

Earth4All Highlights

September 2022 - September 2023



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Message from the co-leads

Over the last year we have seen our book *Earth for All: A Survival Guide for Humanity* launched and published in 8 languages. The book was a culmination of two-years of researchers and economists working together to highlight the transformative action we need to take in order to achieve wellbeing for all within planetary boundaries.

Our book, a labour of love and a testament to our collective commitment, represents a critical milestone in our mission to foster a more sustainable and equitable planet. It encapsulates years of research, collaboration, and the invaluable contributions of experts, activists, and concerned citizens who share our vision for a better tomorrow.

However, it is essential to recognise that this book is merely the beginning, not the end, of our journey. The publication of *Earth for All* serves as a clarion call, reminding us that knowledge alone is not enough. To address the complex challenges facing our world, we must translate awareness into action and words into policies.

The urgency of our times demands that we move beyond the printed page and into the realm of policy change. Our work has just entered a new phase, where we will channel our energy and insights into advocating for the policies and reforms necessary to create a sustainable, inclusive future for all. It is our solemn commitment to transform the passion and conviction that have brought us here into tangible, lasting change.

We invite each of you to join us in this next chapter of the Earth4All journey. Together, we can be a powerful force for change, shaping policies that reflect our shared values of environmental stewardship, social justice, and global solidarity. Let us seize this opportunity to not only envision a better world but also actively work toward its realisation at the local, national and international level.

Thank you for your unwavering support and dedication to our cause. The path ahead may be challenging, but with your involvement and our collective determination, we are confident that we can turn the vision of Earth4All into a reality.

Sandrine Dixson-Declève, Per Espen Stoknes, Owen Gaffney

Co-leads of the initiative

About Earth4All

Building on the legacies of [The Limits to Growth](#) and the [Planetary Boundaries](#) frameworks, science is at the heart of our work. Our initiative has three pillars: Leading scientists have developed state of the art systems dynamic models and run different scenarios for possible plausible futures.

Earth4All is guided by a Transformational Economics Commission - our second pillar - made up of economic thinkers from across the globe to explore new economic thinking and test the model outcomes.

The third pillar is a global campaign that aims to make the Earth4All vision a reality, advocating for governments to adopt policies that will enable resilient and healthy societies.

We are providing a platform to connect and amplify the voices of people and organisations who want to upgrade our economies. The momentum is growing, with communities and policy makers around the world pushing for economic systems change.

Launch highlights

The results of the two years of modelling work, Economics Commission deliberations and deep dive papers culminated into the publication of the book *Earth for All: A Survival Guide to Humanity*. The book was published in English and German in September 2022, with a number of launch events.

German Haus der Bundespresskonferenz Berlin | August 2022



Sandrine Dixson-Declève, Jorgen Randers, Johan Rockström and Per Espen Stoknes took part in a press conference at the German Haus der Bundespresskonferenz.

Forum for a New Economy Symposium Berlin | August 2022



Earth for All contributors spoke at the Forum for a New Economy special symposium on 50 years since *The Limits to Growth*. Speakers included Per Espen Stoknes, Sandrine Dixson-Declève, Jorgen Randers, and Tim Jackson.

From Science to Action New York | September 2022



Authors of the book joined representatives from the business and finance communities to discuss the findings of the book, and the investment actions to be taken to facilitate the five extraordinary turnarounds and transform our economies and societies, while reducing the impact on nature and our planet.

UNGA Science Summit New York | September 2022



This event brought together climate scientists, development economists and decision-makers to discuss the policy options needed urgently to accelerate systems change to secure wellbeing for all within planetary boundaries.

Speakers included: Teresa Ribera, Vice-President and Minister for Ecological Transition and Demographic Challenge, Government of Spain, Christian Guillemet Fernández, Vice-minister of Multilateral Affairs, Government of Costa Rica and authors of *Earth for All: A Survival Guide for Humanity*

Earth4All: one future, two scenarios, one choice

New York | September 2022



Coauthors of Earth for All joined a [We Don't Have Time](#) live broadcast to present the five extraordinary turnarounds needed to achieve wellbeing for all within planetary boundaries. Per Espen Stoknes and Sandrine Dixson-Declève introduced the scenarios for the future and the policies and commitments we need from leaders in order to move towards a future of wellbeing for all followed by reflections from Gaya Herrington, Fadhel Kaboub and Amanda Janoo.

Earth4All at the New York Stock Exchange

New York | September 2022



In collaboration with partners Newday Impact and Pottinger, authors of Earth for All joined the Newday team in ringing the honorary New York Stock Exchange [closing bell](#).

Swiss Green Economy Symposium

Switzerland | September 2022



Ernst Ulrich von Weizsäcker and Till Kellerhoff presented Earth4All at this symposium in Winterthur.

UK Parliament book launch

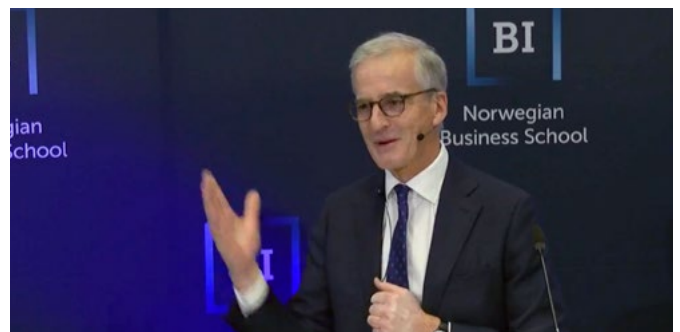
October 2022



In collaboration with the All-Party Parliament Group (APPG) on *The Limits to Growth*, chaired by MP Caroline Lucas, the book was launched at a special event at the House of Lords in London. The evening brought together Members of Parliament and representatives of Earth4All to discuss its policy implications.

Five extraordinary turnarounds to save the world

Norway | October 2022



As part of the [Norwegian launch](#), Earth for All authors were joined by policy makers to discuss the role of Norwegian business and Scandinavian governments in taking a Giant Leap. Speakers included Jonas Gahr Støre, Prime Minister of Norway.

Earth4All youth solutions forum

Argentina | October 2022



On 7-9 October the [Local Conference of the Youth \(LCOY\)](#) took place in Argentina, bringing together climate leaders and activists from all around the country. Earth4All and The 50 Percent ran a 2-hour workshop with 70 participants for an introduction to economics systems change in relation to climate change and inequality. This was followed by a deliberative discussion focused on solutions and ways forward.

The book explores two scenarios beginning in 1980 and ending in 2100. These scenarios entitled *Too Little Too Late* and *The Giant Leap* explore how population, economies, resource use, pollution wellbeing and social tensions might change this century based on decisions made this decade.

In the first pathway, the world continues with the economic policies of the last forty years. While GDP continues to grow, the rich get richer while the poor fall further behind, creating extreme inequalities and growing social tensions within and between countries. Political division and lack of trust make it increasingly difficult to address climate and ecological risks.

The model offers a solution through a second, achievable path, *The Giant Leap*. The authors conclude that it is possible to stabilise temperatures below 2°C (above pre-industrial levels), stabilise the population well below nine billion people, reduce material use and approach an end to extreme poverty globally by 2050 – a generation earlier than

the *Too Little Too Late* scenario. In this scenario, social tension falls and wellbeing rises throughout the century because of greater income equality.

In order to achieve *The Giant Leap*, societies would need to adopt five extraordinary turnarounds:

1. Ending poverty through reform of the international financial system, lifting 3-4 billion people out of poverty
2. Addressing gross inequality by ensuring that the wealthiest 10% take no more than 40% of national incomes
3. Empowering women to achieve full gender equity by 2050
4. Transforming the food system to provide healthy diets for people and planet
5. Transitioning to clean energy and improving energy efficiency to reach net zero emissions by 2050

More info on the [key findings](#) →

LEADING ECONOMIC THINKERS SIGN OPEN LETTER CALLING FOR TAX ON THE RICHEST 1% TO AVOID THREAT TO DEMOCRACY

January 2023

30 members of the Transformational Economics Commission signed an [open letter](#) to world leaders calling for bold steps to tax wealth, income and companies to avoid a dangerous threat to democracy. The letter, available in English, German and Italian received high level media coverage and over 1,000 additional signatories to date.

Members of Earth4All attended the World Economic Forum in Davos, Switzerland to discuss the cost of [\(in\)action](#) and how to finance economic systems change.



GLOBAL POPULATION COULD PEAK BELOW 9 BILLION IN 2050s

March 2023

The Earth4All team published a new report titled [People and Planet, 21st Century Sustainable Population Scenarios and Possible Living Standards Within Planetary Boundaries](#). Using the Earth4All system dynamic model researchers analysed population projects in the Too Little Too Late and Giant Leap scenarios. The new projects were significantly lower than several prominent population estimates, including those of the United Nations. A key finding of the work is that population size is not the prime driver of exceeding planetary boundaries such as climate change. Rather, it is extremely high material footprint levels among the world's richest 10% that is destabilising the planet.

The report received substantial media coverage, with over 1,100 mentions in over 90 countries across the world.



Developing an Earth4All simulator

Brussels | April 2023



Members of the Earth4All team came together to test the Earth4All simulator and game in a workshop. The simulator aims to make Earth4All's findings and policy asks more tangible as participants can get a feeling of how policy-decisions have an impact, and why action needs to happen in a systemic way.

Beyond Growth

Brussels | May 2023

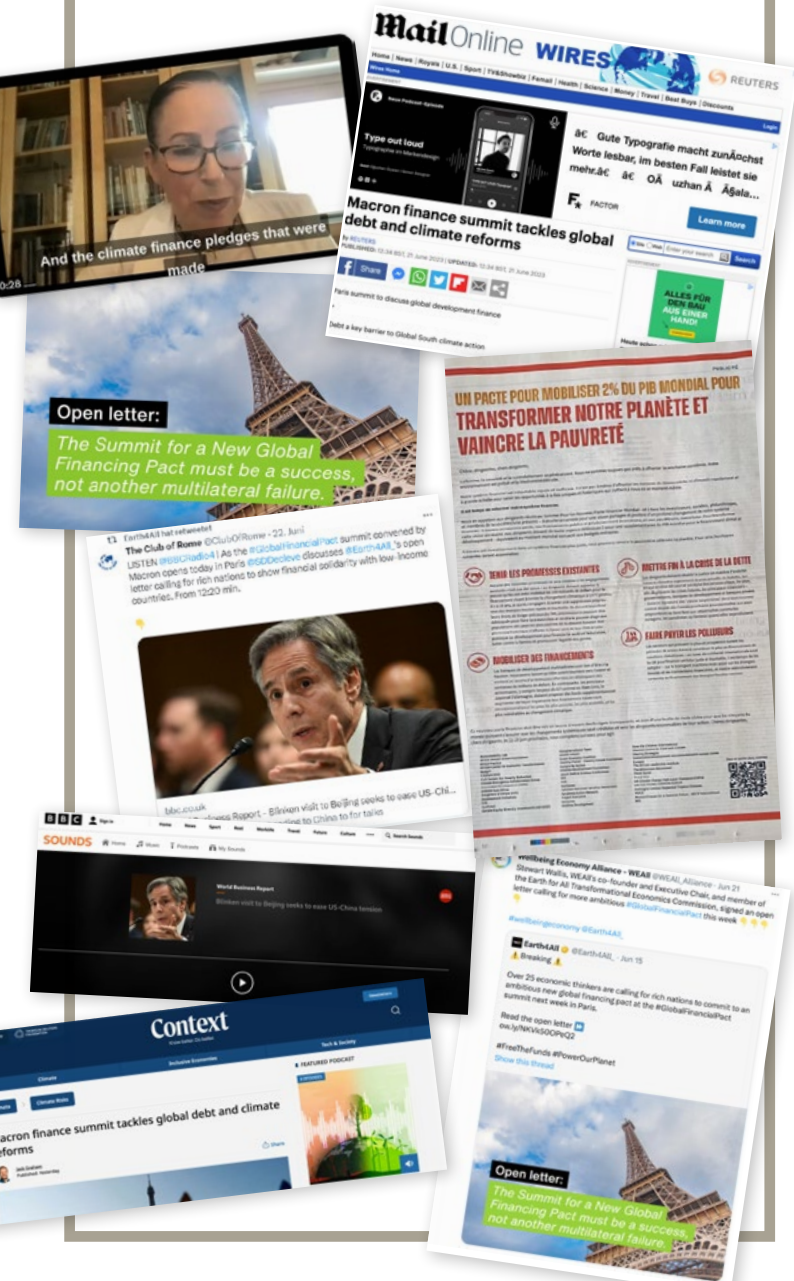
Earth4All authors and members of the Transformational Economics Commission (TEC) participated in a number of sessions at the [Beyond Growth 2023 conference](#) that brought together EU decision makers and experts. Earth4All was prominently featured, our work was cited in a [pre-conference report](#) prepared by the European Parliament as an example of an economic policy framework to move beyond growth and fully integrate social and climate justice, equality and planetary boundaries into the functioning of societies. The need to move to an “Earth for All”, acknowledging the history of *The Limits to Growth* was also highlighted by President of the European Commission Ursula Von der Leyen and Club of Rome co-president Sandrine Dixson-Declève in [plenary speeches](#).



RICH NATIONS NEED TO COMMIT TO A NEW GLOBAL FINANCIAL PACT

June 2023

Members of the Transformational Economics Commission joint forces to call for the Summit for a New Global Financing Pact to commit to radically transform the global financial system. An [open letter](#) highlighted the lack of transparency and inclusion around the summit's preparatory process and detailed four essential outcomes to ensure success at the Summit: to honour existing climate pledges; stop and reverse the fatal debt doom loop; transform the way Special Drawing Rights (SDRs) are allocated and issued; and raise the bar on innovative tax instruments.



Green and Blue Festival

Rome and Milan, Italy | June 2023

The annual Green and Blue Festival, the major sustainability event organised by the Italian newspaper La Repubblica, was entirely dedicated to Earth for All. The 5-day event brought together 108 speakers – including ministries, mayors, business leaders - in panels, interviews and concerts.

The event kicked off in front of the Colosseum in Rome and was live-streamed on SKY Italy (1M audience).

Sandrine Dixon-Declève and Per Espen Stoknes joined climate activists Ineza Umuhoza Grace, Licypriya Kangujam, Sophia Kianni and Maya Gabeira, to present Earth4All's key messages. The event was complimented with significant media coverage, with La Repubblica having a series of content on Earth4All and a special issue, on both La Repubblica (70 pages) and La Stampa (45 pages), the second and third largest Italian newspapers. Earth for All authors also visited the pope and presented him with a copy of the book.

Launch of an Action Week

August 2023



The [2023 Earth4All Action Week](#): “Systems Change, not Climate Change!” is a two-week global initiative dedicated to sparking discussions on the need for economic systems change, in partnership with Rethinking Economics. It will take place from 1-15 November and is open to anyone – individuals, organisations, businesses, and governments from around the world – who feels called to engage in conversations around the deep changes our world needs.

To participate, you can organise an event in your community to discuss the ways in which our economies must transform to better serve people and the planet, or you can join an event near you (or online).

The goal of the action week is to push world leaders to make transformative shifts in our economic system, placing the wellbeing of people and the planet at the forefront. It’s also an opportunity to connect with a vibrant community dedicated to building a sustainable and fair future. As part of our ambition to involve people from all corners of society, the Earth4All team developed a number of participation guides, from how to run an Earth4All event to how to start a book club, the guides are [available online](#).

Tax extreme wealth

September 2023



Earth4All joined forces with Patriotic Millionaires and Oxfam on an open letter to the G20 calling on them to tax the super-rich. Close to 300 millionaires, economists, and political representatives from almost all G20 countries call for a new international agreement on wealth taxes to “stop extreme wealth from corroding our collective future”.

National engagement strategies

Kenya



The Earth4All National Engagement Strategy for Kenya was officially launched during Africa Climate Week in Nairobi in September 2023. Earth4All has partnered with the Partnership for Economic Policy (PEP) to develop and champion policies that align with Earth4All’s core principles. These policies are specifically tailored to each country, considering local nuances, and are being crafted in close collaboration with a broad coalition of local stakeholders, including academia, policymakers, communities, youth, and other civil society actors. A similar process is underway in Austria, featuring various events, engagements with ministries, and a detailed analysis of Earth4All’s recommendations for Austrian policymaking.

Austria



Since the presentation of the Earth4All report in Austria at the Ars Electronica Festival in September 2022 by Ernst Ulrich von Weizsäcker, the Austrian Chapter of The Club of Rome has established the Earth4All narrative as one of its major topics. Since then, the members in Austria talk about the content of Earth4All in their daily work and use the network to get people involved, this has led to the National Engagement Strategy for Austria being initiated.

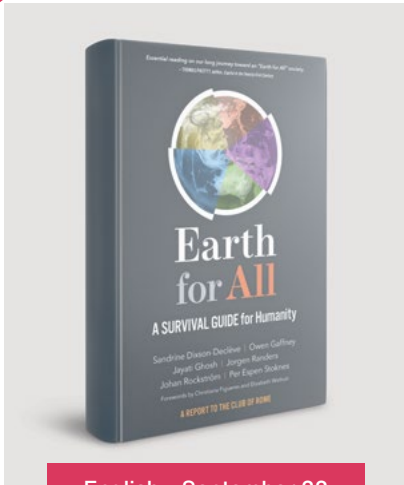
In cooperation with the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK) a series of five events will start this autumn in order to feature each turnaround and discuss their implications for Austria. The proposed actions from Earth4All will be put into regional context within a workshop setting accompanying each event. Moreover, civil engagement processes and stronger outreach are currently being discussed with partners.

Publications

Earth for All: A Survival Guide for Humanity

Published in 2022, this book details the findings of our initiative and details how we can steer humanity away from ecological and social catastrophe.

The book is the result of collaboration between the 21st century Transformational Economics Commission and systems analysts and modelling teams.



English – September 22



German – August 22



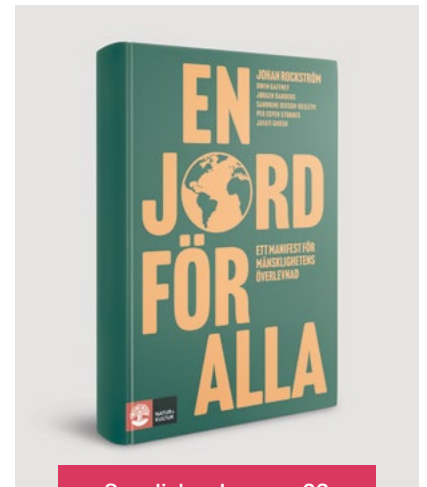
Italian – November 22



Japanese – November 22



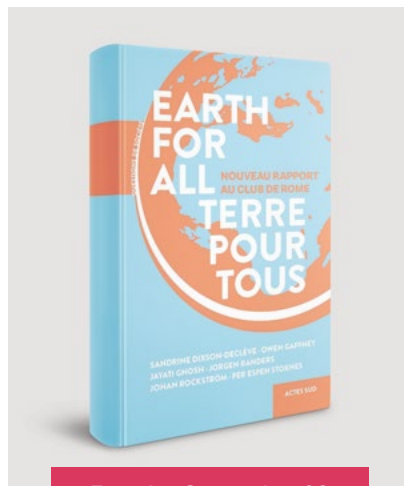
Korean – June 23



Swedish – January 23



Chinese – June 23



French – September 23

Executive summaries

In 2022, we published an Executive Summary of the book in order to make the content and findings as widely accessible as possible. It is available in English, Spanish, French, German and Chinese.



English →

Español →

Français →

Deutsch →

Chinese →

Deep dives

As part of the Earth4All project, collaborators have submitted deep-dive papers to delve further into the issues and solutions needed to transform our economic system and provide an equitable future for all on a finite planet. A number of the deep-dives were used to inform the findings in the book, but we continue to develop the series with an additional 3 papers having been published since, and more are in progress.

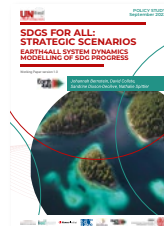


Other publications



Callegari B., Stoknes P.E., People and Planet: 21st century sustainable population scenarios and possible living standards within planetary boundaries. Earth4All, March 2023, version 1.0.

Members of the Earth4All modelling team show that global population could peak just below 9 billion in 2050 in this special report for the Global Challenges Foundation.



Bernstein J., Collste D., Dixon-Declève S., and Spittler N., SDGs for All: Strategic Scenarios. Earth4All System Dynamics Modelling of SDG Progress. Earth4All, September 2023, version 1.0.

This report for the Foundation for European Progressive Studies applies the unique Earth4All system dynamics model, future scenarios and recommended pathways for change to analyse progress of the SDGs.

Outreach

Media coverage around launch

431 Pieces of Coverage	17M Estimated Views	4.79K Engagements	6.28B Audience	50 Countries
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taz
Club of Rome zur Klimakrise
„Die Reichen müssen zahlen“
Was tun, um die Klimakrise zu überwinden? Der Club of Rome sieht den Schlüssel in der Verringerung der sozialen Ungleichheit.

REUTERS
Tackling inequality key to climate fight - study
By Simon Jessop and Clara Dickie

CBS NEWS
„CLUB OF ROME“
Bericht zum Zustand des Planeten
tagesschau

infobae
La crisis energética pone en primer plano el debate sobre costos del cambio climático
30 de Agosto de 2022

IANS
Rising inequality risks regional collapse, climate catastrophe: Scientists
Tue, Aug 30 2022 09:48:35 PM

Daily Mail
Report says rich must pay bill to avert social collapse
By MICHAEL COLLIER
PUBLISHED: 05:57 EDT, 31 August 2022 | UPDATED: 05:57 EDT, 31 August 2022

THE NEW STATESMAN
Tackling inequality key to climate fight: Study
The Earth4All model developed by a cross-discipline team of researchers sought to explore what it would take to increase the well-being of

Selection of launch creative comms

What if we told you a better world was possible?

What does your upgraded world look like?
Share your story at www.earth4all.life

Just 2-4%
of global income is needed to invest in a better future.

Why take the Giant Leap?
Poverty ends earlier. Population grows slower. Wealthy nations. Social tensions fall. Nature starts to heal.

A book by leading economic thinkers and scientists
Earth4All is a collective of economic thinkers, scientists and advocates.

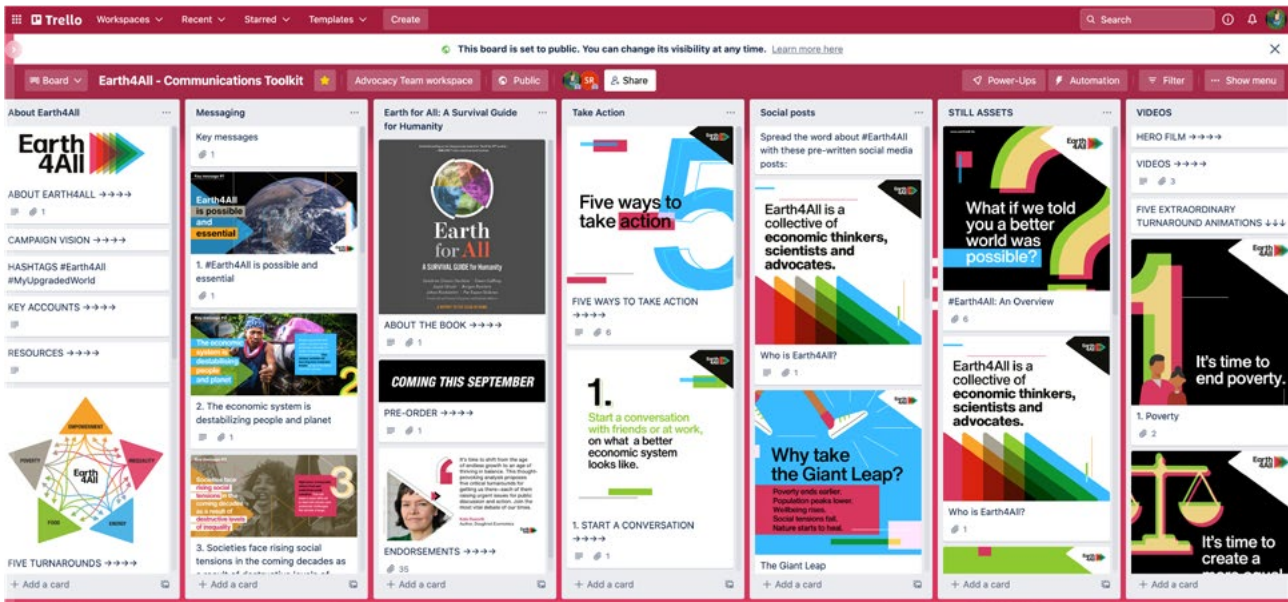
Key message #1
Earth4All is possible and essential

Key message #2
The economic system is destabilising people and planet

Key message #10
Overconsumption in high-income countries has to be curbed

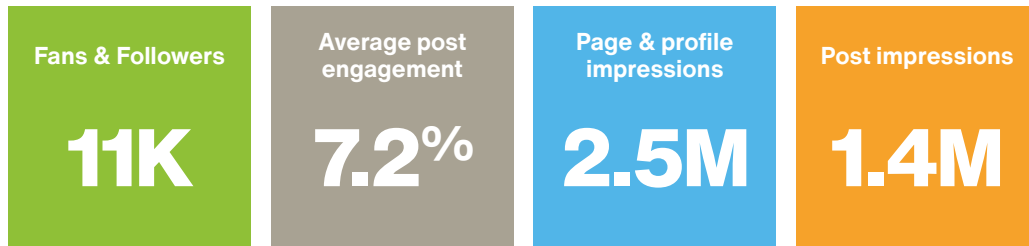
WELLBEING
2068

Toolkit

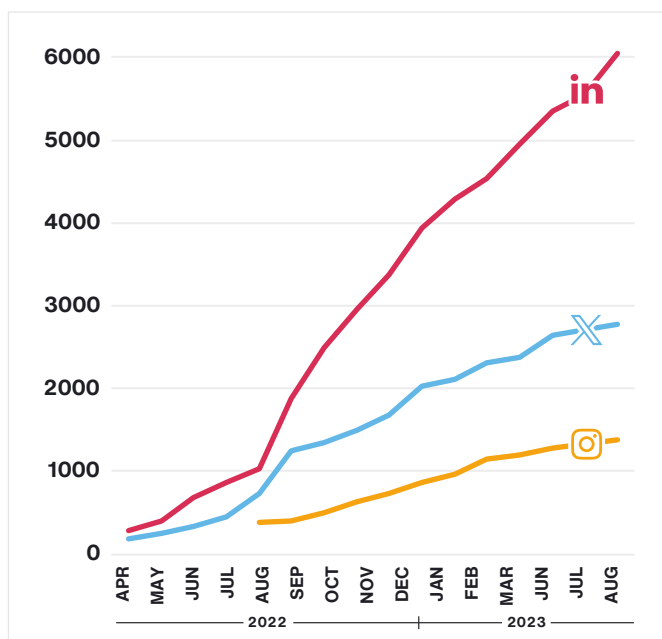


Communications toolkit with key messages and information at a glance, and all our assets for people to use and share.

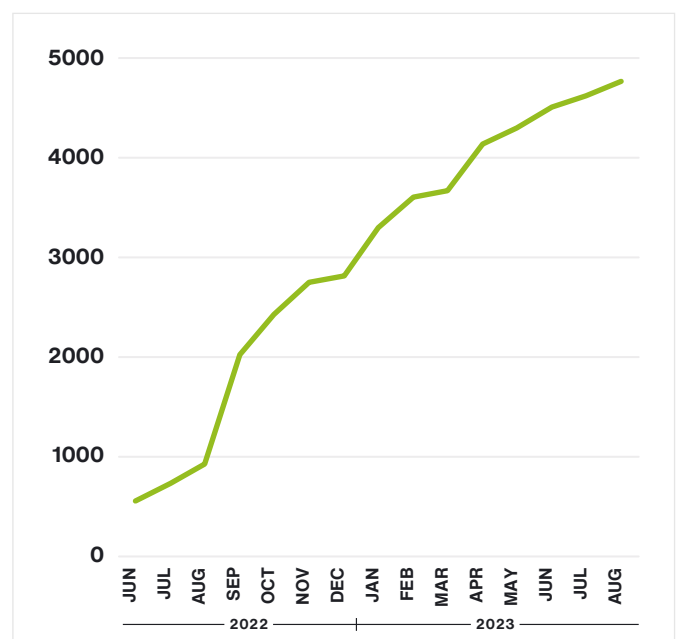
Social metrics



Followers



Newsletter subscribers



Team

The 21st Century Transformational Economics Commission



Anders Wijkman
CO-CHAIR
Chair of the Governing Board, Climate-KIC



Sandrine Dixson-Declève
CO-CHAIR
Co-President, The Club of Rome



Nafeez Ahmed
Director of Global Research Communications, RethinkX



Lewis Akenji
Managing Director, Hot or Cool Institute



Azeem Azhar
Founder, Exponential View



Tomas Björkman
Founder, Ekskåret Foundation



Gabriela Bucher
President & CEO The Fund for Global Human Rights



Sharan Burrow
General Secretary, International Trade Union Confederation (ITUC)



Alvaro Cedeño Molinari
Former Costa Rican Ambassador to Japan and the WTO



Bob Costanza
Professor of Ecological Economics, Institute for Global Prosperity (IGP) at University College London (UCL)



Emmanuel Faber
Chair, International Sustainability Standards Board



Lorenzo Fioramonti
Professor of Political Economy, and Member of the Italian Parliament



John Fullerton
Founder and President, Capital Institute



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Maja Göpel
Political economist and transformation researcher



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Professor of Environmental Change and Public Health, London School of Hygiene and Tropical Medicine



Connie Hedegaard
Chair, OECD's Roundtable for Sustainable Development



Gaya Herrington
Vice-President ESG Research at Schneider Electric



Tim Jackson
Professor of Sustainable Development & Director, University of Surrey



Garry Jacobs
President & CEO, World Academy of Art & Science



Jane Kabubo-Mariara
President of the African Society for Ecological Economists



Steve Keen
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Julia Kim
Program Director, Gross National Happiness Centre, Bhutan



Roman Krznaric
Public philosopher and author



David Korten
Author, speaker, engaged citizen, and president of the Living Economies Forum



Hunter Lovins
President, Natural Capital Solutions



Chandran Nair
Founder and CEO, The Global Institute for Tomorrow



Sunita Narain
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Carlota Perez
Honorary Professor at IIPP, University College London (UCL); SPRU, University of Sussex and Taltech, Estonia



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Co-chair of the
UN International
Resource Panel



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University of York



Mamphela Ramphele
Co-President,
The Club of Rome



Kate Raworth
Renegade economist,
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of social and planetary
boundaries, and co-
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Economics Action Lab



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Honorary President
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Economy Alliance



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The coordinating team



**Sandrine
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Co-President,
The Club of Rome



Owen Gafney
Narrative lead



Per Espen Stoknes
BI Norwegian
Business School



Till Kellerhoff
National
engagement lead

The campaign team



Philippa Baumgartner
Media and communications
lead + Club of Rome Head
of Communications



Joanna Benn
Communications adviser



Léna Belly-Le Guilloux
Campaign and
participation adviser



Johannah Bernstein
Senior policy lead



Sophie Blais
Campaigner



Owen Gafney
Narrative lead



Till Kellerhoff
National
engagement lead



Luca Miggiano
Campaign lead

Thanks to our partners

Partners

Earth4All is convened by The Club of Rome, the BI Norwegian Business School, the Potsdam Institute for Climate Impact Research, and the Stockholm Resilience Centre.



Funders

The initiative is supported by the Angela Wright Bennett Foundation, the Generation Foundation, the Global Challenges Foundation, the Laudes Foundation, Partners for a New Economy and the action of participating organisations and supporters.

Partnerships and inspired organisations

Over 150 groups have formally endorsed Earth4All and will be engaged in activities like the global action week. Below are just a few examples of collaborations.



The European Youth Orchestra

The European Youth Orchestra were so inspired by Earth4All they dedicated their spring tour to spreading the Earth4All message.

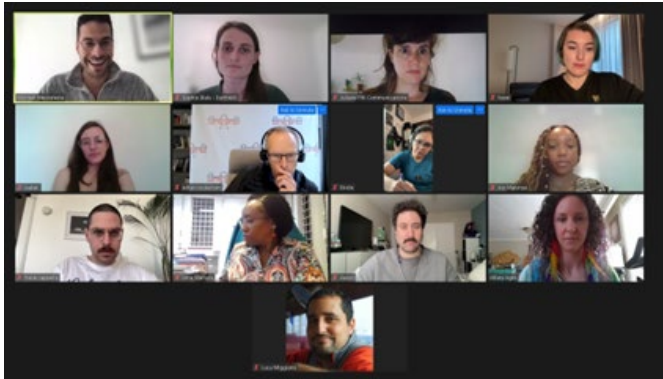


Collaboration with the Hive

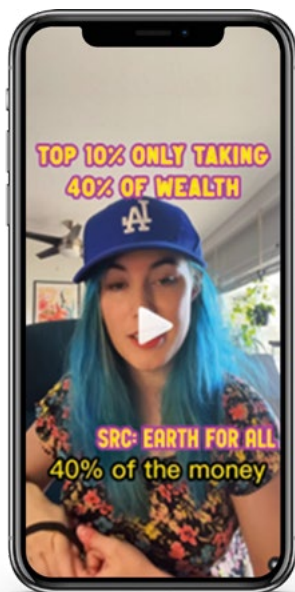
The Hive Initiative – a non-profit which facilitates climate action at the workplace – was inspired by the five Earth4All extraordinary turnarounds. They applied them to actions that can be taken by people at work and disseminated them through engaging video content on various social media platforms.

Partnering with digital influencers

We organised a closed-doors exchange with social media influencers and co-author Johan Rockström, and Transformational Economics Commission member Jane Mariara, which led to raising awareness among the influencers on key issues relating to the need for economic systems change in order to respect planetary boundaries. As a result, the influencers have shared content linking to Earth4All.

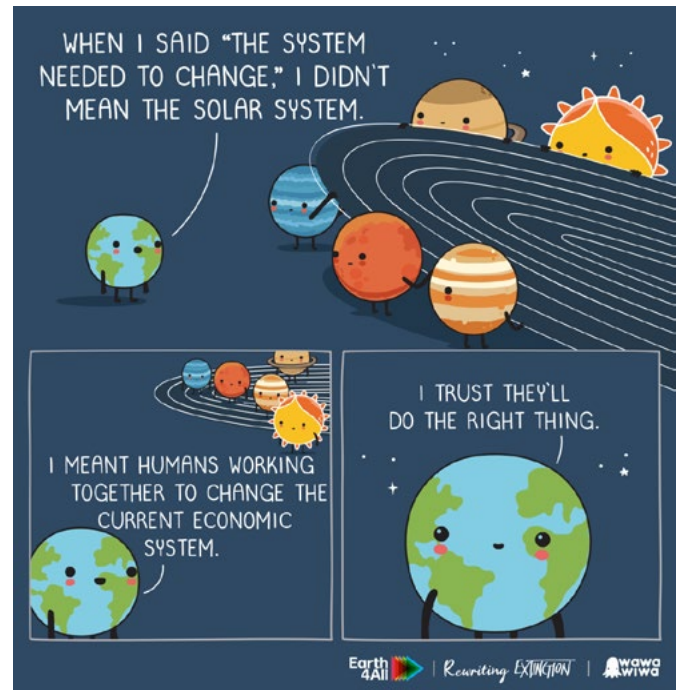


For example Hazel Thayer quoted Earth for All as a sourcer in one of her popular videos.



In addition we have entered a formal content creation partnership with Michael Mezzatesta, to popularise Earth4All campaign topics with wider audiences.

In collaboration with Rewriting Extinction, we had a special Earth4All comic strip which was produced by a visual artist wawawiwacomics and shared on our social media accounts on Earth Day (22 April). This post reached over 500,000 accounts on Instagram alone!



If you are inspired to collaborate with us, get in touch at info@earth4all.life, use our inspired by logo, or use any of the resources in our toolkit.



f X @ in d
earth4all.life