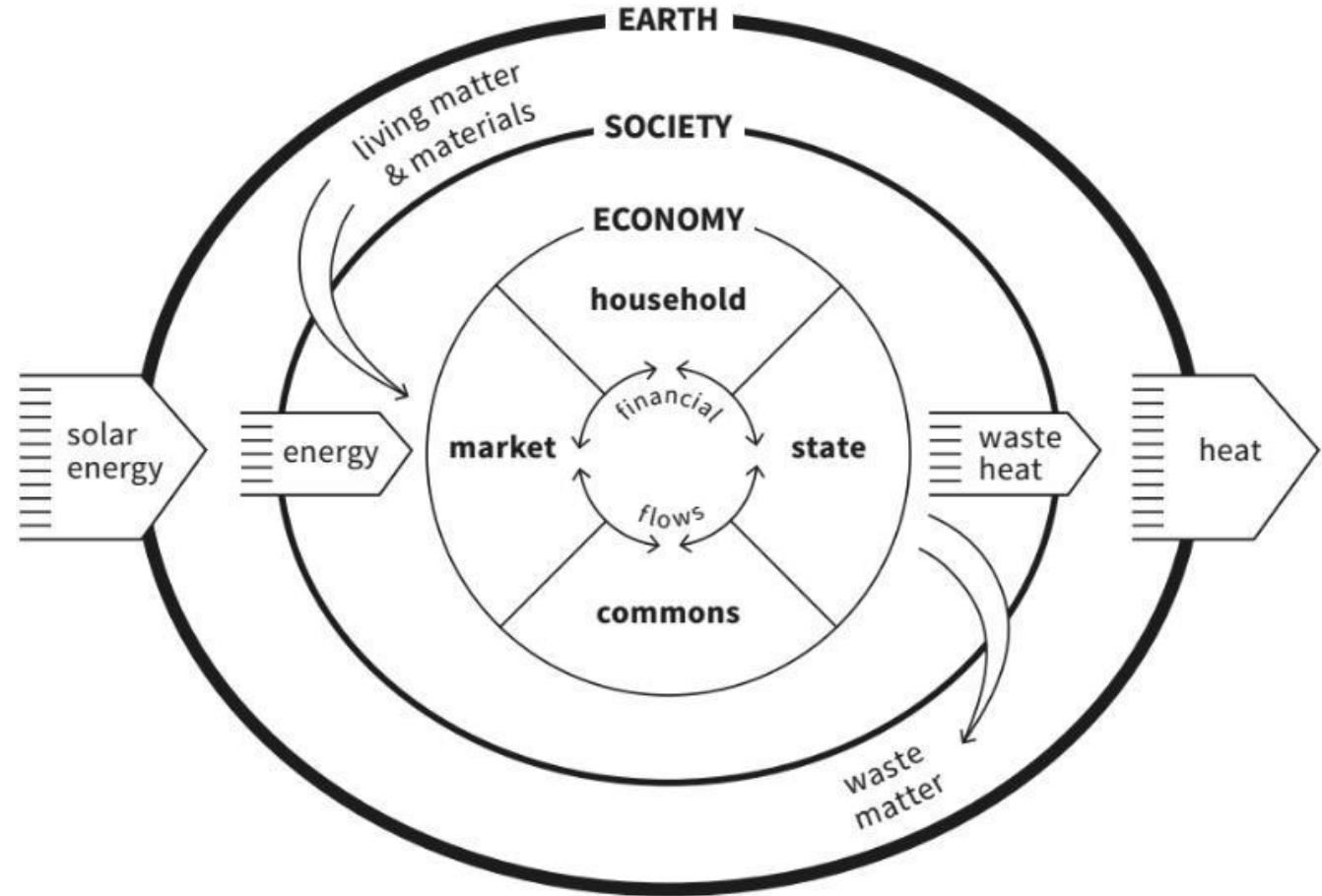
- Beyond the boundary
- Boundary not quantified



Seven ways to think like a 21st century economist

Seven Ways to Think:	From 20th-Century Economics	To 21st-Century Economics
1. Change the Goal	GDP	the Doughnut
2. See the Big Picture	self-contained market	embedded economy
3. Nurture Human Nature	rational economic man	social adaptable humans
4. Get Savvy with Systems	mechanical equilibrium	dynamic complexity
5. Design to Distribute	growth will even it up again	distributive by design
6. Create to Regenerate	growth will clean it up again	regenerative by design
7. Be Agnostic about Growth	growth addicted	growth agnostic

The Embedded Economy





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Q&A



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SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS