

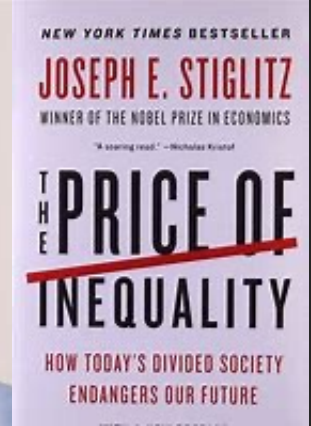
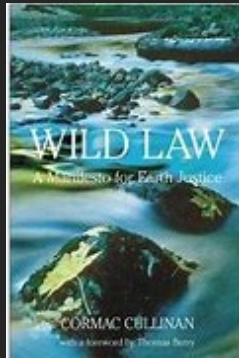
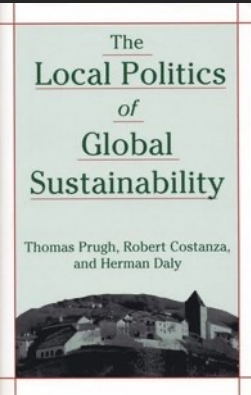
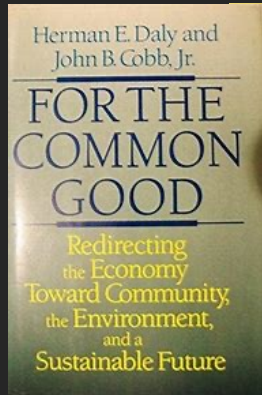
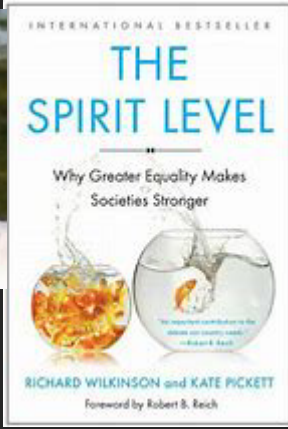
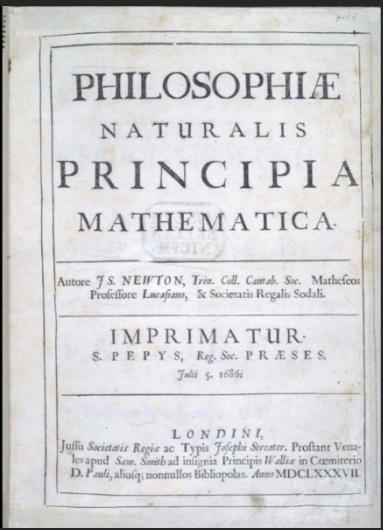
# NATURAL PROSPERITY



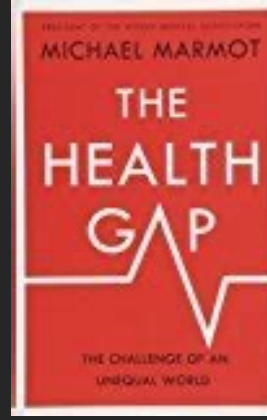
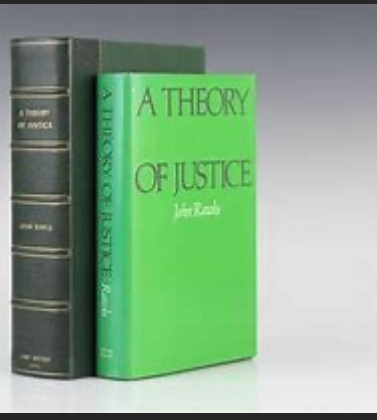
**A New Philosophy of Stewardship and Belonging  
Linking People, Place and Planet**



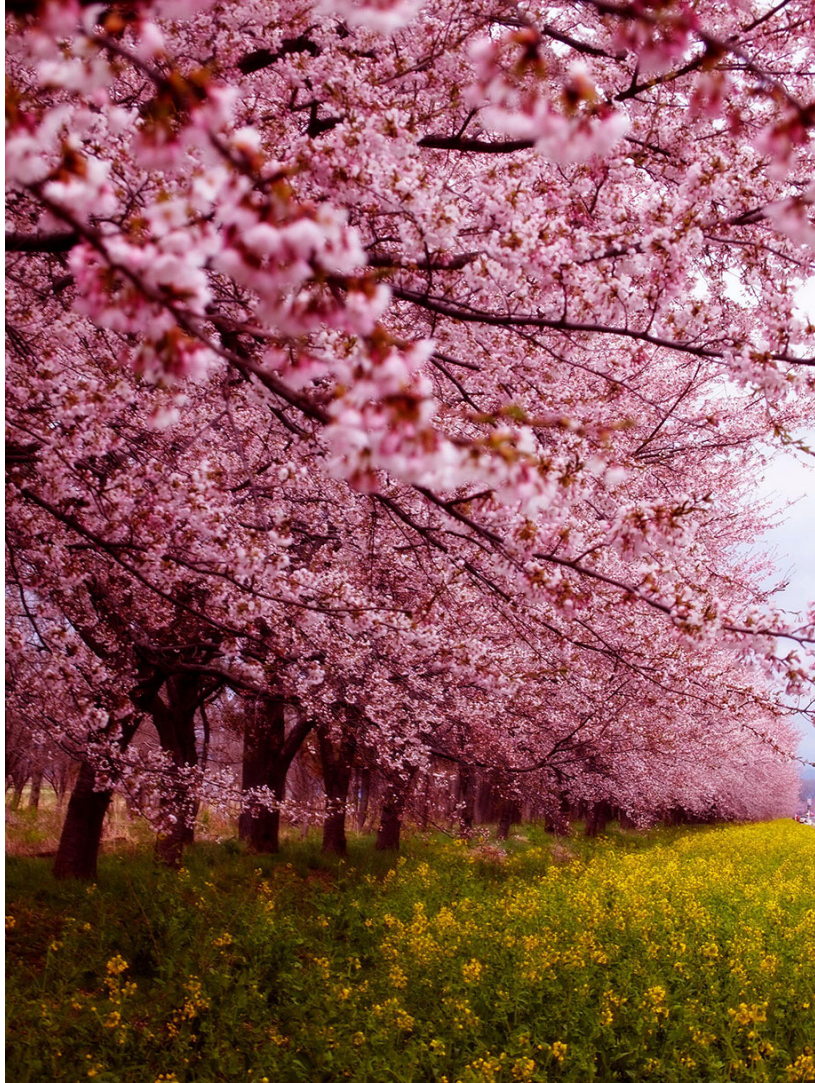
**LIVING IN A LOCALLY ABUNDANT - GLOBALLY FRUGAL SOCIETY**



# INSPIRED WRITING



# VIEWS OF NATURE



**Traditional societies** - nature is around people – they do not do things **to** nature from the outside but **with** nature from the inside. There is no need to protect nature from humans as humans are already part of nature. There is also **no distinction between the natural and the artificial** because it is all part of nature

Weber – **disenchantment** and the rise of rationalism and authority over nature

Heidegger – creation of **standing reserves** replacing particularity with fungibility

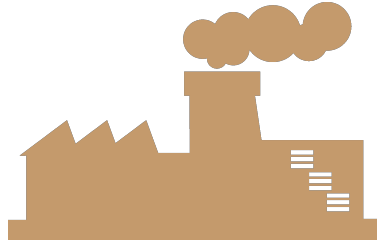
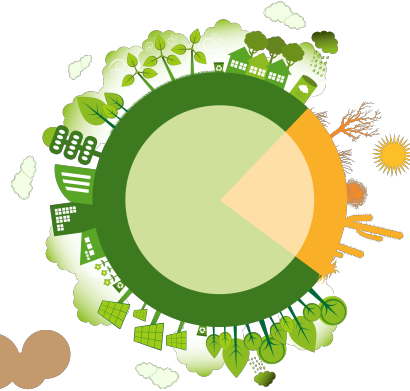
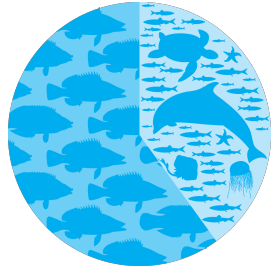
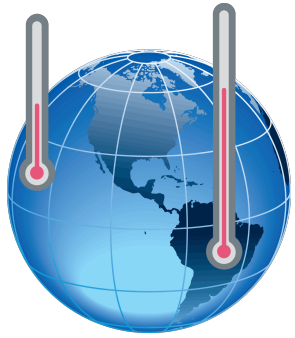
**Naturalism** still views humanity and nature as separate

**Domestication is a hybridity of wild nature and technology** e.g. the famous sakura – cherry blossoms – reflect this. Before the Nara period 710 CE the plum tree was more widespread- the cherry was deliberate planting.





# CALCULUS OF NATURAL PROSPERITY

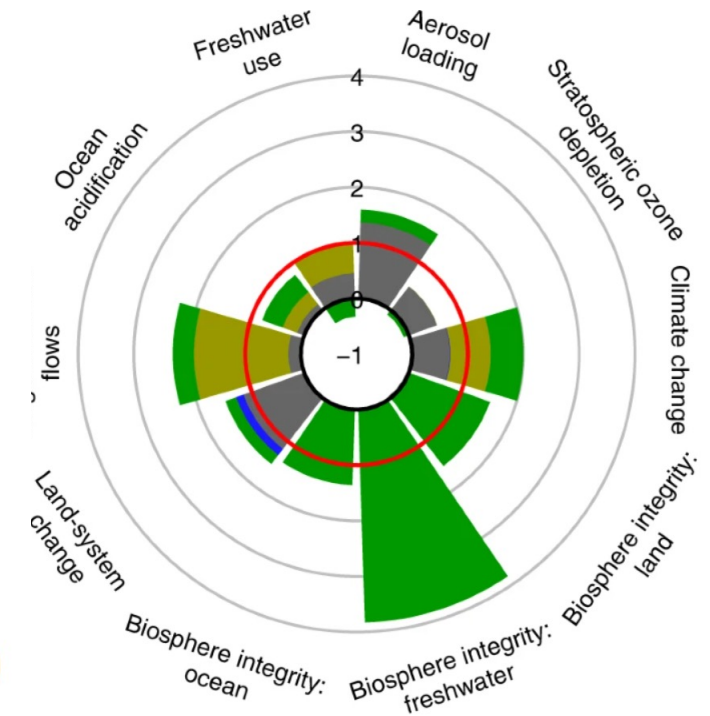
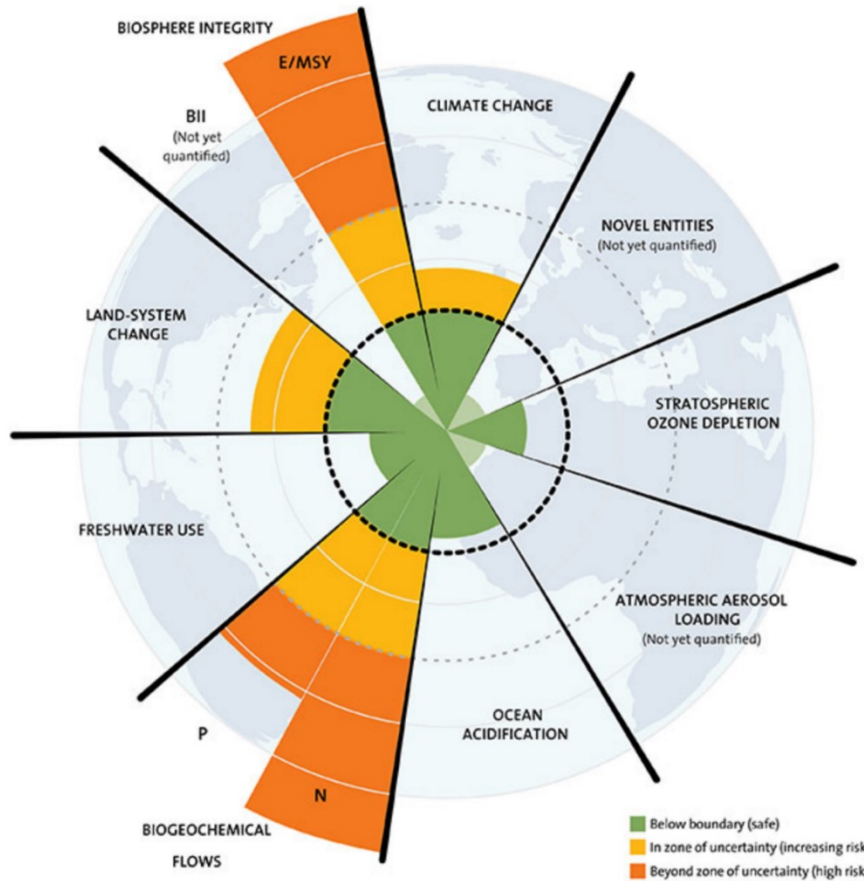


Ecological health and social dynamics

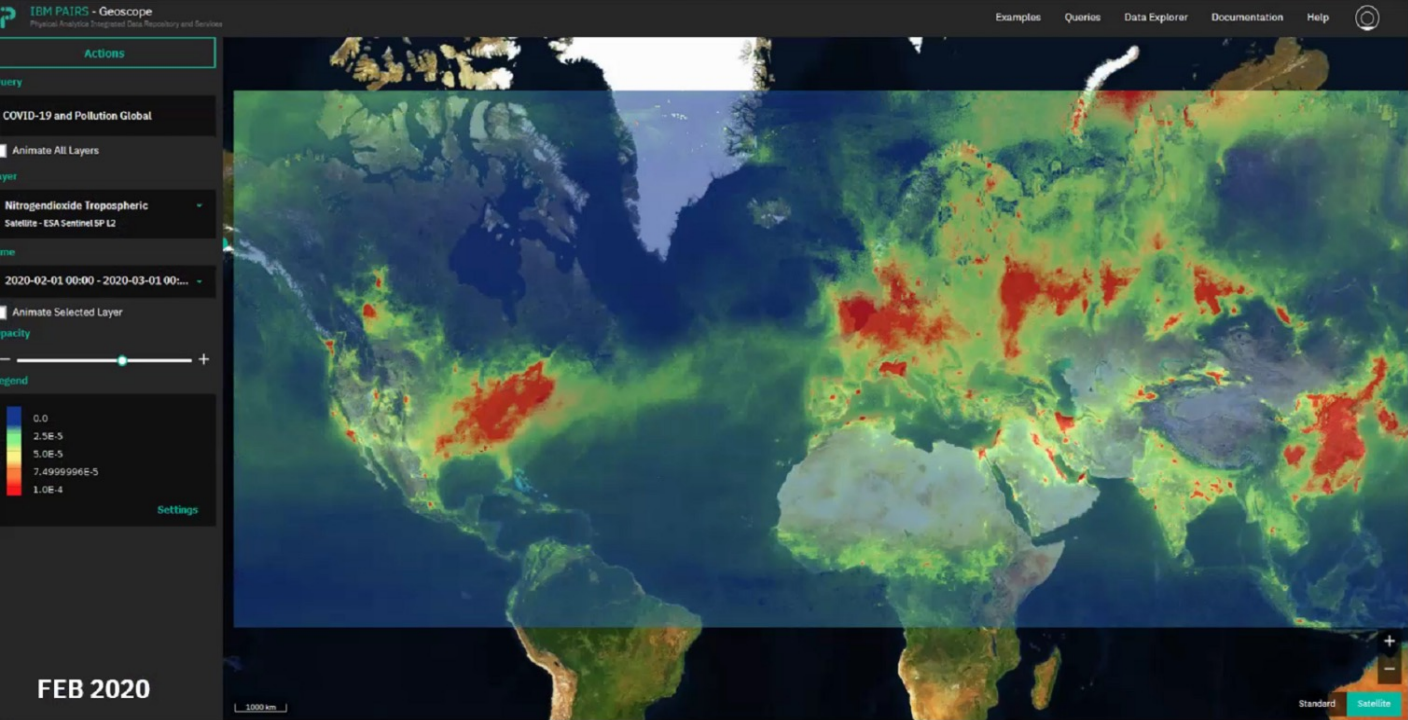
Consumption and production patterns and derived incomes and wealth

Distributional fairness and equity

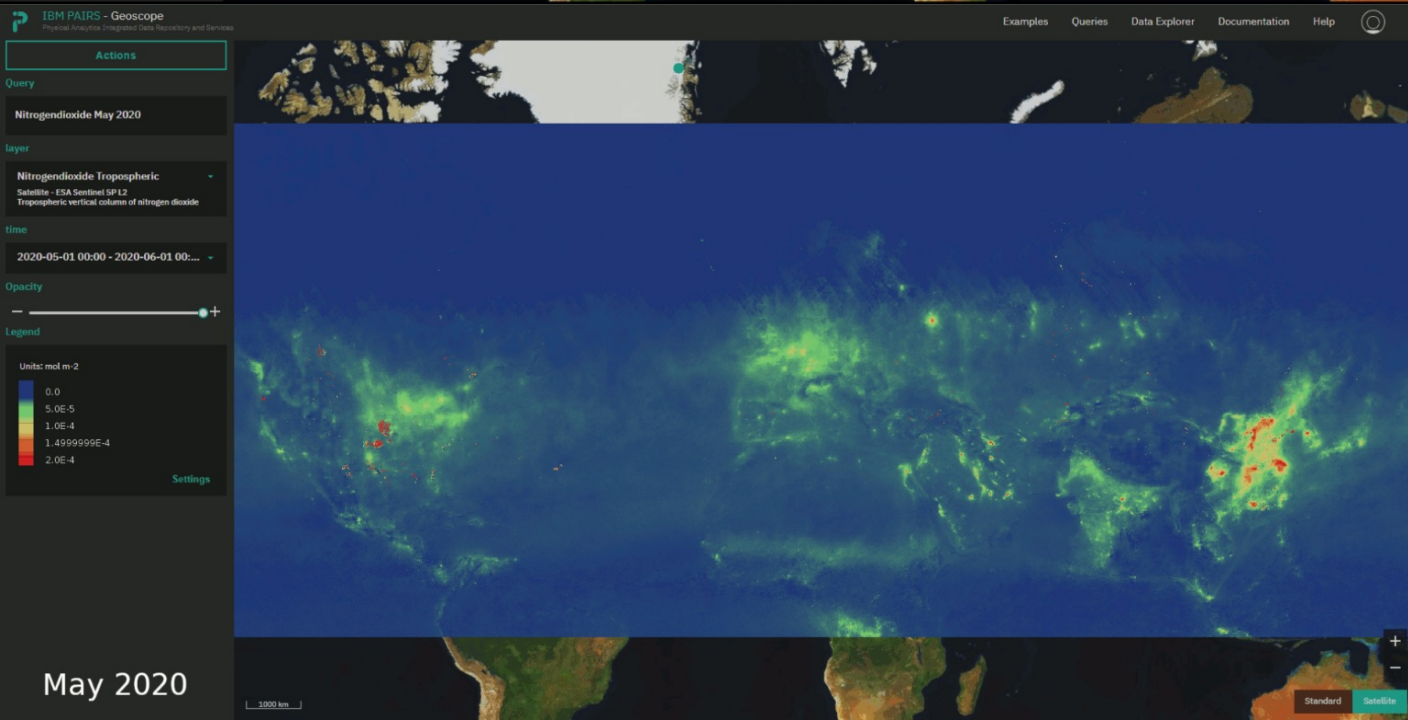
# PLANETARY BOUNDARIES – DEFINING PARAMETERS







**I CAN'T  
BREATHE**  
**BLACK LIVES MATTER**





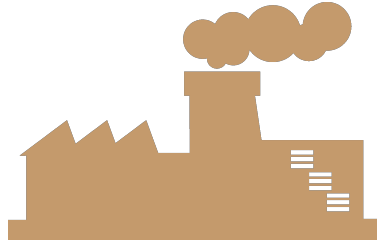
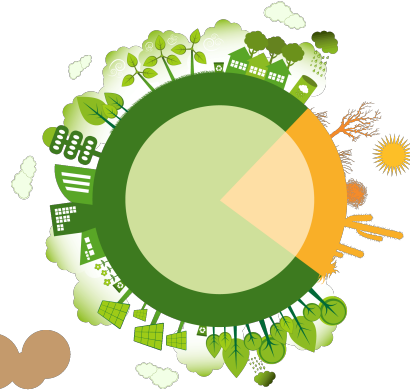
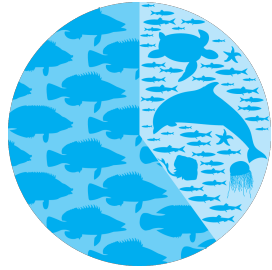
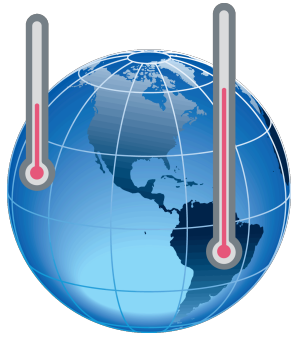
# BEING PART OF NATURE

A 30-minute walk in nature improves heart health, circulation and lower cholesterol, blood glucose, and blood pressure, reduces inflammation, stress and cortisol levels by 15%, boosts immunity and decreases the risk of cancers

Just 20 minutes in nature improves concentration and reduces the need for ADHD and ADD medications in children

Individuals are more likely to repeat being physically active when the exercise is performed in a natural environment

# CALCULUS OF NATURAL PROSPERITY

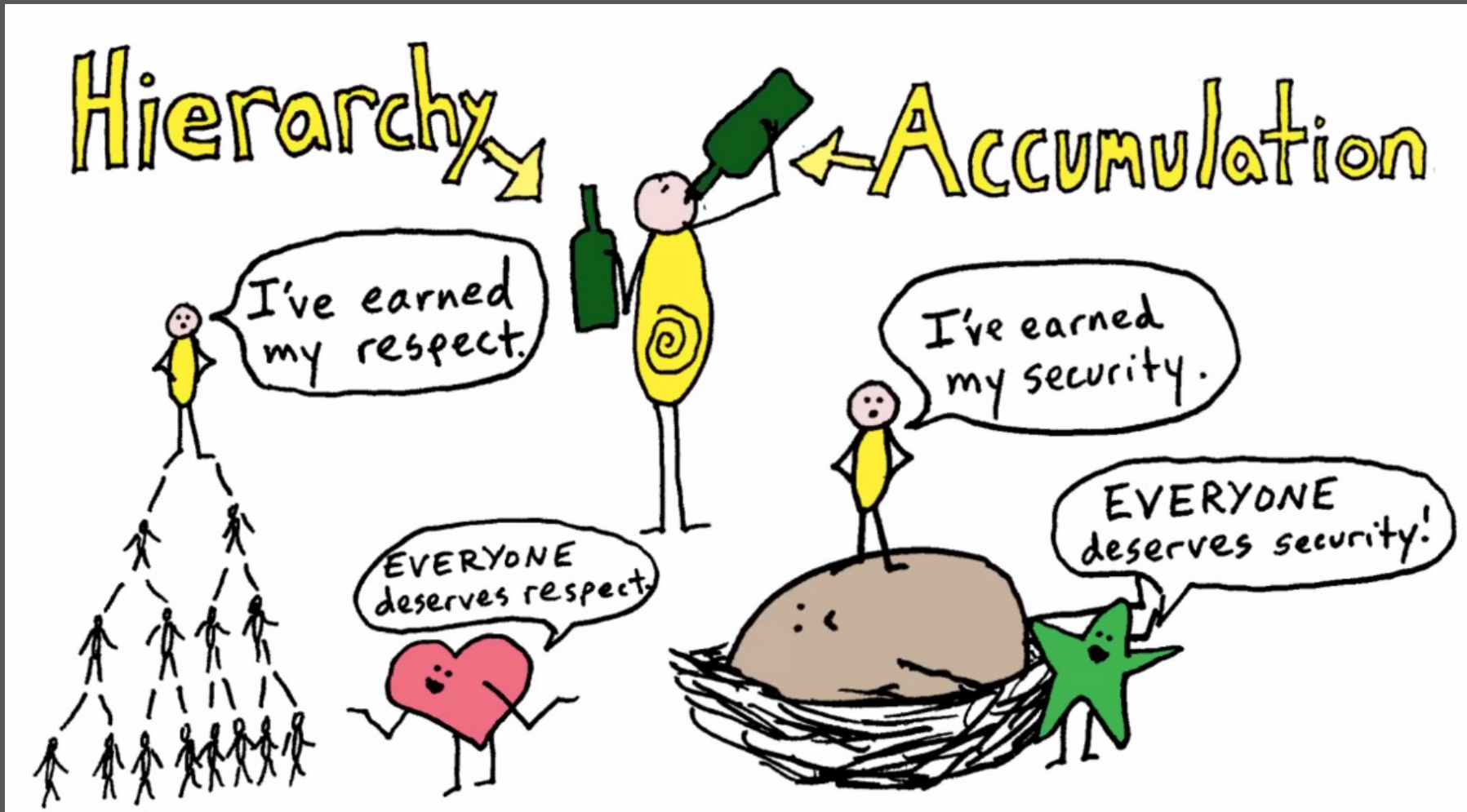


Ecological health and social dynamics

Consumption and production patterns and derived incomes and wealth

Distributional fairness and equity

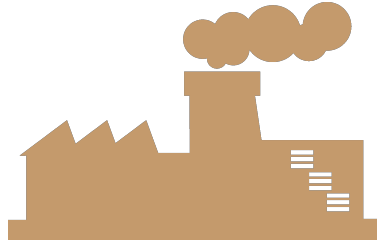
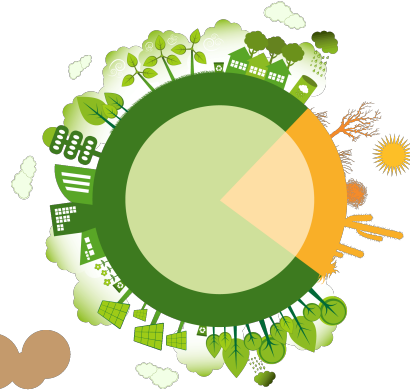
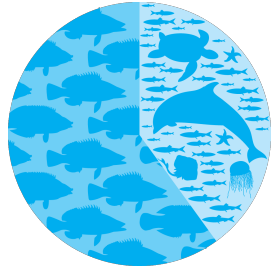
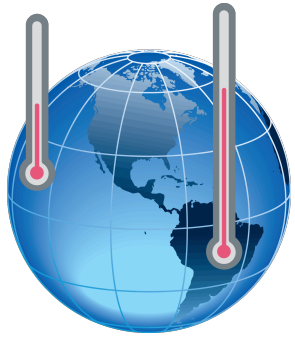
# BREAKING OUR ADDICTIONS



# MOVING FROM GDP TO NATURAL PROSPERITY



# CALCULUS OF NATURAL PROSPERITY



Ecological health and social dynamics

Consumption and production patterns and derived incomes and wealth

Distributional fairness and equity

**FREEDOM  
OVER  
FEAR**

**LOCKDOWN  
IS  
DEPRESSION  
LONELINESS  
HOMELESSNESS  
BANKRUPTCY  
DOMESTIC ABUSE  
SUICIDE**



what's  
U  
off





# LARGER LIVES FOR ORDINARY PEOPLE

## Does it feel right?

The way we feel is often an immediate, instinctive reaction and that initial impression can be hard to overcome later. However strong other more logical reasons might be, if something feels wrong or makes us uncomfortable, we will resist doing it.



## Does it make sense?

We like to think we are rational beings, but we often use rules of thumb and over – or underestimate costs and benefits, financial and otherwise. We also 'rationalise' decisions we've actually made for other reasons.



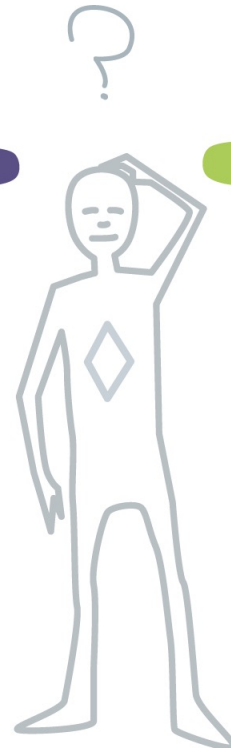
## Does it fit into my day?

Most of the things we do, we do from habit, often prompted by our household and workplace routines. Changes are easier if they fit into our existing habits and routines. External schedules for transport, work and school can also influence our choices.

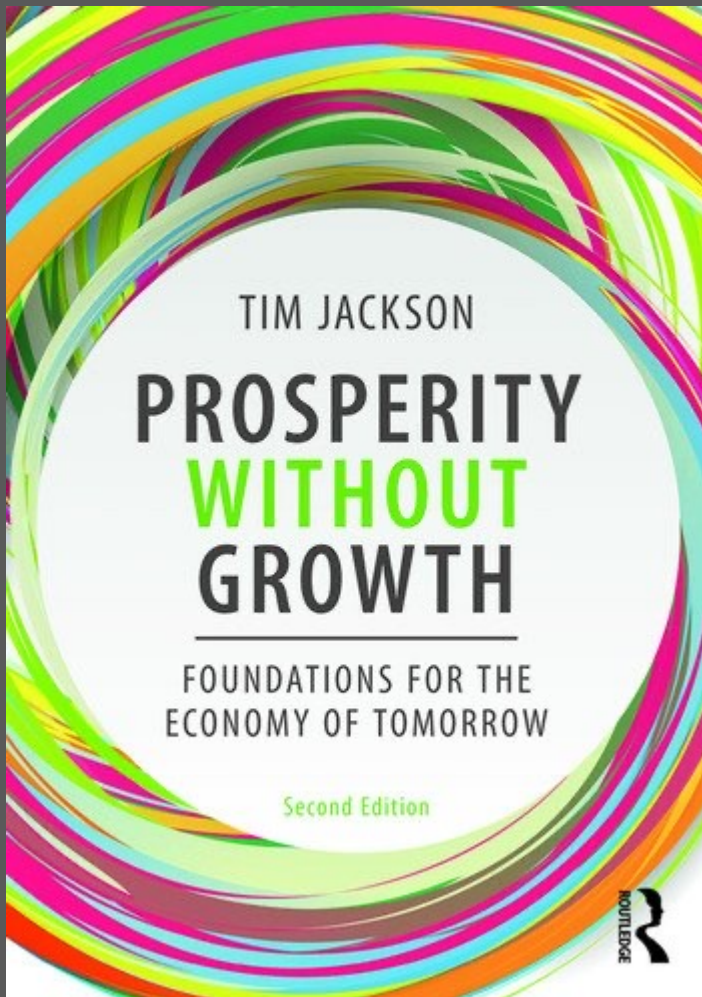


## Can I do it?

We may want to do it but may be prevented from doing so by our lack of skills and confidence. We may also need particular tools, equipment and infrastructure to do things.



# LEADING THINKERS AND AUTHORS



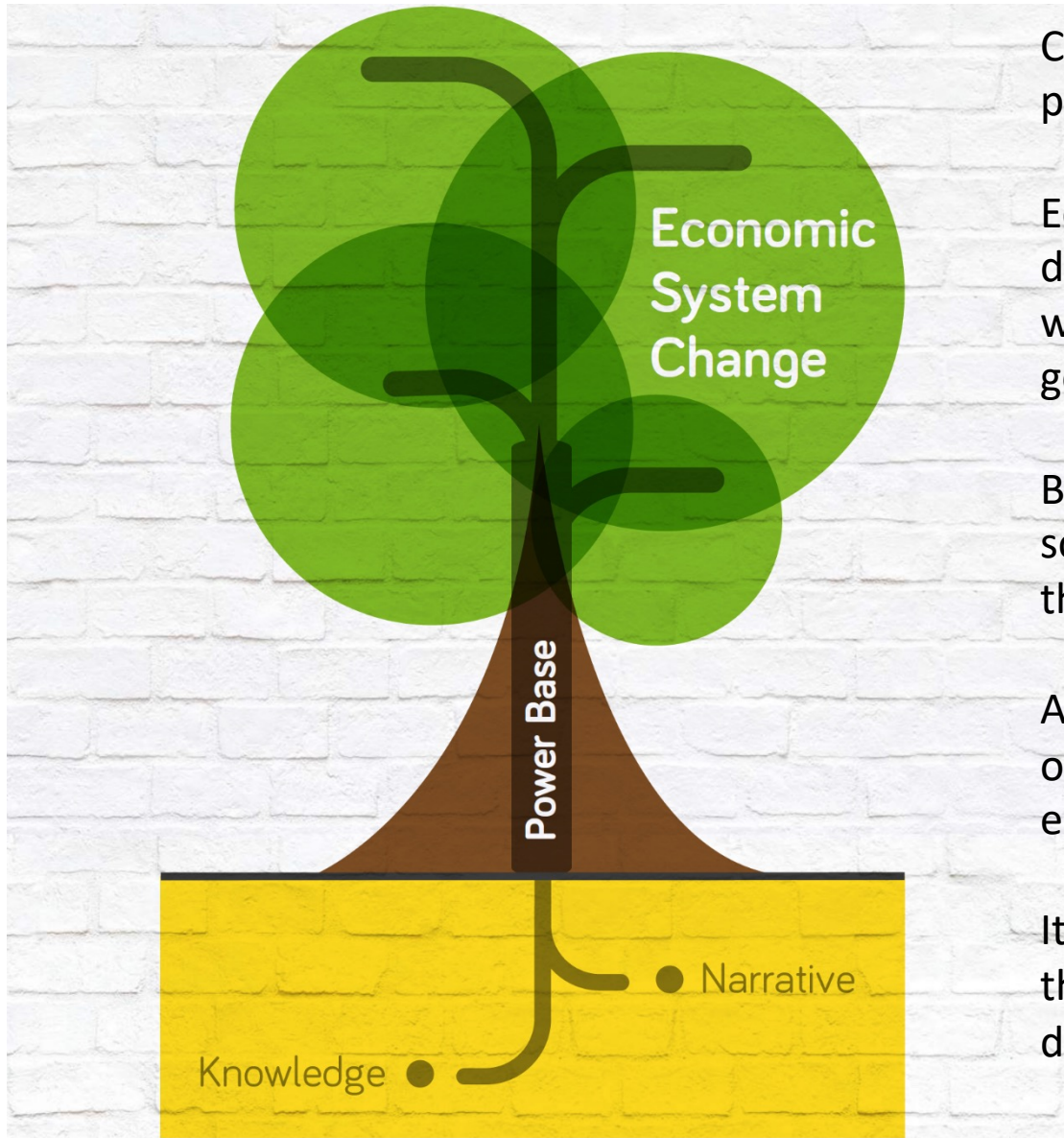
*Tim Jackson*



*Lorenzo Fioramonti Gross Domestic Problem, The World After GDP, World Building a Wellbeing Economy*

The challenge is that our current economic thinking has not only determined our measurements of progress, but also our government structures, societal power dynamics and cultural narratives.

# ECONOMIC SYSTEM CHANGE



Collective wellbeing means quality of life and flourishing for all people and sustainability for the planet.

Economics and business practices need to be reoriented to deliver an equitable distribution of wealth, health and wellbeing, while protecting the planet's resources for future generations and other species.

By reorienting goals and expectations for business, politics and society, we can build a wellbeing economy that serves people and planet.

A wellbeing economy will put people and nature at the centre of a new economic purpose and close the gulf between the economy and democratic control.

It will deliver good lives for people first time around, rather than requiring expensive downstream interventions to fix the damage caused.

# DESIGN PRINCIPLES

## Goal oriented

promoting the wellbeing of people and planet.



## Participatory

creating, through open, co-creative, and transparent processes where diverse communities meaningfully engage and contribute throughout.



## Contextual

no one-size-fits-all solution but embedded in local values, culture, context, and objectives.

## Strength-based

recognising the strengths of communities, focusing on achieving the positive aspirations of society rather than purely mitigating negative outcomes.



## Holistic

Being part of, and not distinct from, society and the environment.



## Experimental

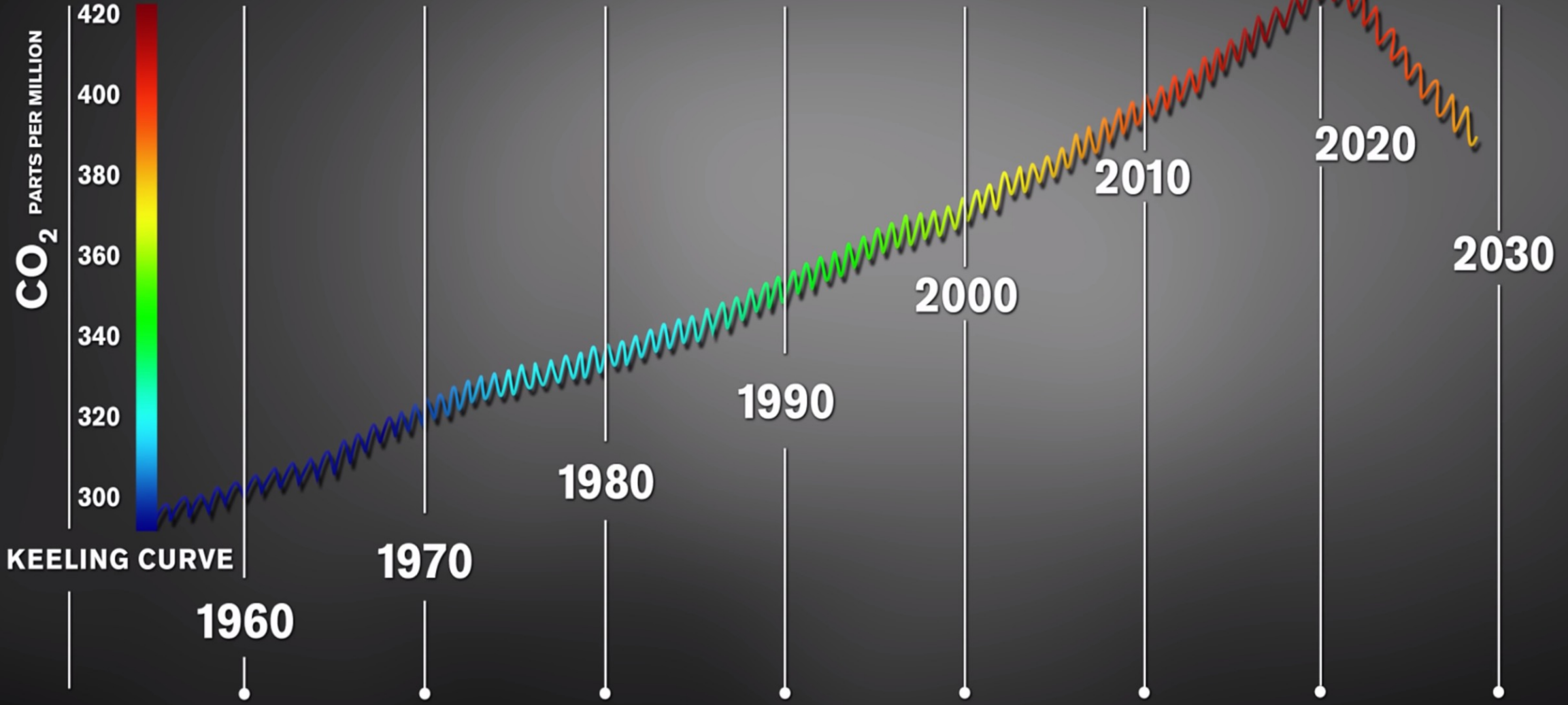
processes encourage continuous learning and experimentation to find innovative solutions that foster wellbeing.



## Evidence based

informed through a systematic use of qualitative and quantitative evidence.

# DRAWDOWN



# Decarbonising our Energy Naturally





IMPROVED RICE CULTIVATION



TROPICAL FORESTS



SILVOPASTURE



REGENERATIVE AGRICULTURE



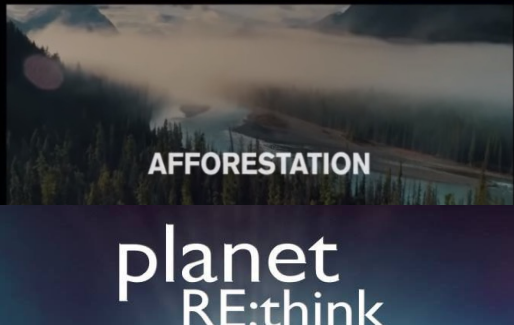
TEMPERATE FORESTS



PEATLANDS



TROPICAL STAPLE TREES



AFFORESTATION



CONSERVATION AGRICULTURE



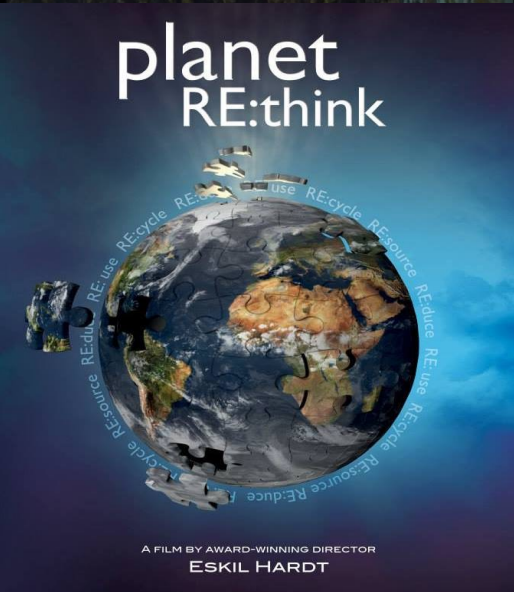
TREE INTERCROPPING



MANAGED GRAZING



PLANT-RICH DIET



# planet RE:think

A FILM BY AWARD-WINNING DIRECTOR  
ESKIL HARDT



SEAWEED FARMING



BAMBOO



FOREST CONSERVATION



INDIGENOUS PEOPLES' LAND MANAGEMENT



PERENNIAL BIOMASS



COASTAL WETLANDS



SYSTEM OF RICE INTENSIFICATION



LANDFILL METHANE



FARMLAND RESTORATION



FARMLAND IRRIGATION



BIOCHAR



GREEN ROOFS

# REGENERATIVE AGRICULTURE







**DEPOLLUTING OUR ENVIRONMENT**



# PROTECTING ECOSYSTEMS



# GREEN STRATEGIES – LAND MANAGEMENT SCHEMES



# PEOPLE, PLANET AND PROSPERITY

