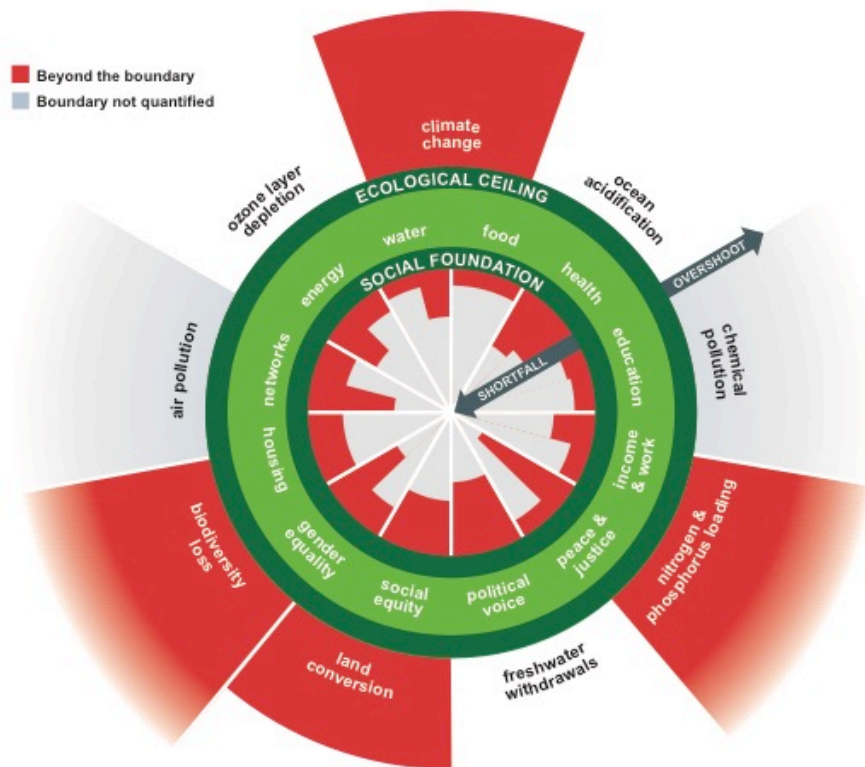


## The state of humanity and our planetary home

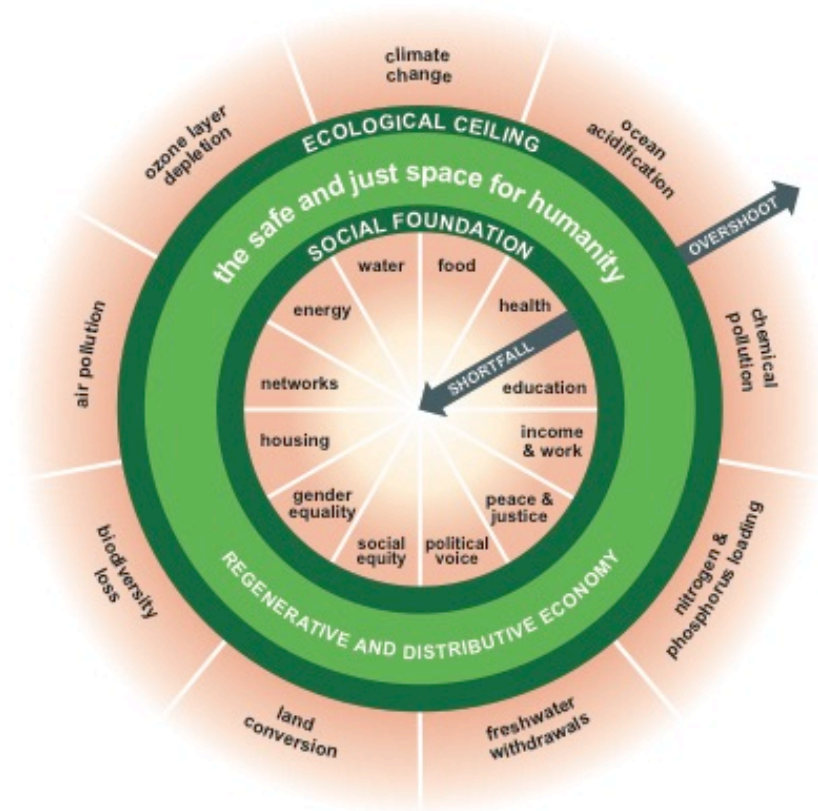


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# DOUGHNUT ECONOMICS

Seven ways to think like a 21<sup>st</sup> century economist

KATE RAWORTH



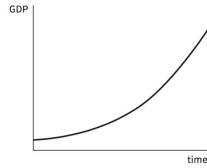
If humanity's 21<sup>st</sup> century goal is to get into the Doughnut, what economic mindset gives us the best chance of getting there?

# 7 ways to think:

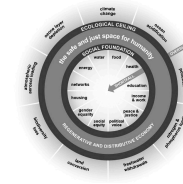
# from 20<sup>th</sup> century economics

# to 21<sup>st</sup> century economics

1. Change the goal

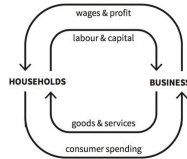


GDP

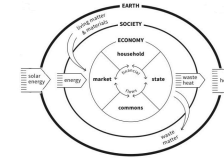


the Doughnut

2. See the big picture



self-contained market



embedded economy

3. Nurture human nature

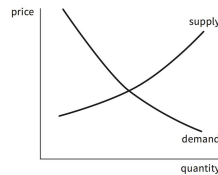


rational economic man

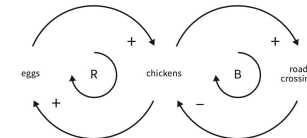


social adaptable humans

4. Get savvy with systems

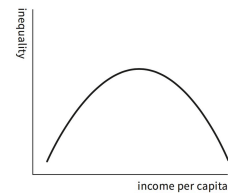


mechanical equilibrium

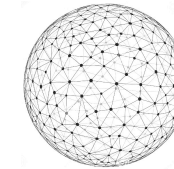


dynamic complexity

5. Design to distribute

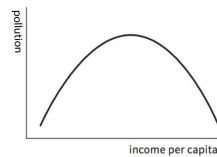


growth will even it up again

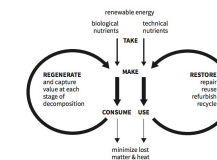


distributive by design

6. Create to regenerate

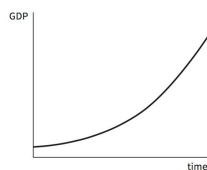


growth will clean it up again

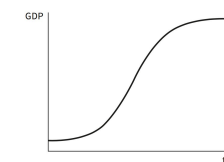


regenerative by design

7. Be agnostic about growth



growth addicted



growth agnostic