

A ground-breaking new book

# ***Green Economics and Citizens Income***

***This collection of essays, speeches & articles Introduces Green Economics and the Citizens Income to the general reader!***

By Clive Lord and Miriam Kennet

Edited by Miriam Kennet and Judith Felton

Just Published by the Green Economics Institute

This fresh perspective on the theme of how to stop mankind over-exploiting the Earth challenges reassurances that scientific warnings are unduly pessimistic. The fate of Easter Island offers new insights into the dynamics driving economic expansion, and why the major players can never know how or when to stop. Lord outlines how a so-called 'primitive' tribe solved the problem which devastated Easter Island, and which now confronts us globally, by a cultural shift based on a strategy of sharing necessities unconditionally, allowing other rules for everything else.

Lord explains why such a strategy is an essential precondition for a sustainable world, and how it can be adopted nationally and internationally. Practical measures, however vital once such a shift has taken place, will do more harm than good if used instead to prop up the existing growth oriented mind-set. *Clive Lord was a founder member of the Green Party in 1973. He was instrumental in ensuring that the Citizens' Income was incorporated in the Party's first manifesto.*

***Book Overview: 7 parts. No. of pages 337 ISBN: 9781907543074***

**Part 1:** Introduction

**Part 2:** Concepts: Tragedy of the commons, etc.

**Part 3:** A way out: Making it happen

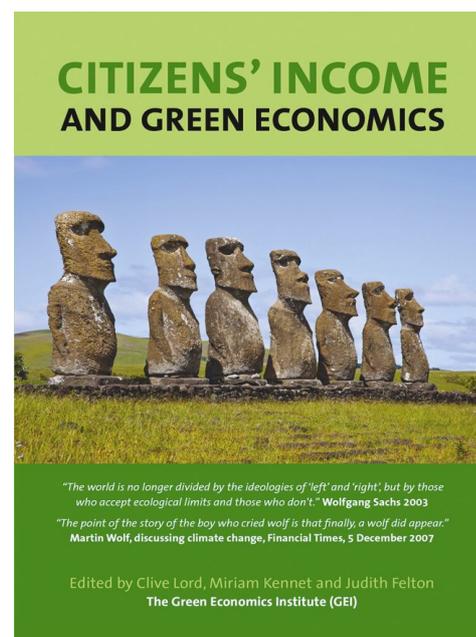
**Part 4:** Wider Implications: How the Citizens' Income can form the basis for a paradigm shift

**Part 5:** Tactical and strategic implications for implementation

**Part 6:** Case studies of new developments

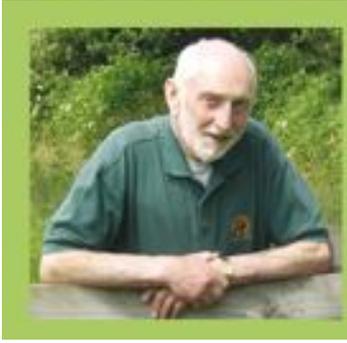
**Part 7:** There are no utopias

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This book is written for those who do not yet share a Green world view, but who do have stirrings of unease that we are not looking after the Planet as well as we ought. It is also written for others who share the author's concerns but who have chosen different paths and strategies. Intended as part of a series under the auspices of the Green Economics Institute, it is hoped that it will operate in tandem with the much more ambitious work being undertaken, for example to find methods of measuring the economy better suited to ecological criteria than those in use since the end of the second world war. A two stage strategy is envisaged: in the first instance it is hoped that academics and opinion formers will use the message contained in this book as the basis for their work towards a sustainable society and economy, but ultimately that message needs to reach a much wider audience if the necessary cultural shift world-wide is to occur before the dangers of which scientists warn us become a reality.

This book makes as few philosophical assumptions as possible. It offers a new insight, albeit at a fairly superficial level, based on the 'Deep Ecology' tenet that we should model society on tribes who live in harmony with their surroundings, but this is confined to one aspect of society. On the other hand it is 'market' oriented only in the sense that since the market is dominant, that is where one must start, willy nilly. It is a part of my claim that the ideas in this book may help other norms to emerge. It is assumed that economics will and should remain as part of the ecological decision making process, but that its current dominance must cease. Some of the steps in my reasoning are intuitive rather than based on evidence. Mostly they depend on ideas, indeed sea-changes in ideas for which there can be no evidence in advance.

This book attempts to weave several different strands whose importance is only apparent when considered together. The pace of change in the debate on threats to global sustainability is accelerating, so that attempts to keep up to date with all developments would be ineffective.

My hope is that this book will provide a basis for a new approach to ecological problems, and that others better qualified will build on this foundation. "The world is no longer divided by the ideologies of "left" and "right", but by those who accept ecological limits and those who don't. Wolfgang Sachs 2003 "The point of the story of the boy who cried wolf is that finally, a wolf did appear" Martin Wolf, discussing Climate Change, Financial Times, 5th December Clive Lord January 2011.

### **The Citizens Income and Green Economics Author Biography:**

**Clive Lord** was a founder member of the English and Welsh Greens in 1973. He served as a Probation officer for 30 years, retiring in 1994. Clive's book, 'A Citizens' Income - a Foundation for a Sustainable World' was published in 2003, but he is hoping to have an improved update published in future. He maintains that his contribution to the debate on sustainability is fundamental to those from others able to take matters forward.

**Miriam Kennet** is CEO, director and co-founder of the Green Economics Institute and the founder and editor of the International Journal of Green Economics. She is a member of Mansfield College, Oxford University and the Environmental Change Institute, Oxford University. Her research at South Bank University, London and at Templeton College, Oxford University focused on green issues and strategic management of international firms. She is co-editor of one of the few books on Green Economics; "Green Economics, beyond Supply and Demand to Meeting People's Needs", and author of over 100 articles on green economics and stakeholder theory, corporate social responsibility and economics transformation, green jobs, geo engineering and women's unequal pay and poverty, climate change, poverty prevention and biodiversity economics.

Miriam recently was named as one of the 100 most powerful unseen women making change globally at a ceremony in London. She is the founder and Director of The Green Economics Institute and the International Journal of Green Economics.