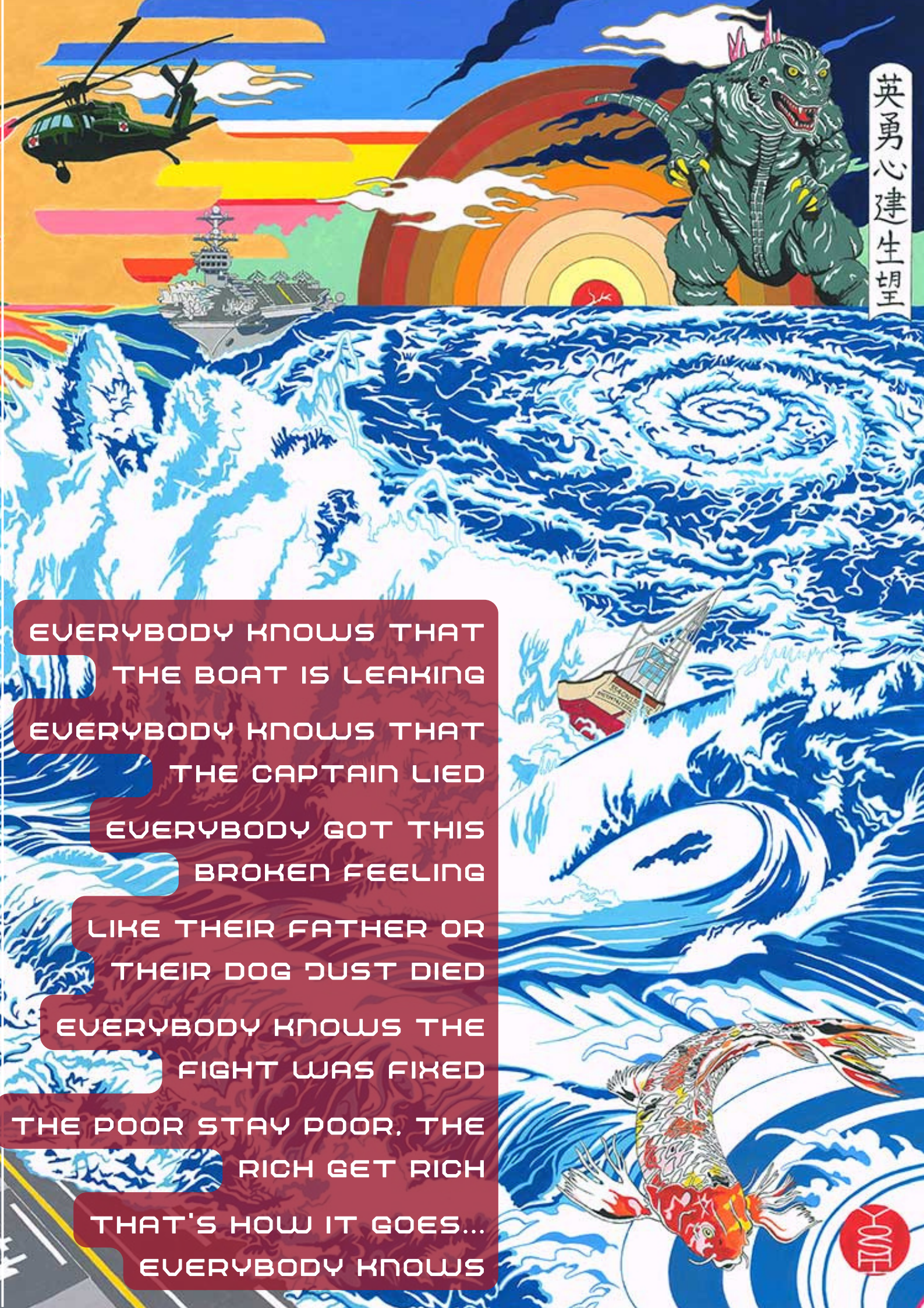


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DEGROWTH  
AGAINST  
THE GROWTH

AD BUSTERS



英勇心建生望

EVERYBODY KNOWS THAT  
THE BOAT IS LEAKING  
EVERYBODY KNOWS THAT  
THE CAPTAIN LIED  
EVERYBODY GOT THIS  
BROKEN FEELING  
LIKE THEIR FATHER OR  
THEIR DOG JUST DIED  
EVERYBODY KNOWS THE  
FIGHT WAS FIXED  
THE POOR STAY POOR, THE  
RICH GET RICH  
THAT'S HOW IT GOES...  
EVERYBODY KNOWS

## WELCOME TO THE

# WORLD OF POLY CRISIS

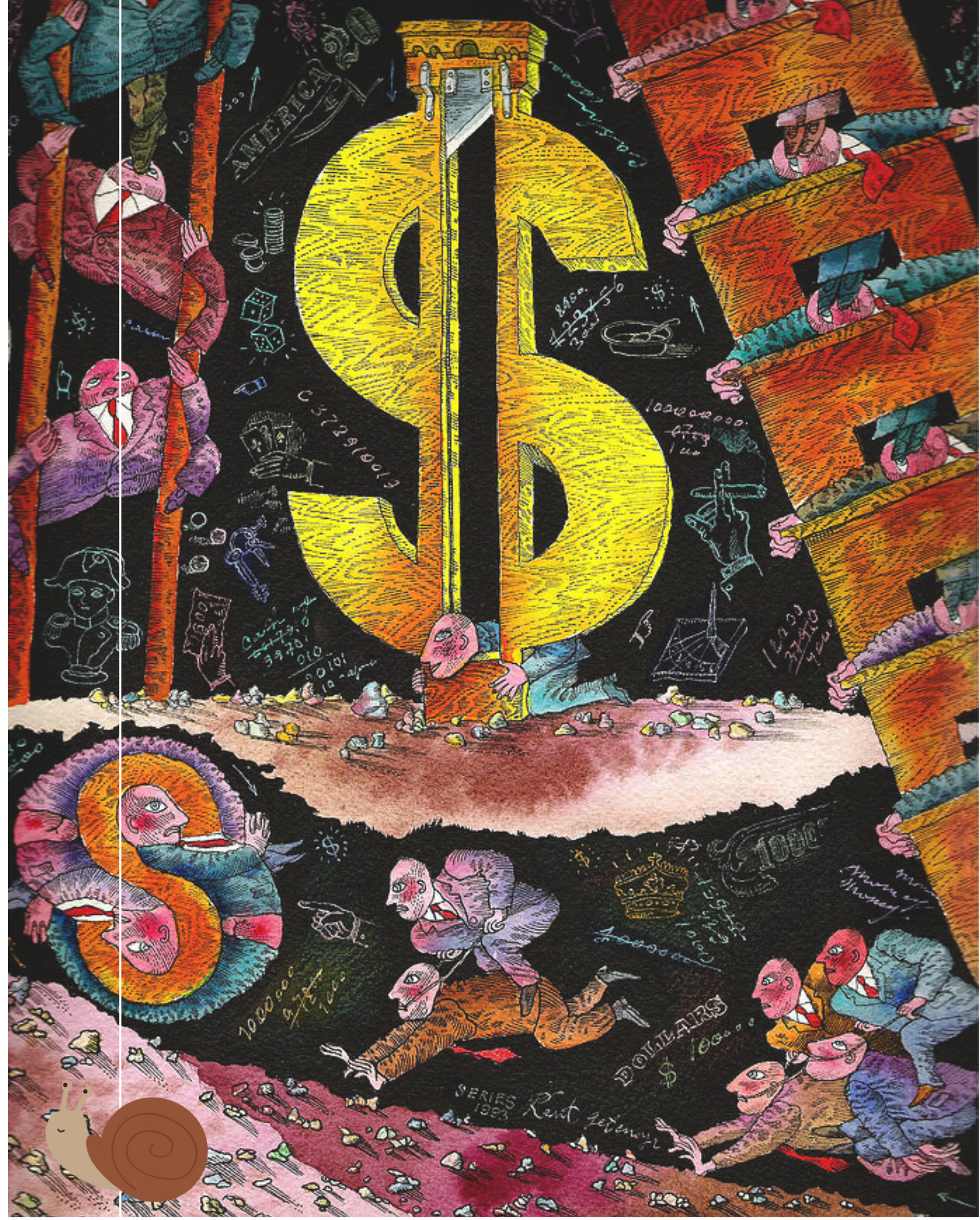
The world is changing in unprecedented ways; we face a cascading series of global crises - climate change, rising inequality, uncontrolled consumption and pollution, financial instability, food insecurity, accelerating losses of topsoil, freshwater and biodiversity and to top it all off, a war that risks going nuclear and a deadly global pandemic.

*"A polycrisis is not just a situation where you face multiple crises. It is a situation where **the whole is even more dangerous than the sum of the parts.**"*

*- Adam Tooz*

The worst part is that these stressors interact, generating compounded catastrophic impacts driving us towards ecological tipping points of no return.

**At this point, it's worth taking a step back and asking ourselves, how did we get here?**



# WHAT THE GROWTH?



"CAPITALISM IS JUST A CONCRETE CONTINUATION OF THE COLONIAL PROJECT"



# THE INSANITY OF ENDLESS ECONOMIC GROWTH

Today, the world is shackled to the narrative of capital expansion and **growth**.

Governments are obsessed with **growing** their gross domestic product (GDP), and corporations work with a single goal in mind:

To maximize profits.

In fact, in the last 100 years, our global economy

has grown **23 times over!**

All this **growth** must be benefiting us, all right?

Well, since 1980, half of all income **growth** has

gone to **the wealthiest 5%**. These are, of course, the elites that control the vast majority of capital and, as an extension, the **cultural-socio-political landscape**.

Many in the global north did indeed benefit from richer material lives.

This then drove resource and labour costs up, slowing down precious **growth**.

So what did the benevolent capitalist do? **Growth** had to continue at all costs, so they decided to cheapen inputs. Practices like the privatization of the commons, deregulation, and shifting production to the poorer global south are all "cost-cutting" measures capitalists deploy to

**sustain growth.**

Another way to increase profits is to produce and sell as much as possible. Everything from technological innovations to efficiency improvements, from huge industrialized tools to sneaky advertisements, are now used to serve the

**capital overlords.**

# CODEX ALIMENTARIUS THE INFINITE GROWTH PARADIGM VERSUS FINITE RESOURCES

## HOW DID GROWTH DESTROY US?

THIS MAD PURSUIT OF ECONOMIC GROWTH  
HAS WRECKED HAVOC ON THE PLANET  
AND ITS PEOPLE.

IN THE LAST 120 YEARS, OUR GLOBAL  
MATERIAL FOOTPRINT HAS GROWN FROM 1  
BILLION TONS ANNUALLY TO 92 BILLION.

IN THE SAME PERIOD, YEARLY CO<sub>2</sub>  
EMISSIONS ROSE FROM 2 BILLION TO 37  
BILLION TONS. WE'VE BREACHED SEVERAL  
CRITICAL PLANETARY BOUNDARIES, LIKE  
CLIMATE CHANGE, BIOSPHERE INTEGRITY,  
CHEMICAL POLLUTION, LAND USE CHANGE,  
AND PHOSPHORUS/NITROGEN CYCLES,  
TO NAME A FEW.

THE WORST PART IS THAT EVEN AFTER  
ALL THIS RESOURCE EXTRACTION AND  
ECOLOGICAL DESTRUCTION, HUMANITY  
STILL FAILS TO MEET ITS BASIC NEEDS  
AND SOCIAL OBJECTIVES.

WE'RE ALSO EXPERIENCING THE HIGHEST  
INEQUALITY LEVELS IN HUMAN HISTORY.  
THE WEALTHIEST 1% OWN 46% OF THE  
TOTAL WEALTH, WHILE THE POOREST  
55% OWN 1%... UNFAIR ARRANGEMENTS  
AND UNDEMOCRATIC INSTITUTIONS LIKE  
THE WORLD BANK AND WTO ALLOW THE  
NORTH TO DRAIN OVER TEN TRILLION  
DOLLARS OF WEALTH FROM GLOBAL  
SOUTH EVERY YEAR, GIVING BIRTH TO A  
NEW FORM OF COLONIALISM AND  
CONTINUED EXPLOITATION.



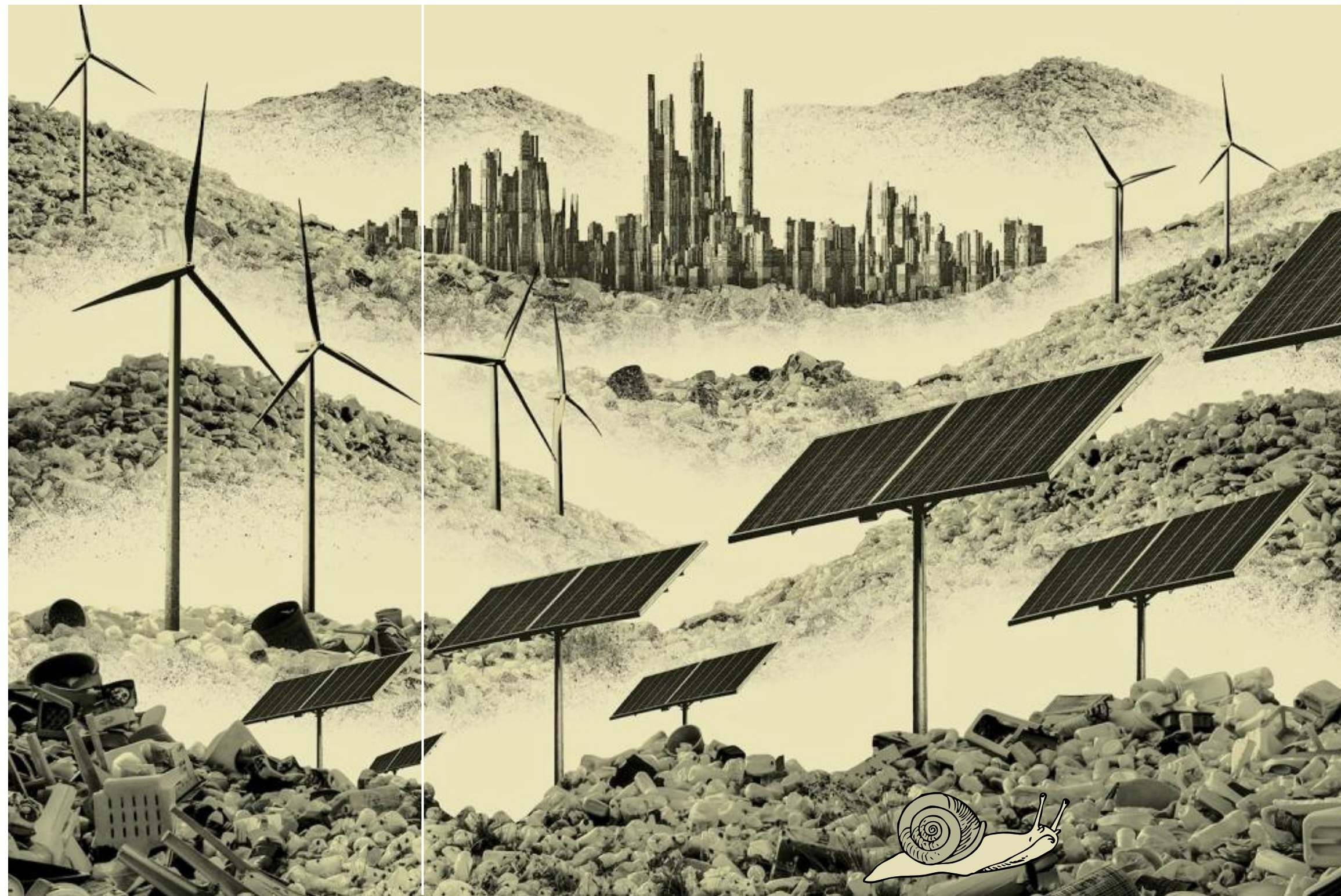
# BUT MORE GROWTH WILL SAVE US FROM THE IMPENDING DOOM, RIGHT?

Many capitalists and leading politicians believe that the current ill effects of the capitalist economy are temporary and that everything will be fine with more growth. Eco-liberal economists say we need more green growth, a form of economic growth that can be decoupled from material use, energy use and environmental impacts.

We would also need around 2700% more Lithium than we currently extract, 105% more silver, 920% more Indium, and 100% copper, all metals essential to building batteries, solar panels and wind turbines.

Decoupling  
is  
a Myth.  
Green  
Growth is  
a Lie!

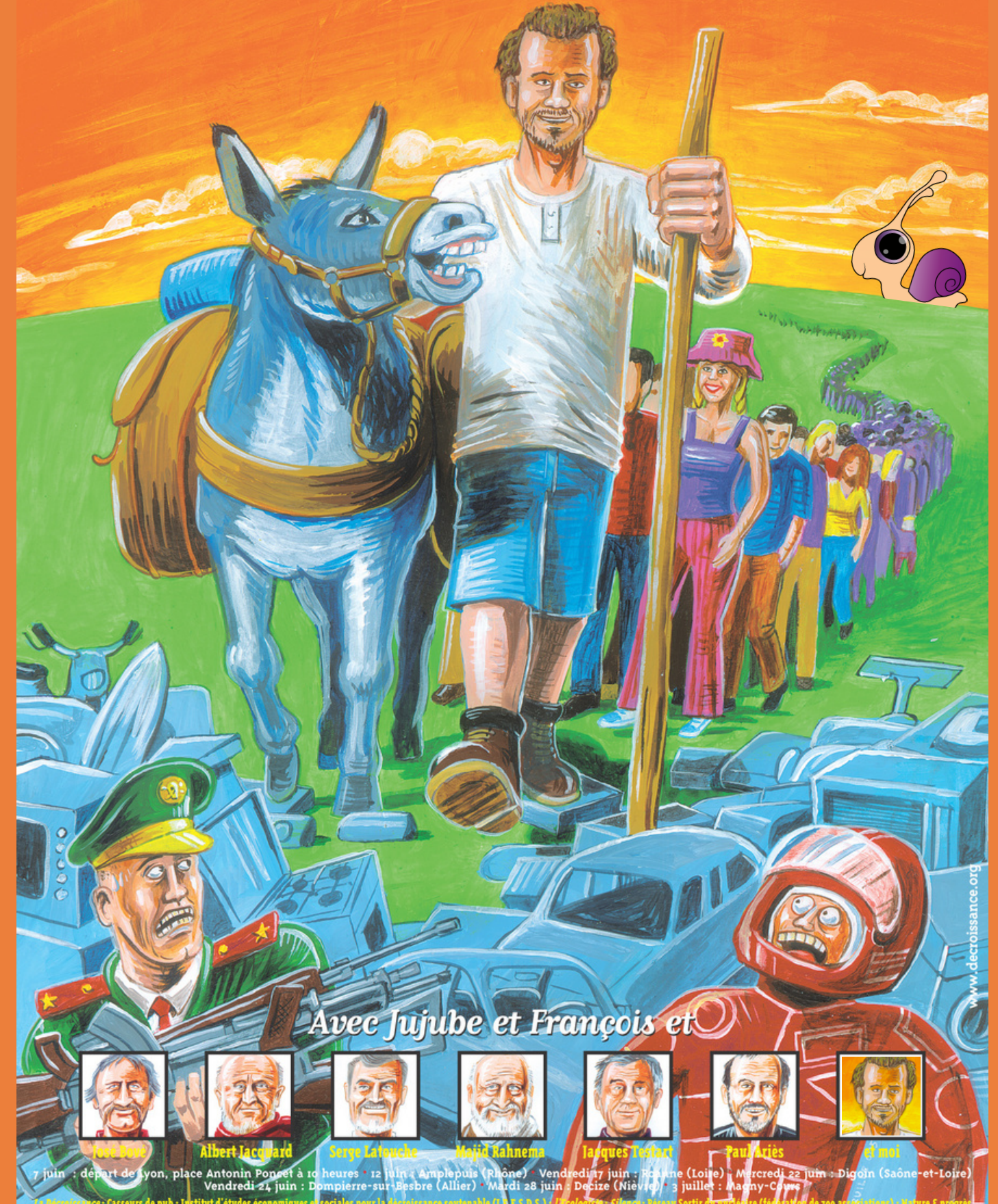
While it's possible to decouple emissions from GDP growth by transitioning to 100% renewable energy, it won't be fast enough to stay within the 1.5-2 C scenario if GDP continues doubling every 50 years.



**! AD MOMENT !**  
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# MARCHE POUR LA DECROISSANCE

du 7 juin (Lyon) au 3 juillet 2005 (Magny-Cours)



Avec Jujube et François et



José Bové



Albert Jacquard



Serge Latouche



Majid Rahnema



Jacques Testart



Paul Ariès



'moi'

7 juin : départ de Lyon, place Antonin Poncet à 10 heures - 12 juin : Amplepuis (Rhône) - Vendredi 17 juin : Reaune (Loire) - Mercredi 22 juin : Digoin (Saône-et-Loire) - Vendredi 24 juin : Dompierre-sur-Besbre (Allier) - Mardi 28 juin : Decize (Nièvre) - 3 juillet : Magny-Cours

La Décroissance - Casseurs de pub - Institut d'études économiques et sociales pour la décroissance soutenable (I.A.E.S.D.S.) / Écologie - Génère - Réseau Sortir du nucléaire (le réseau de 700 associations) - Nature & Progrès



**SO WHAT NOW?**


# **DEGROWTH!**

**In response to the obvious inability of the ever-expanding capitalist-colonial complex to satisfy human needs without degrading ecosystems, several intellectual and political movements over the past 50 years have given birth to the concept of degrowth. Originally an anti-advertising political slogan, degrowth quickly became a real critique of the growth paradigm, an aspiration to bring the economy back into the public debate in order to try to "escape" from it.**

**This "missile word" aims to "decolonize our imaginary", long corrupted by the logic of exploitation and accumulation. In simple terms, degrowth not only calls for a different economic system but also for us to self-reflect and imagine alternatives to go beyond the society of growth.**

**THE ONLY  
SUSTAINABLE  
GROWTH IS  
DEGROWTH**





To begin with, degrowth is a voluntary **reduction** of production and consumption.

Producing and consuming **less** to produce and consume **better**.

Governments lie to us about the need for growth to fight unemployment, inequalities and cancer.

We produce **enough things**; we just produce the **wrong things**.

What good are SUVs and luxury watches when a large part of the population doesn't have access to essential services like healthcare?

*"A voluntary (democratically led) shrinking of production and consumption in industrialized countries aimed at ecological sustainability, social justice and well-being."*



- Federico Demaria



Nevertheless,  
this reduction must happen  
in industrialized-rich countries.

As we briefly touched upon, the global North  
has historically, violently appropriated the resources,  
the work and the land of nations from the global South  
and left them to clean up the social and environmental mess.  
Degrowth must take place in the North because it is here that excessive,  
unnecessary goods are produced and consumed. The excessive greed of the global  
North must stop in order to leave space for the global South to meet the minimum  
needs of its population.

It is crucial to point out that this reduction must be done in a democratic way. Everyone must be  
involved in the decision-making processes, by asking the question of what to produce,  
by whom, with what and where we are able to understand the needs of our  
society better. This will avoid producing luxury watches before  
health services and private jets before renewable  
energy. The bonus is that common management  
of resources and land will relieve  
pressure on ecosystems.

# DEGROWTH SEEKS TO SATISFY THREE MAIN OBJECTIVES

## ECOLOGICAL SUSTAINABILITY.

We have already seen that western production and consumption levels are **incompatible with planetary limits**. The planet can no longer bear our excesses; it is time to go on a **diet**.

## SOCIAL JUSTICE.

It is necessary to **redistribute** wealth, media, and political power and repair past injustices locally and globally. No more appropriation, exploitation, and accumulation but **sharing** so that everyone has access to **dignified material conditions** of existence.

## WELL-BEING.

Rather than focusing on material wealth, we need to focus on that which makes life **worth living**. Well-being means living a **dignified life**, sharing, leisure, eating together, relationality, dancing and napping!

WHAT ARE YOU WAITING FOR

TO DEGROW?



## PLURIVERSAL APPROACH

Degrowth calls for us to use a **matrix of alternatives** and solidarity to bring about this change. We need trade unions, land defenders, activists, academics, politicians and **you** to use a pluriverse of ideas, strategies and actions to decolonize our imaginaries so we can imagine a better world.

It will also need a wide range of policies enacted that will require significant changes to the way we live and do business. There are a few key steps that must all be done in unison that can help us move towards a degrowth society.



# UNIVERSAL BASIC SERVICES



**The system for many in the global North actively encourages carbon-intensive lifestyles. Many folks have no choice but to take the car to work or produce things they don't need because they have to work to pay off their mortgage, medical debt, school loans etc. Degrowth advocates for an increase in public provisioning services such as education, housing, healthcare, clean energy transportation, nutritious food etc. Doing so gives people what they need to live a dignified non-carbon-intensive life.**

LAST OF WHAT HAS PASSED  
WITH TIME PRESENT"

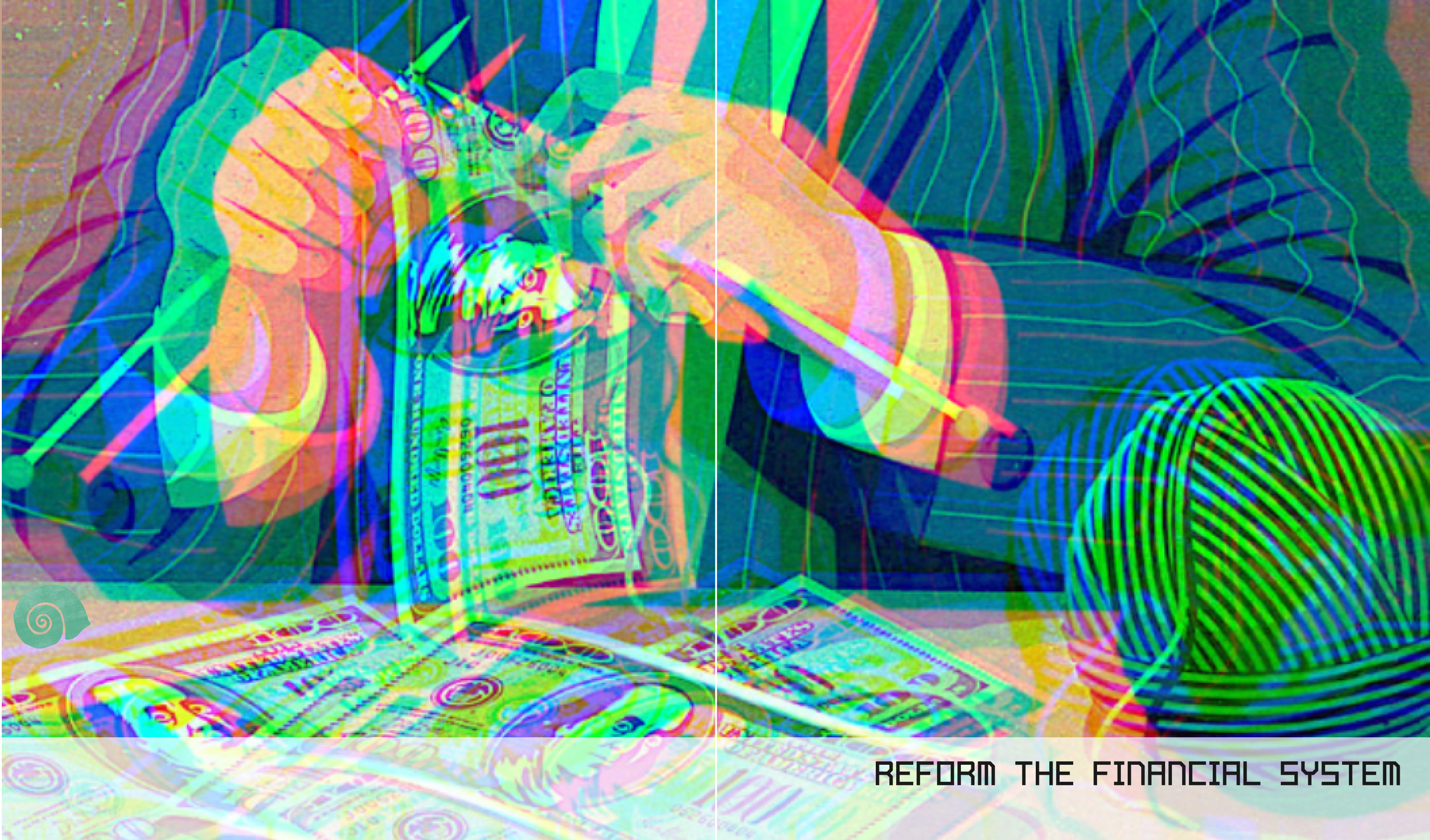
Leonardo da Vinci



### GREEN JOBS GUARANTEE

A green job guarantee program that is supported by local governments can provide socially and ecologically beneficial jobs to anyone who wants them and provides training. This is especially important to ensure a just transition for now-unemployed workers whose livelihoods depended on sectors like the fossil fuel industry.





## REFORM THE FINANCIAL SYSTEM

This could involve implementing new regulations, such as caps on interest rates, 100% reserve rates for banks and banning risky speculative trading. Democratising international development banks such as the IMF and World Bank would stop them from conditioning finance for the global South on neoliberal policy implementations. This would also require cancelling unfair debt and stopping the massive wealth drain from the South to the North.

# REDISTRIBUTE WEALTH AND RESOURCES

We know that the rich are responsible for a majority share of the world's emissions. A more equitable society could reduce their purchasing power of carbon-intensive and less necessary goods. Maximum income caps, wealth taxes and progressive taxation policies could redistribute wealth through social welfare programs. It could also involve promoting local control and community ownership of resources, such as land and natural resources.







## CHANGE OUR MINDSET

Ultimately, achieving degrowth will require a fundamental shift in our way of thinking. We must decolonise our minds and move towards a more holistic and sustainable approach that prioritises human well-being and respects planetary boundaries. This will require changes to our education system, media, and cultural values to promote a more sustainable and equitable way of life.

If we are willing to embrace this challenge, the rewards could be enormous. A degrowth society would be more sustainable, equitable, resilient and better equipped to deal with the challenges of the 21st century. So how will you help degrow?

**THANK YOU  
GIORGOS ♡**

**TRY TO FIND ALL  
THE SNAILS!**

**KANIKA PRAJAPAT  
MARCEAU CHALLET  
JUAN PABLO ARELLANO**

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