



Sustainable Prosperity

The art of living well – within planetary boundaries

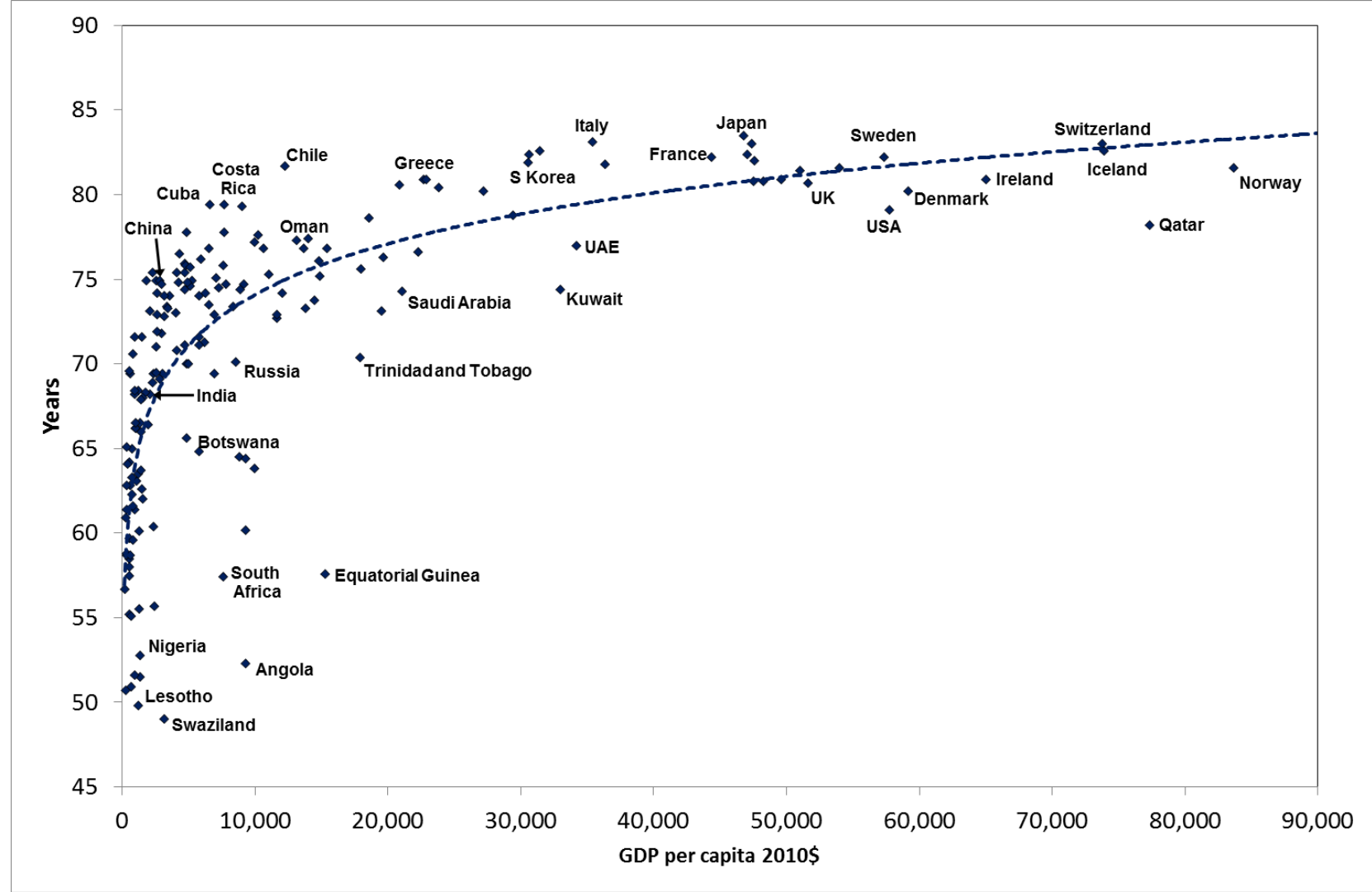
Tim Jackson



What can prosperity possibly look like on a finite planet?

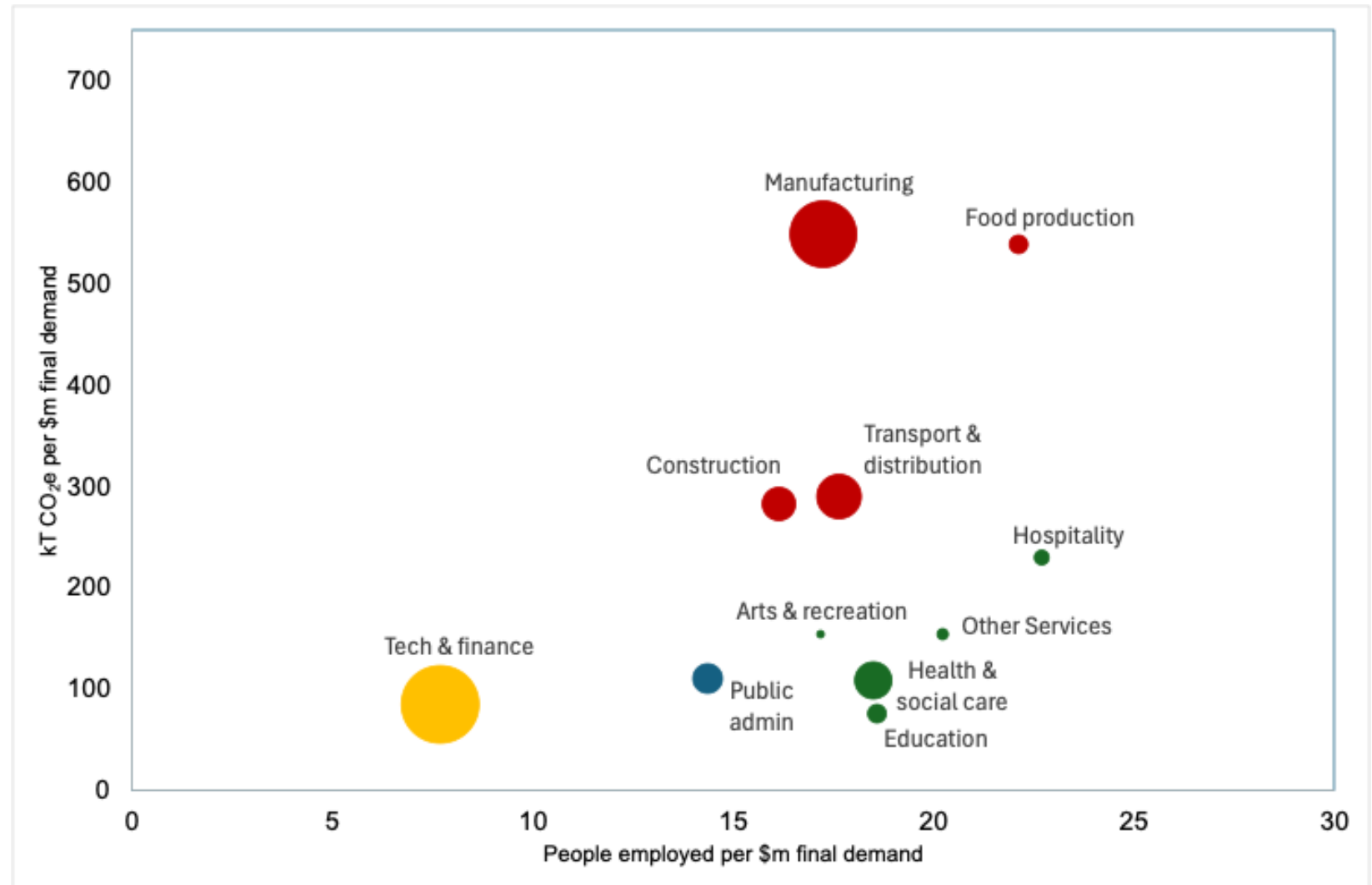
Prosperity as health

Source: Jackson, T 2017.
Prosperity without Growth –
Foundations for the
Economy of Tomorrow.
London: Routledge.



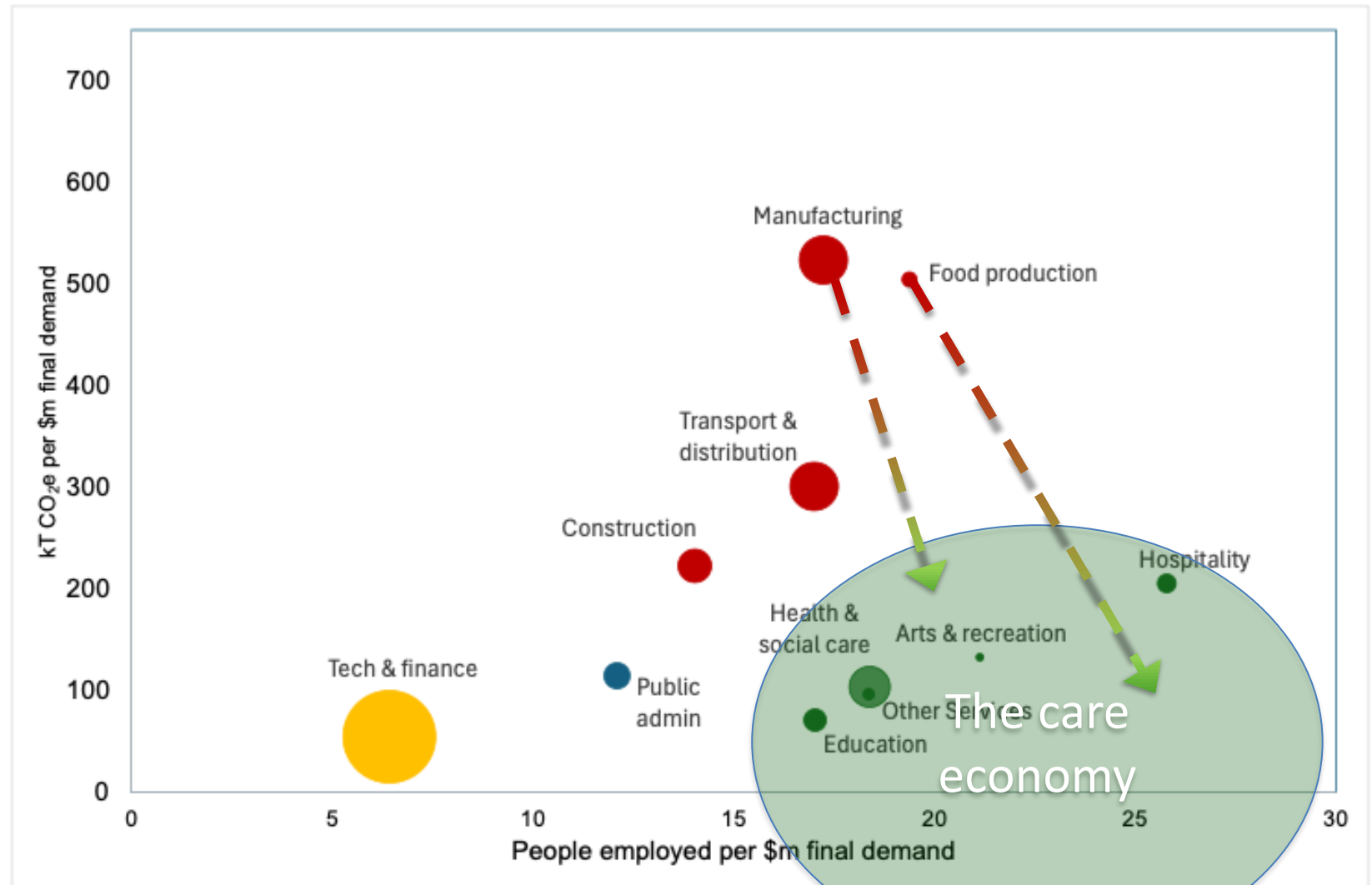
Jobs vs Carbon (EU)

Source: Jackson, T, C Corlet Walker and B Gallant 2025. The Case for the Care Economy. CUSP Working Paper, Guildford, UK.



Jobs vs Carbon (UK)

Source: Jackson, T, C Corlet Walker and B Gallant 2025. The Case for the Care Economy. CUSP Working Paper, Guildford, UK.



Economy as care

Care as: ‘an activity that includes everything we do to maintain, continue and repair our “world” so that we can live in it as well as possible’.

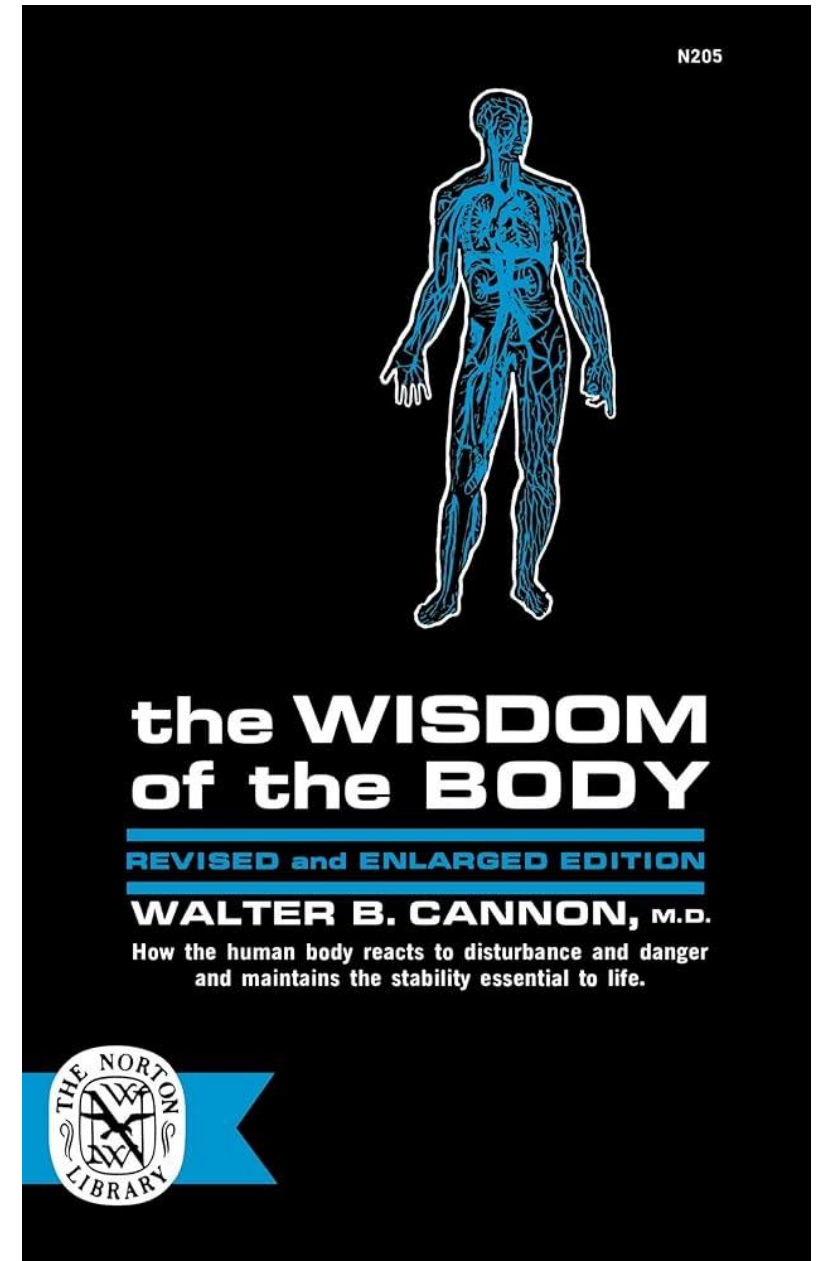
Berenice Fisher and Joan Tronto 1990



Health as balance

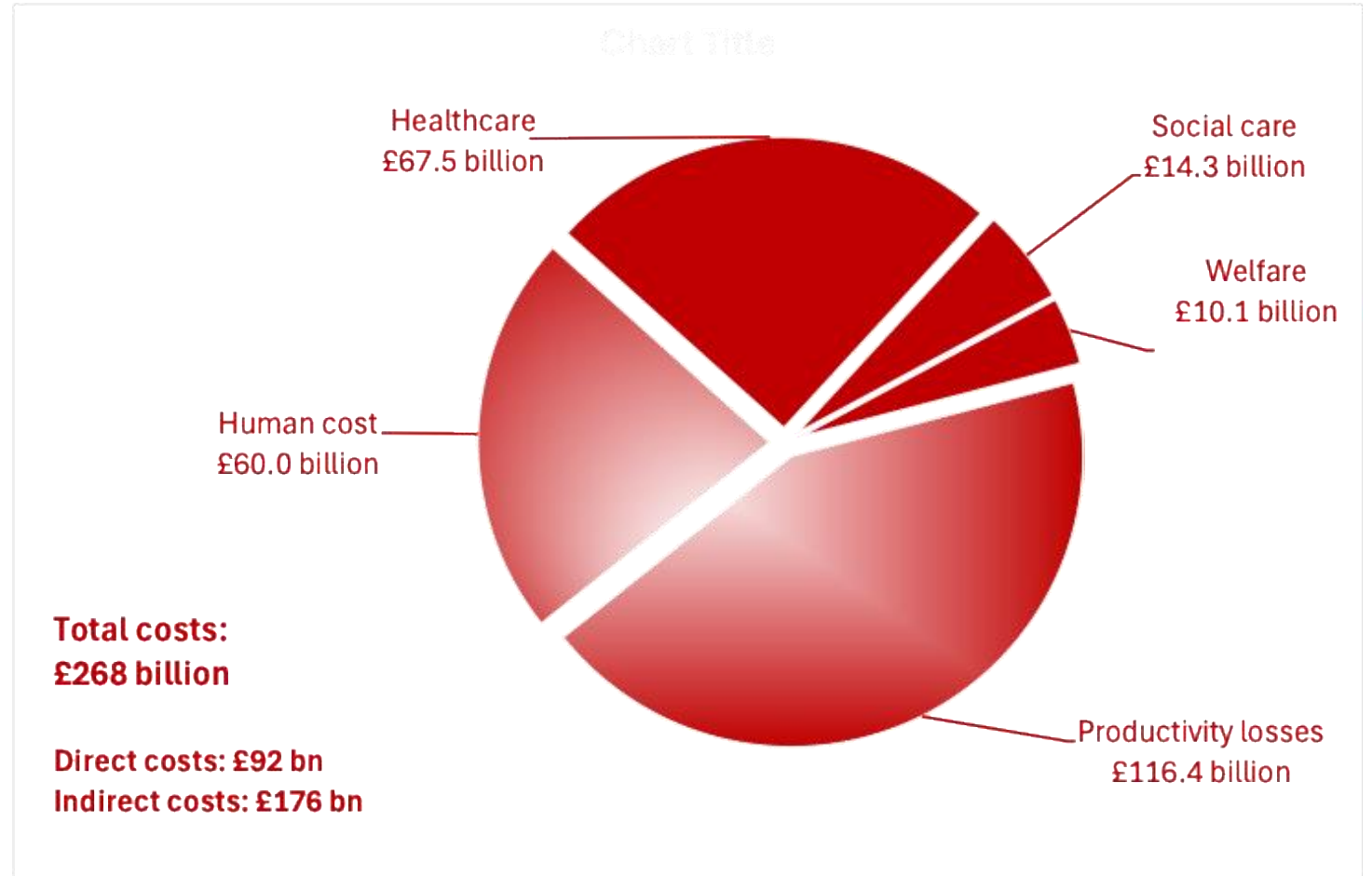
'It seems not impossible that the means employed by the more highly evolved animals for preserving uniform and stable their internal economy (i.e., for preserving homeostasis) may present some general principles for the establishment, regulation and control of steady states, that would be suggestive for other kinds of organization - even social and industrial - which suffer from distressing perturbations.'

Walter Cannon 1932



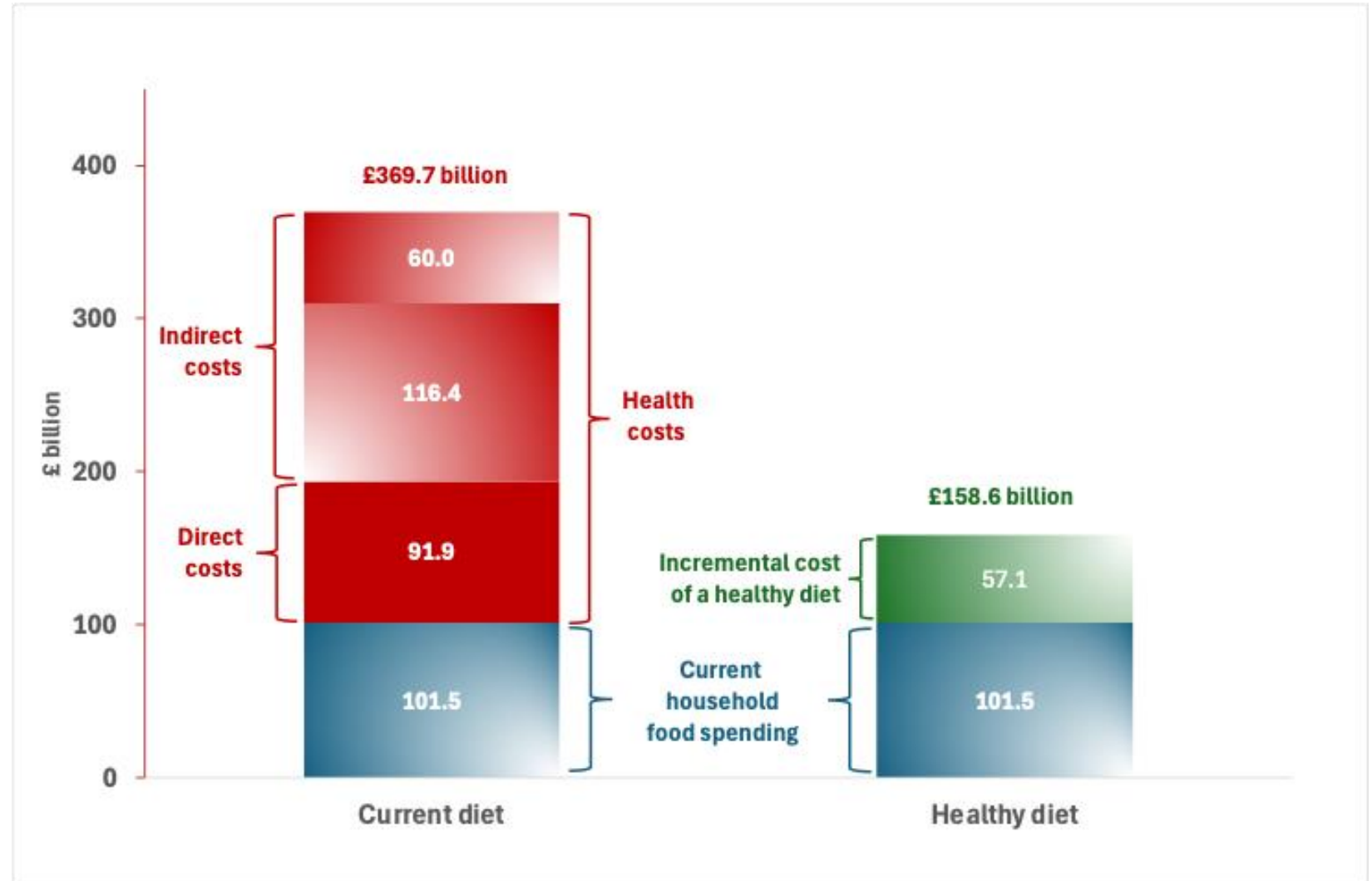
The health-related costs of a British diet

Source: Jackson, T. 2024 *The False Economy of Big Food, Food Farming and Countryside Commission*, London.



The false economy of 'cheap' food

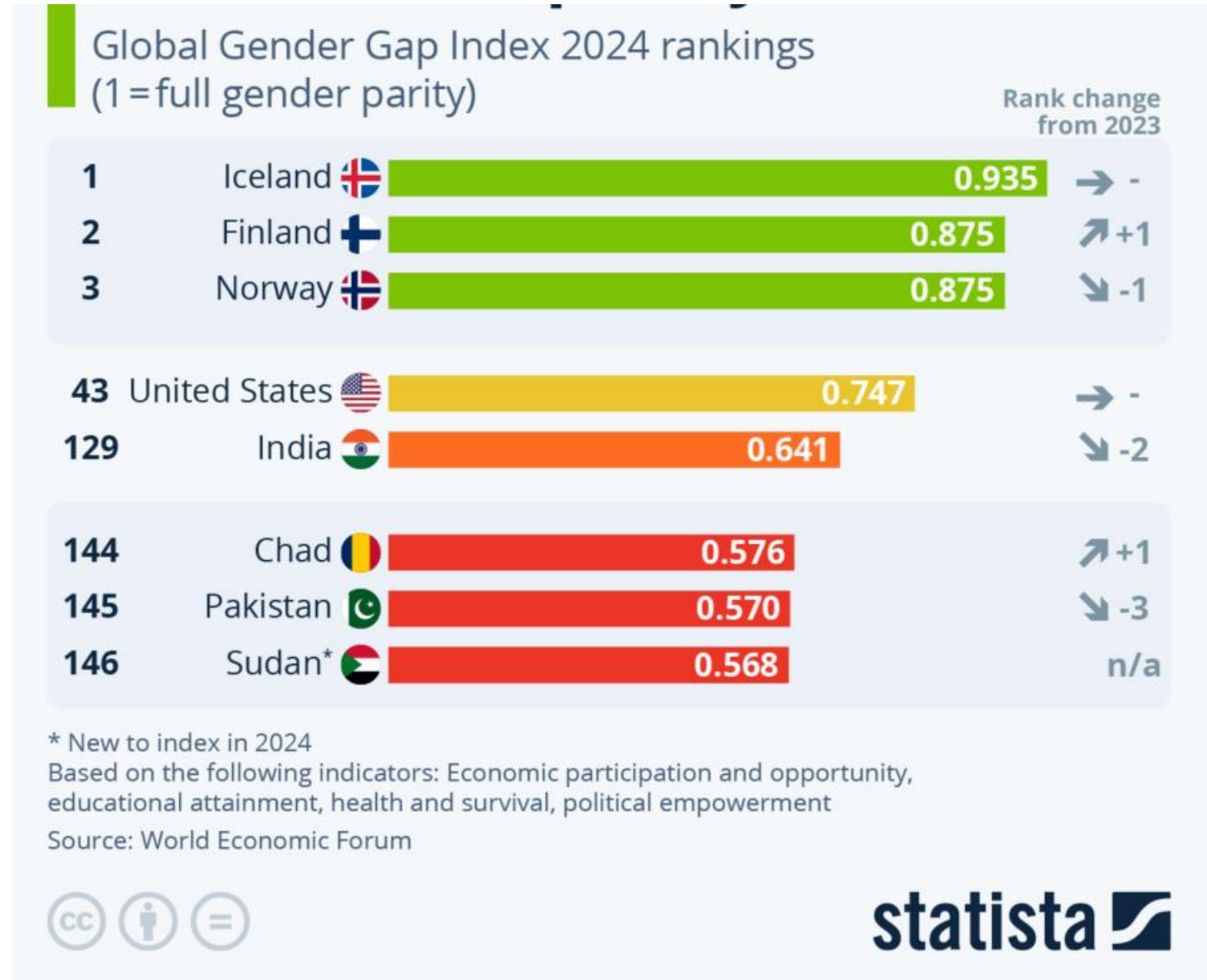
Source: Jackson, T. 2024 *The False Economy of Big Food, Food Farming and Countryside Commission*, London.



Gender and care - the division of labour

Source: Statista graphic based on World Economic Forum Global Gender Gap Report 2024.

On current progress, it will take 134 years to reach global gender parity.



Violence as care's nemesis


Re-arming the EU: €800 billion
by 2030

Resilience and recovery facility:
€53 billion (6% of RRF) since
2021.

EU4Health: €5.3 billion
between 2021 and 2027.



Source: Barbara Kruger, 1989



‘The care of human life and happiness
and not their destruction is the first
and only task of government.’

Thomas Jefferson 1809

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Thank you for your attention!