



# the steady stater

## finally, a much needed manual for a steady state economy

How much is enough? That's a simple question, and it's often simple to intuit the answer. Most of us can tell when we've had enough food (we have energy without feeling sluggish), enough coffee (we can get through the day without feeling jittery), or enough quality of connection in our relationships (we get the support we need from our families and friends without feeling smothered). In short, we usually recognize when enough is enough. But when it comes to economic growth, we can't seem to say "enough," no matter how

much we've had.

The new report from CASSE and Economic Justice for All, *Enough is Enough*, helps us rectify this propensity to grow beyond the optimum. The report's subtitle is *Ideas for a Sustainable Economy in a World of Finite Resources*, and it provides a collection of policy tools from the inaugural Steady State Economy Conference, which took place in Leeds, UK this past June. The report has 130 pages of useful information about how to build an economy that seeks enough instead of perpetually chasing after *more* (if you have enough reading material in your queue, then you can always settle for the 10-page summary).

Every day, more people are questioning how we can possibly keep increasing population and consumption without shooting ourselves in the foot. The immediate question that follows is how can we have a healthy

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## our mission

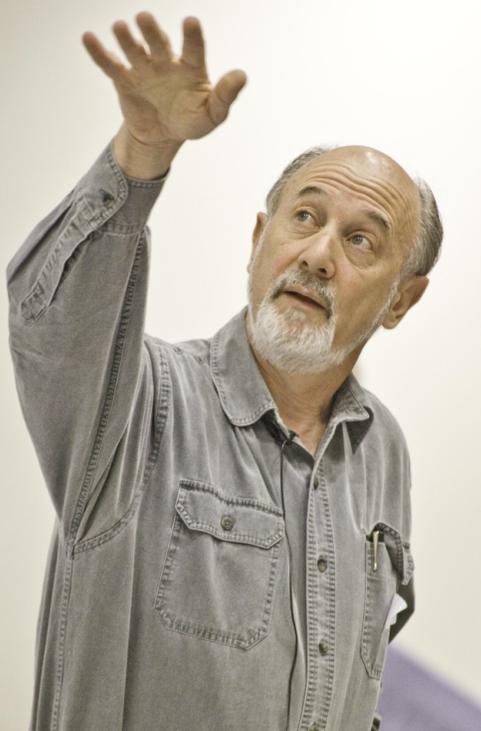
The mission of CASSE is to advance the steady state economy, with stabilized population and consumption, as a policy goal with widespread public support.

We pursue this mission by:

- 1 educating citizens on the conflict between economic growth and (i) environmental protection, (ii) ecological and economic sustainability, and (iii) national security and international stability;
- 2 promoting a steady state economy as a desirable alternative to economic growth; and
- 3 studying the means to establish a steady state economy.

## words of encouragement

- Thank you for the very important and needed work on this issue. I will do all I can to help and support you.
- I use the CASSE material in my lectures and also a book recently published.
- Finally! I've been telling everyone I know this is what we must do for years. Good to see an organization getting to the root causes of our current troubles.



Peter Victor explains how to manage an economy without growth.

## what's inside?

outreach highlights ... p2  
policy talk ... .. p3  
new publications ... p3

fundraising ... .. p4  
media highlights ... p4  
end of year report ... p4

## outreach highlights

CASSE generated record numbers of website visits with the release of our new report, *Enough is Enough*.

Brian Czech (CASSE President) delivered several presentations on the steady state, including at:

- *The Social Contract Writers Workshop in Washington, DC.*
- *The ASPO Conference in Washington, DC.*
- *The European Roundtable on Sustainable Consumption and Production in Delft, Netherlands (via satellite broadcast).*

Rob Dietz (CASSE Executive Director) presented *Steady State Economics: a New Map for the Economy* at the Willamette Institute for Continued Learning in Salem, OR.

Picking up on the themes in his new book, Geoff Mosley (CASSE Australian Director) presented the steady state concept at the Australian National University in Canberra.

Neil Dawe (former CASSE Canadian Director) presented at the Gaining Ground Summit in Vancouver, BC.

Members of the CASSE Speakers Network have also been delivering presentations around the globe including:

- *Oliver Bettis presented to the Actuarial GIRO Conference in Newport, Wales.*
- *Donnie Maclurcan presented at the University of Technology in Sydney, Australia.*
- *Heather Reynolds presented at Indiana University in Bloomington, IN.*

from page 1 ...

economy that doesn't need to get bigger all the time – how can we build a prosperous steady state economy? That's the main topic of *Enough is Enough*. It is not an exhaustive compendium of answers, but is perhaps the most comprehensive manual thus far dealing with how to:

- *Limit resource use and waste production;*
- *Stabilize population;*
- *Equitably distribute income and wealth;*
- *Reform the monetary system;*
- *Change the way we measure progress;*
- *Secure employment opportunities;*
- *Rethink business and production;*
- *Improve global relationships;*
- *Change consumer behavior; and*
- *Engage politicians and the media.*

The policies laid out in *Enough is Enough* help to sketch out a blueprint for making the transition to a steady state economy. Anyone interested in making the switch to a sustainable and fair economy should take a look at this well-written and well-documented report.

With the release of the report and numerous outreach activities over the past few months, CASSE is picking up momentum. For example, some intriguing organizations have recently endorsed the CASSE Position on Economic Growth. We received our first endorsements from a farm and a cattle ranch ([Flying Tomato](#) and Zehnder Farms, Ltd., respectively), both of which



Jordan Poppenk at Parliament Hill in Ottawa during his cross-Canada steady state tour.

undoubtedly make the connection between a sustainable economy and a sustainable landscape. [The Daly News](#) is also continuing to gain prominence and a dedicated audience. In short, more people than ever are following and endorsing CASSE's hopeful message about building a better economy.

## signatories

to the casse position on growth

**6063** individuals have signed it.

**146** organizations have endorsed it.

**11** professional societies, government agencies, and scientific groups have similar positions.

as of 19 November 2010

## scholarly publications

- Victor, Peter, 2010, “Questioning economic growth,” *Nature*, Vol. 468, Nov. 18, pp. 370-371.
- Lawn, Phil, 2010, “Facilitating the transition to a steady-state economy: some macroeconomic fundamentals,” *Ecological Economics*, Volume 69, Issue 5, March 15, pp. 931-936.
- Kerschner, Christian, 2010, “Economic de-growth vs. steady-state economy,” *Journal of Cleaner Production*, Volume 18, Issue 6, April 1, pp. 544-551.

## policy talk

Availability of high-quality jobs is a key ingredient in societal well-being. History is littered with dysfunctional societies that suffered from prolonged periods of unemployment. Most nations pursue economic growth in an attempt to create jobs and avoid the serious consequences of unemployment. But any reader of this newsletter understands that continuous pursuit of economic growth is wreaking havoc on the Earth's ecosystems and compromising the natural resources that form the very basis of the economy. The way forward is to figure out how to maintain full employment in a non-growing economy.

At the Steady State Economy Conference, Martin Pullinger and Blake Alcott provided ideas about working time reduction and guaranteed jobs to provide full employment in a steady state economy. Instead of using technological progress to produce more goods and services (as we do today), we should say, “enough is enough,” and use that progress to increase leisure time by gradually shortening the working day, week, year, and career. Individuals should be given the freedom to adjust their working patterns to their preferences, while support and

incentives should be offered to encourage an overall reduction in working time. The gradual reduction of working time would help keep unemployment low by distributing available work more equally.

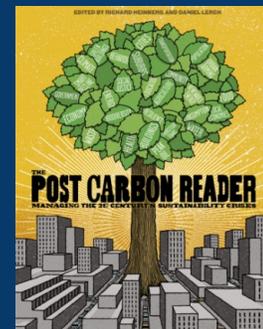
If unemployment was still a concern in the transition to a steady state economy, the government could act as the employer of last resort, and guarantee jobs in the same way that it guarantees primary education. A guaranteed jobs policy would provide incomes to those unable to find employment, allow useful public works to be completed at relatively low cost, and relieve the social and psychological problems that arise when people want to work but are unable to find a job.

O'Neill, D.W., Dietz, R., Jones, N. (editors), 2010. *Enough is Enough: Ideas for a sustainable economy in a world of finite resources*. The report of the Steady State Economy Conference. Center for the Advancement of the Steady State Economy and Economic Justice for All, Leeds, UK.

## hot off the press

*The Post Carbon Reader: Managing the 21st Century's Sustainability Crises*, Richard Heinberg and Daniel Lerch (eds.), University of California Press, 2010.

This incredibly important book is chock full of ideas from some of the most innovative minds on the planet. The book is well worth the price of admission, but you can also download some [chapters for free](#).



In Australia, there are also two new books by CASSE friends:

Geoff Mosley, *Steady State: Alternative to Endless Economic Growth*, Envirobook, 2010. Copies are available from [sales@envirobook.com.au](mailto:sales@envirobook.com.au) or the author at [jandemosley@bigpond.com](mailto:jandemosley@bigpond.com). \$21.95 plus postage - Australia \$1.40; overseas \$5.00.

Gary Egger and Boyd Swinburn, *Planet Obesity: How We're Eating Ourselves and the Planet to Death*, Allen & Unwin, 2010.

## funding update

CASSE's goal is to gain widespread support from the grassroots to build a base of operating funds.

That is no easy feat – it means that we need to attract a large number of people willing to provide modest membership dues and donations. We are on our way, but we have a lot of work to do. This is typically an important time of year for nonprofits to obtain contributions from supporters, so you'll be hearing more from us soon.

In the meantime, we are also continuing discussions with charitable foundations so that we can obtain the funds to hire additional staff (we currently have just one paid employee) and make more progress on advancing the steady state economy.

## media highlights

- Keith Harrington published an outstanding article, *Death by Growth*, in the Huffington Post that is well worth a read.
- The most recent episode of *The Climate Show* features CASSE and the steady state economy as one of the suggested solutions to the climate crisis. The pitch for CASSE begins at 1:03.
- The *Taipei Times* published an insightful letter that explores the desirability of economic growth and recognizes the potential of a steady state economy.

# year end report

the center for the advancement of the steady state economy

2010 has been a momentous year for CASSE. A chronological list of highlights includes:

- We made a big splash at the NCSE New Green Economy Conference, where we helped organize the conference themes, presented several symposia and workshops, and met with key players in the fields of ecological economics and sustainability science.
- We re-launched [steadystate.org](http://steadystate.org), and we've been able to increase web traffic by an order of magnitude.
- We successfully kicked off *The Daly News*, which provides steady state commentary and related news from Herman Daly, Brian Czech, Brent Blackwelder, and Rob Dietz.
- We held the inaugural Steady State Economy Conference in Leeds, UK where 250 experts and citizens came together to consider how a healthy, yet non-growing economy would work.
- We released the groundbreaking report, *Enough is Enough*.

Each of these highlights is a direct result of our efforts to spread the hopeful idea of transitioning from unsustainable (and uneconomic) growth to a steady state economy. We could not have accomplished any of these without our outstanding staff (mostly dedicated volunteers), the support of collaborating organizations, the financial contributions of our donors and members, and the assistance and backing of thousands of concerned citizens. Thanks to everyone engaged in the struggle to create an economy that meets people's needs while maintaining a healthy environment.



### quote this!

*Forget about "green growth."  
That's the biggest oxymoron  
since "clean coal."*

Keith Harrington

## position endorsement spotlight

### Green Party of Norway

The Green Party of Norway has joined the Green Party of England and Wales and the Work Less Party (Canada) as pioneering

political parties to endorse the CASSE position. The Green Party of Norway offers strong leadership on economic issues and provides a sane voice in support of the steady state economy.

*CASSE is a nonprofit organization dedicated to the advancement of the steady state economy.*

Comments and correspondence to [info@steadystate.org](mailto:info@steadystate.org)