

Towards Equitable Wellbeing for All on a Healthy Planet

Università di Scienze Gastronomiche di Pollenzo

15 March 2024

Carlos Alvarez Pereira, Secretary General, The Club of Rome



1972

The limits to growth

Does prosperity lead to collapse?

The first computerized simulation raising the alarm on the impossibility of infinite growth in a finite world

**A ground-breaking, worldwide success
That failed to change the world**

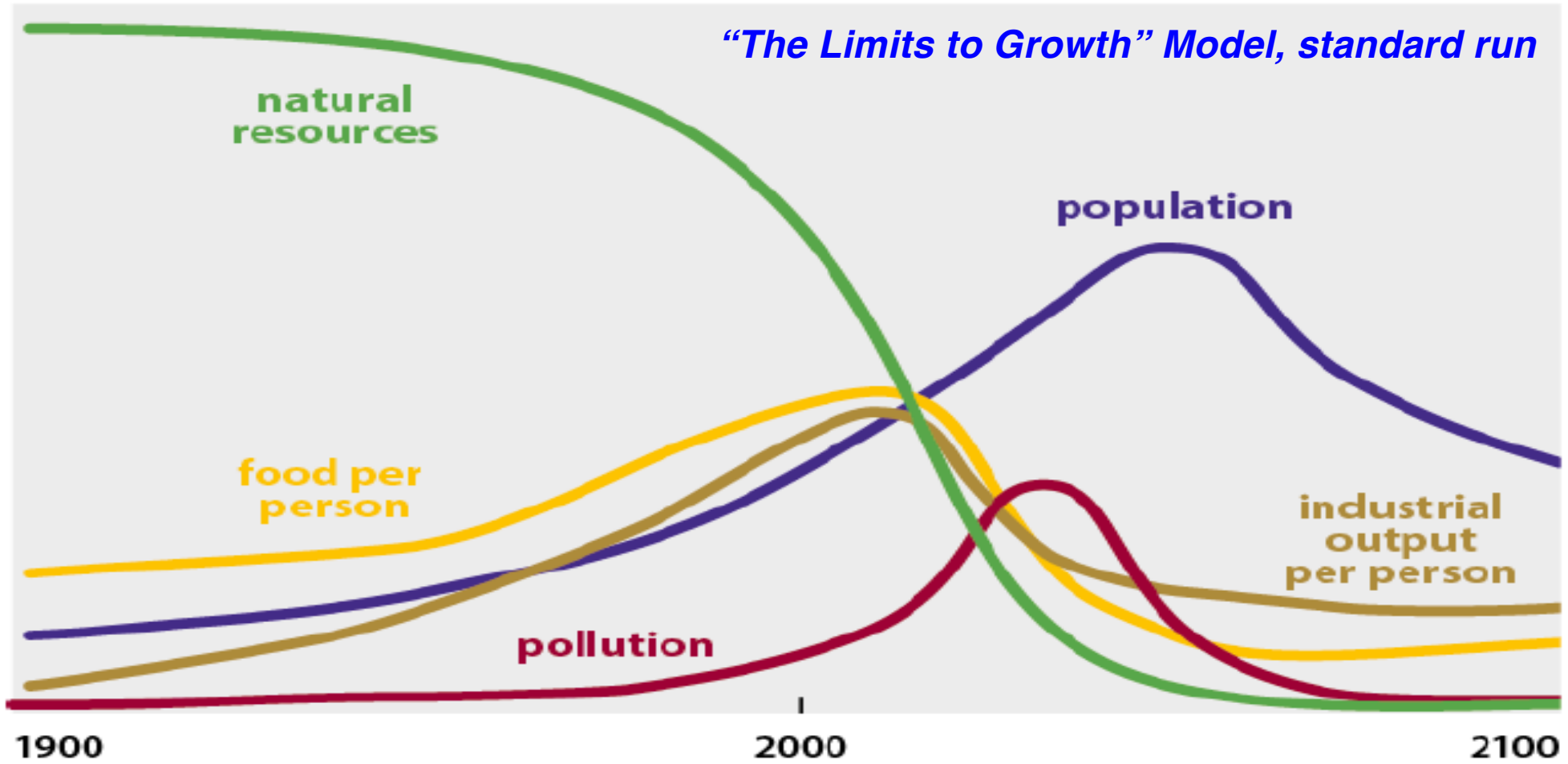
THE LIMITS TO GROWTH

SIGNET • 451-W5767 • \$1.50

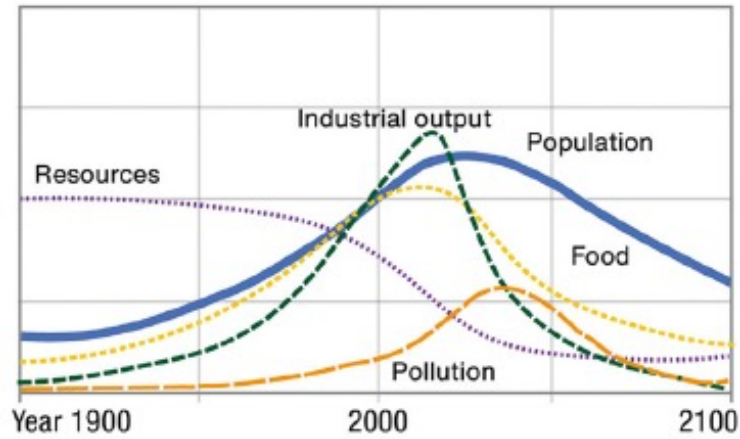
"The headline-making report on the imminent global disaster facing humanity—and what we can do about it before time runs out. 'One of the most important documents of our age!' —Anthony Lewis, *The New York Times*

DONELLA H. MEADOWS/DENNIS L. MEADOWS
JØRGEN RANDERS/WILLIAM W. BEHRENS III
A POTOMAC ASSOCIATES BOOK

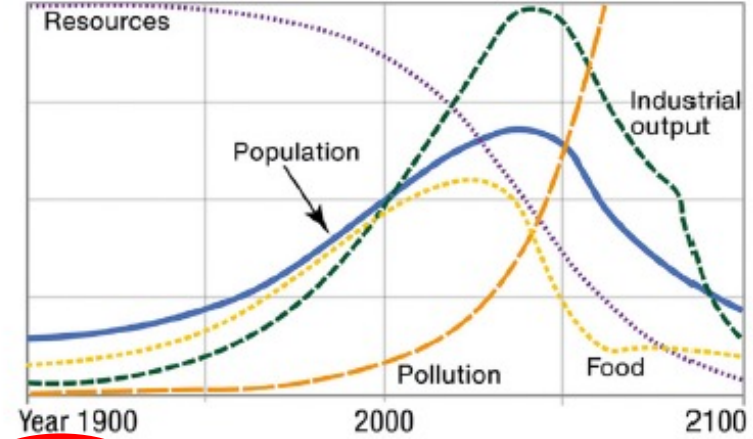
“The Limits to Growth” Model, standard run



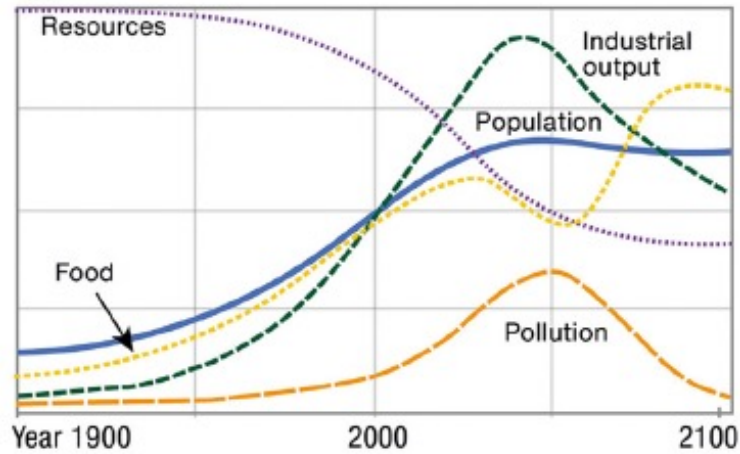
BAU



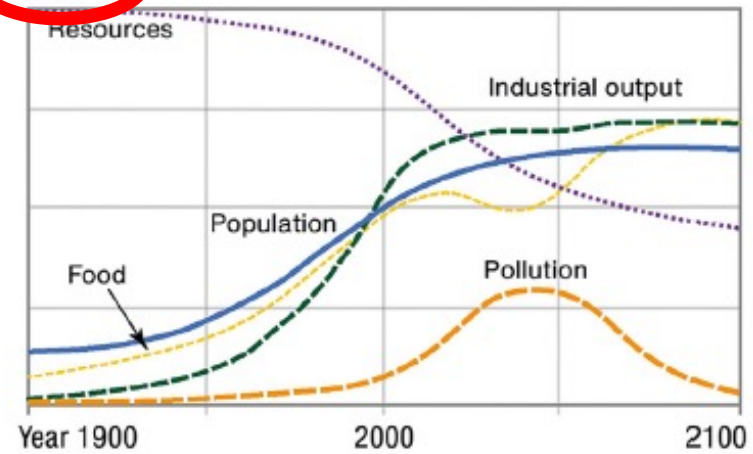
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CT



SW Sustainable World

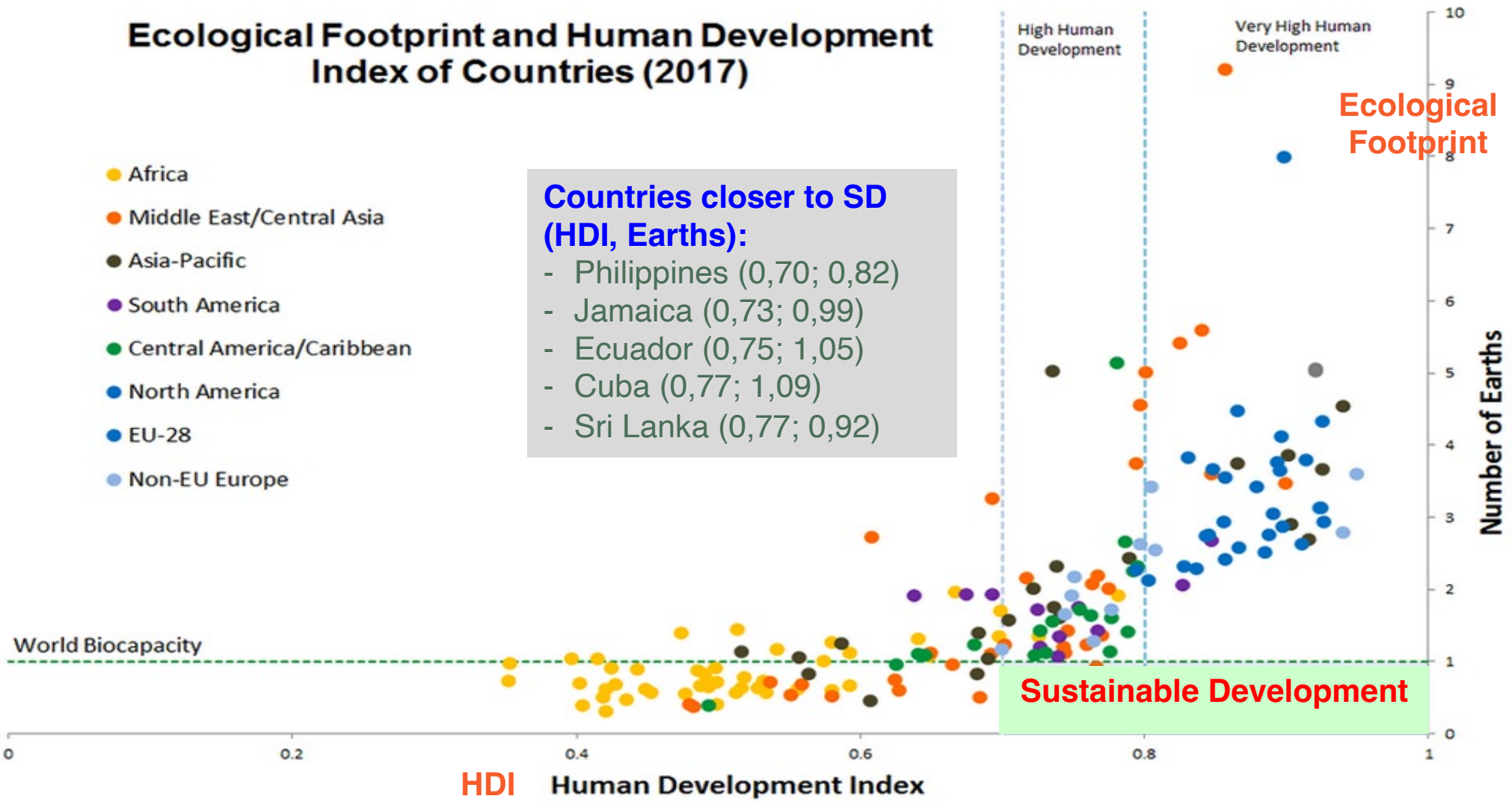


Ecological Footprint and Human Development Index of Countries (2017)

- Africa
- Middle East/Central Asia
- Asia-Pacific
- South America
- Central America/Caribbean
- North America
- EU-28
- Non-EU Europe

Countries closer to SD (HDI, Earths):

- Philippines (0,70; 0,82)
- Jamaica (0,73; 0,99)
- Ecuador (0,75; 1,05)
- Cuba (0,77; 1,09)
- Sri Lanka (0,77; 0,92)



Source: Ecological Footprint (in number of Earths): National Footprint and Biocapacity Accounts, 2021 Edition, Global Footprint Network.
 Human Development Index: Human Development Report, 2020, United Nations Development Programme.

We face self-inflicted existential challenges

We need pathways towards
equitable human wellbeing for all on a healthy planet
(together, not separately)

We don't know how to make it!



50 years on from *The Limits to Growth*,
what did we learn and what's next?



EDITED BY UGO BARDI & CARLOS ALVAREZ PEREIRA

Limits and Beyond

With essays from the original *The Limits to Growth* authors
Dennis Meadows and **Jorgen Randers** and many more...

A REPORT TO THE CLUB OF ROME

Essential reading on our long journey toward an "Earth for All" society.

— THOMAS PIKETTY, author, *Capital in the Twenty-First Century*



Earth for All

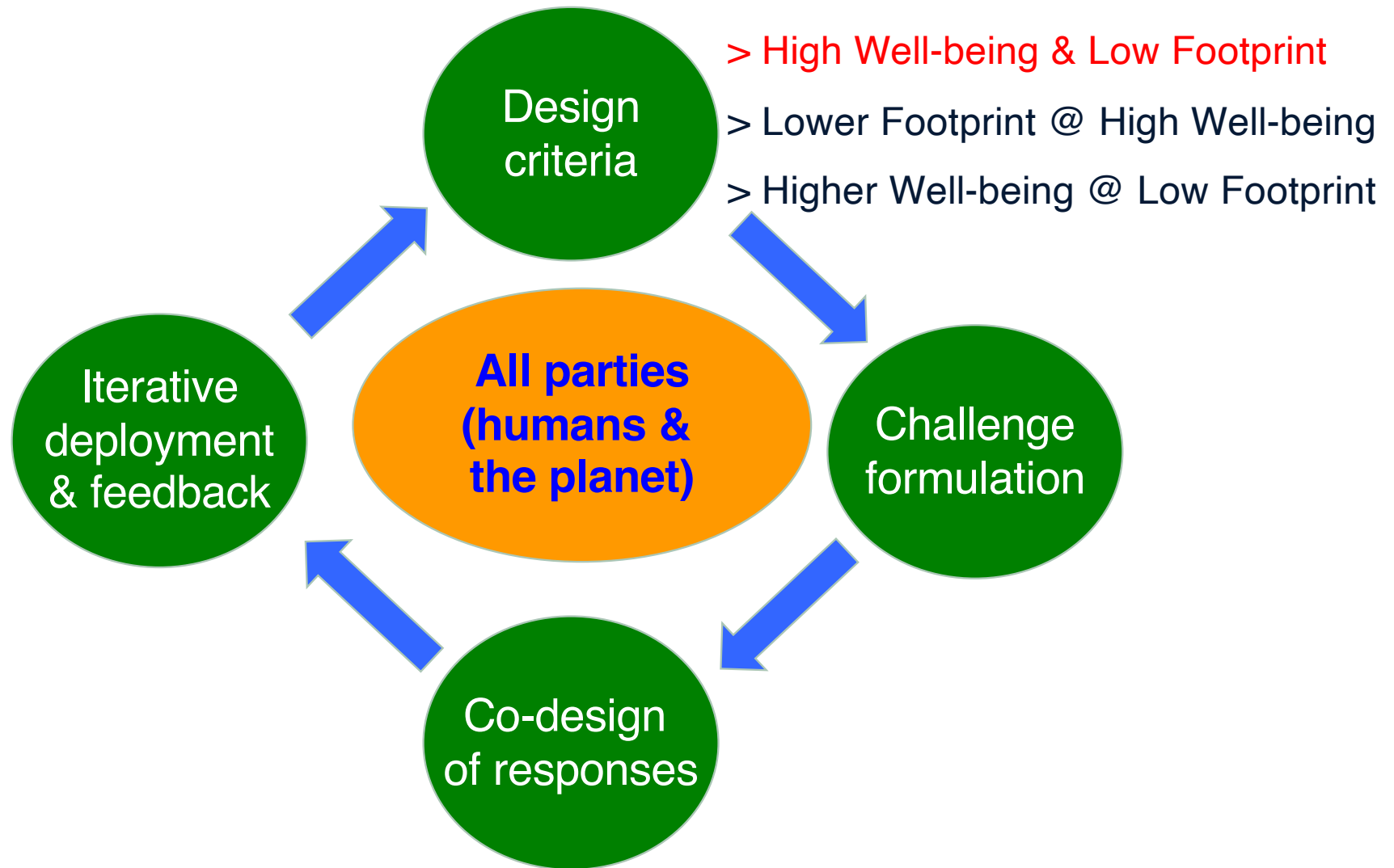
A SURVIVAL GUIDE for Humanity

Sandrine Dixon-Declève | Owen Gaffney
Jayati Ghosh | Jorgen Randers
Johan Rockström | Per Espen Stoknes

Forewords by Christiana Figueres and Elizabeth Wathuti

A REPORT TO THE CLUB OF ROME

Co-creation of desirable futures



What is expected from business / industry?

Efficacy at massive scale



What is expected from business / industry?

Efficiency, technical excellence, cost optimization

Efficacy at massive scale



What is expected from business / industry?

Decoupling, reduction of externalities

Efficiency, technical excellence, cost optimization

Efficacy at massive scale



Depth

Scope

Operational Outputs Operational Processes Competitive Strategic Value paradigm Existential

Cultural framing

SMEs
Start-ups

Economic ecosystems

Countries
& groups of

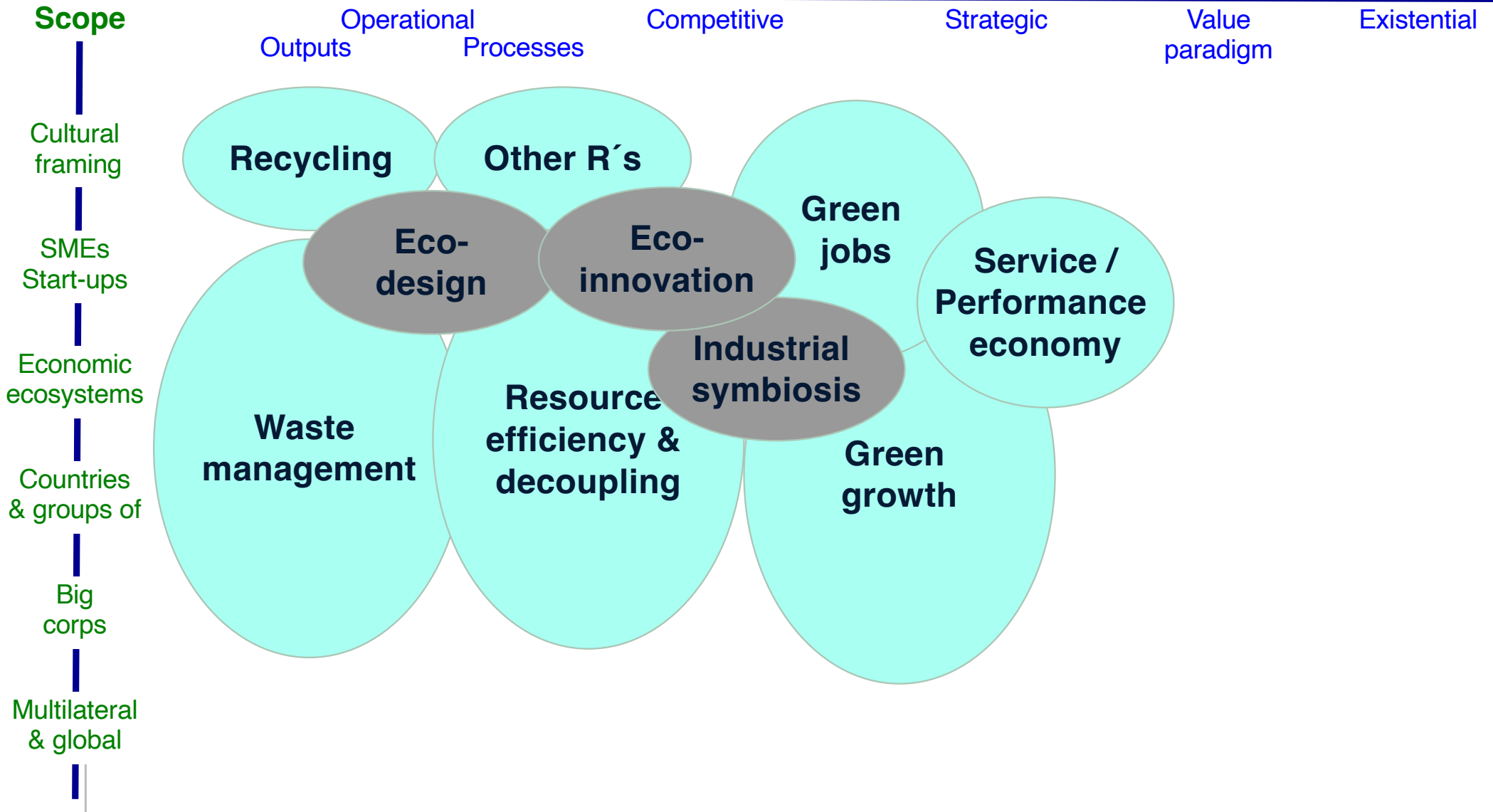
Big
corps

Multilateral
& global

The space that businesses have to navigate is complex, and full of contradictory injunctions

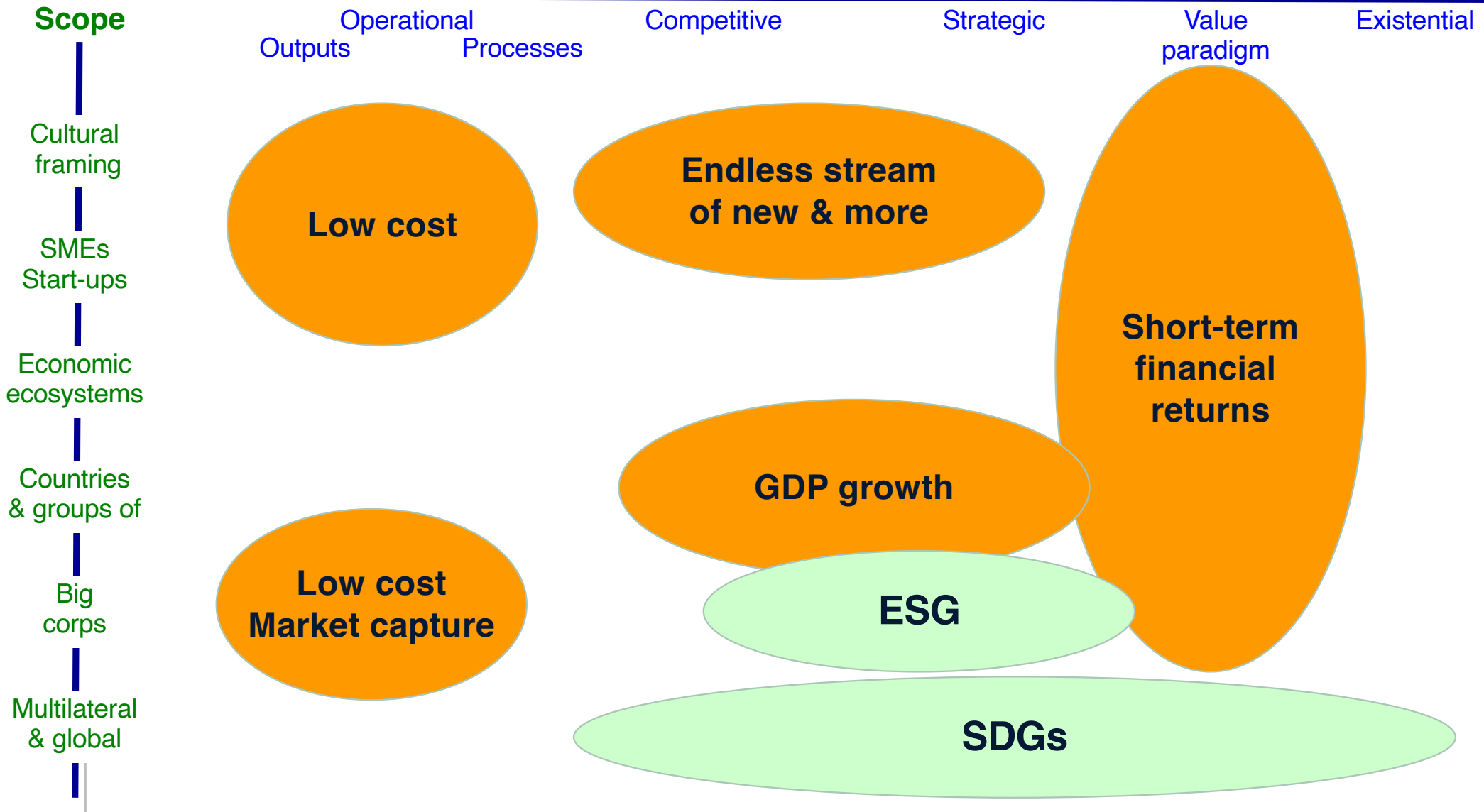
Depth

The landscape of Circular Economy



Depth

At the same time...



What is expected from business / industry?

Is there a new vision?

Decoupling, reduction of externalities

Efficiency, technical excellence, cost optimization

Efficacy at massive scale



Wellbeing is not driven by growing levels of consumption

Wellbeing is driven by the **quality of our relationships**,
with others, nature and time

Value is mostly driven by **perceptions**

Opportunity:

How can businesses contribute to relational quality at a
low level of footprint?



Relational wellbeing
community-based
“value” is reframed

Decoupling, reduction of externalities

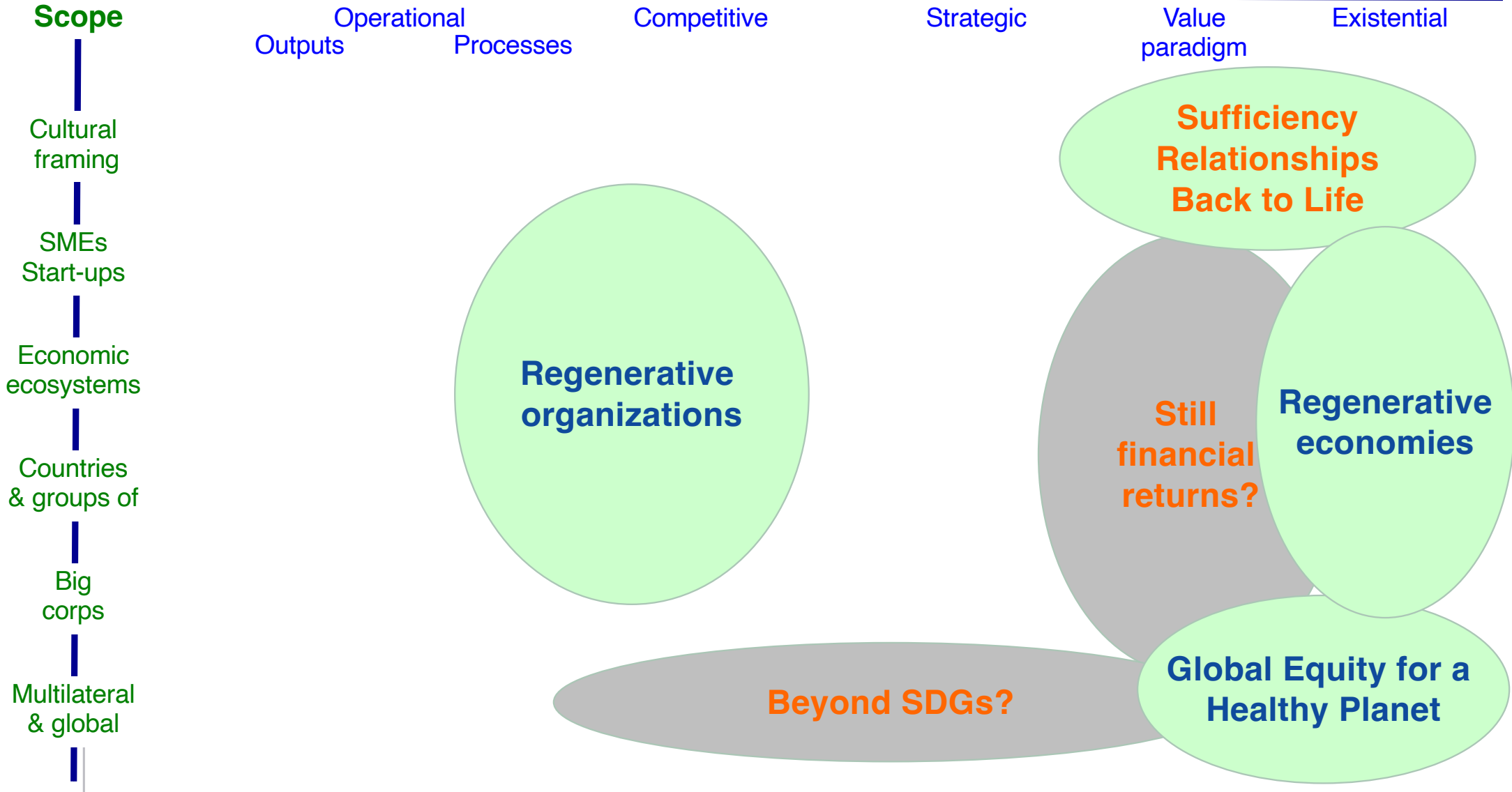
Efficiency, technical excellence, cost optimization

Efficacy at massive scale



Depth

Reframing from a shift in values...



Regenerative organizations...

Assume as existential for themselves what is existential for humanity

Contribute to relational wellbeing for all, now and in the future

Take care of the consequences of their actions on others (humans and non-humans)

Reframe innovation and tech to **slow down**, serve human communities, and reframe energy and material consumption



What is in it for you?

Tweaking “business as usual” is not sufficient and does not create an **attractive vision for the future**

Consider putting your innovative capacities at the service of communities facing the challenges on the ground

Consider weaving resilient relationships with the communities you serve, by building on geographic and cultural contexts

No one can do it alone: let us learn together what we already know, to develop **new ways of becoming human**

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NO LIMITS TO LEARNING

BRIDGING THE HUMAN GAP

A Report to the Club of Rome

JAMES W. BOTKIN
MAHDI ELMANDJRA
MIRCEA MALITZA

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1979

No limits to learning

The human gap

1984

Before it is too late

The human revolution

2024

CoR and WEEC start partnering

Make the learning revolution deeper and stronger

Make learning participatory and anticipatory

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