Instrumental view of nature

Rational individualism

Symptoms

- Biodiversity loss
- Unemployment, social exclusion
- Burnout
- Stress
- Spiritual empriness
- Too much work
- Extremist / fascist parties / nationalism
- Low election turnout
- Street protest

Root causes

- Overexploitation of nature
- Desynchronisation

Ecological Crisis

Social and Economic Crisis

CO₂

Patriarchy

Technical and social acceleration

Capitalism: Interest & Profit

Culture of expansion / modernity
The Iceberg: Levels of Perspective

**Events**
What been happened? Newspaper Headlines.

**Patterns**
What's been happening? What's changing?

**Structures**
What might explain these events/patterns? Can be rules, norms, cultures, values, policies.

**Mental Models** (Some consider them structures as well)
Deeply held beliefs & assumptions, whether conscious or unconscious, that drive behaviour.
- Who is our supporter base?
- Christians and through them the concerned public
- Declaration for church leaders
How will we engage both negative and positive motives e.g. anger and joy?

By reasserting the full humanity of *homo oeconomicus*

Café conversations
Who is the audience for our supporters?

- Concerned voters and through them policy makers. Not economists.

- Political initiatives at the levers of transformation
Will the target for our advocacy be local, national or global?

- National, arguing for localisation and deglobalisation
- Political initiatives
- How will we address limits to growth?
- By asserting planetary boundaries, alternative policies and better measures, rather than attacking growth
- Joy narrative
How will we achieve both economic credibility and popular accessibility?

- Through partnerships with expert groups
- Partner network
How will we demonstrate our solutions in practice?

- Through partnerships with model initiatives
- Case study network
Café conversations

Declaration for church leaders

Political initiatives

Partner network

Joy in Enough
Joy in Enough
Café conversations

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Joy in Enough