



CASSE

Center for the Advancement of the
Steady State Economy

5101 South 11th Street • Arlington, VA 22204 • USA • www.steadystate.org info@steadystate.org • +1 541-602-3097

CASSE Outreach Volunteers

Overview

CASSE Outreach Volunteers are individuals concerned about the environmental consequences of economic growth. They recognize the steady state economy as a desirable alternative to unsustainable growth, and they support CASSE's mission:

To advance the steady state economy, with stabilized population and consumption, as a policy goal with widespread public support.

Economic growth has become a misguided policy goal across the world, especially in those nations that enjoy high levels of income and consumption. The majority of people live within a culture of economic growth where the costs are not reported, and the benefits of sustainability are ignored. Many citizens are unaware of the conflict between growth and environmental protection, and they haven't considered the concept of a non-growing economy (except as something to fear). CASSE Outreach Volunteers seek to overcome this lack of awareness by delivering a positive message about transitioning to a steady state economy.

Roles

In his book, *Steady-State Economics*, Herman Daly writes:

The Keynesian revolution did not occur because Keynes' arguments were so compellingly lucid and unanswerable. It was the Great Depression that convinced people that something was wrong with an economic theory that denied the possibility of involuntary unemployment. Likewise it will probably take a Great Ecological Spasm to convince people that something is wrong with an economic theory that denies the very possibility of an economy exceeding its optimal scale. But even in that unhappy event, it is still necessary to have an alternative vision ready to present when crisis conditions provide a receptive public.

In *Managing without Growth: Slower by Design, Not Disaster*, Peter Victor writes:

The dilemma for policy makers is that the scope of change required for managing without growth is so great that no democratically elected government could implement the requisite policies without the broad-based consent of the electorate. Even talking about them could make a politician unelectable.

These quotes explain the reason for CASSE's existence. We are presenting an alternative vision for the economy and trying to achieve broad-based consent for it. There are many methods for convincing people that managing without growth is a good idea (and Outreach Volunteers are encouraged to explore their own ideas), but direct communication with interested parties is the most proven method.

Outreach Volunteers decide how much effort to expend on delivering the CASSE message. At a minimum, they seek to gain support for CASSE's position on economic growth, which can be signed by individuals and endorsed by organizations. Outreach Volunteers are encouraged to help develop information resources on economic growth and the steady state economy and explore ways of distributing them (e.g., presentations, web pages, blogs, film clips, debates, flyers, etc.).

CASSE also maintains a list of numerous project opportunities for volunteers. Outreach Volunteers are invited to work on these projects according to their availability and interests.

CASSE's role is to provide support for Outreach Volunteers. CASSE staff will supply information resources and be available for discussions, guidance, and development of additional tools.

Information Toolkit

CASSE has prepared the following outreach materials, all available on our website:

- **Position on Economic Growth.** The CASSE position on economic growth was carefully crafted after years of study, and has been sanctioned by many leaders in sustainability science. The position summarizes the main concepts in the space of one page. It can be signed by citizens and endorsed by organizations. The position is posted on the website, but CASSE staff and volunteers try to keep a copy on hand, too. It's hard to predict opportunities to get important signatures!
- **Notable Signatures.** One of the most effective ways to demonstrate the significance of the CASSE position on economic growth (and convince additional people to sign it) is to view the list of leading sustainability thinkers who have signed it.
- **Brochure.** The CASSE tri-fold brochure can be printed and distributed to citizens.
- **Scripted Powerpoint Presentations.** CASSE has developed several scripted presentations that provide a theoretical framework and evidence for the conflict between economic growth and environmental protection.
- **Suggested Reading List.** This list provides a selected set of books, articles, and papers that offer a more in-depth treatment of steady state economics.

- **Briefing Papers.** CASSE is developing a series of concise briefing papers to cover a range of concepts related to economic growth and the steady state economy.
- **Bibliography.** CASSE staff members have written numerous reference materials, including papers in peer-reviewed journals and articles for popular consumption. These and other materials by many authors are included in CASSE's bibliography.
- **Stories, Allegories, and Analogies.** Many people learn concepts best through stories. CASSE collects and writes stories that can help people grasp the concepts of economic growth and the steady state economy.
- **Videos.** CASSE has several videos online, including some presentations by Brian Czech. They are helpful for understanding concepts and can be shown to workshop participants.
- **Frequently Asked Questions.** This list provides short answers to frequently asked questions.
- **Quotes.** CASSE maintains a list of interesting quotes about economic growth and the steady state economy.
- **Cartoons.** CASSE has a small collection of cartoons (that we'd like to expand) on economic growth. These can serve as effective visual aids in presentations.