

18 October 2012



Dear Friends,

NCS invites you to round out [New Economy Week](#) and enjoy these papers. New Economy Week is national week of celebration, designed to shine a light on the movement to build a new economy that is restorative to people, place, and the planet. Our colleague John Fullerton of the [Capital Institute](#), the [ASAP4ALL](#) team, and I are proud to release the following papers.

### [\*\*Transforming Finance and The Regenerative Economy\*\*](#)

The global economy, which is driving humankind beyond the limits of the planetary boundaries, is itself driven by the theoretical construct and practice of global finance. A perpetually growing economy is at some point in conflict with a finite biosphere, and will impose profound implications for how we live our lives, and without a doubt for finance, as well. Just as we are in ecological overshoot, we are even more in financial overshoot. Finance in general and specifically the flow of real investment capital is one of the critical leverage points to shift to a Regenerative Economy that serves humanity and stewards the integrity of earth's ecosystems.



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### [\*\*The Business Case for Sustainability: Toward a New Development Paradigm\*\*](#)

The world faces economic collapse and loss of ecological services. This is driven by a degenerative economy that values money and stuff over human well-being and ecosystem integrity. Simultaneously, a new economy is emerging at all levels from the global to the local. The UN Environment Program's Green Economy initiative recognizes that only a fundamental shift can ensure human survival and redress the ecological crises. National governments from Germany to Costa Rica to Scotland are shifting investment flows from carbon intensive technologies to renewable power. Leading companies are finding that adopting more sustainable



practices enables them financially to outperform their less responsible competitors. And millions of civil society groups are organizing to implement economic democracy. Across the planet people recognize that conventional economies, although efficient at providing stuff are not delivering what they really want: prosperity, regenerative economics and well-being. This briefing describes the necessity of change and sketches why the more hopeful examples of an economy that does a better job of delivering sustainability and prosperity also makes better business sense.

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### [The Knife's Edge of Cheater Capitalism](#)

The global economy rests on a knife-edge. It is based on unsustainable assumptions and business practices that are driving societies and ecosystems into successive collapses. There are many palliative “fixes” that can prop the system up – but only for a time. What is needed is a new development paradigm, one based on recognizing that the economy depends wholly on preserving healthy ecosystems. The current paradigm, based on what Randy Hayes calls Cheater Capitalism, in which individuals are told to make their own way in a dog-eat-dog “free” market, while incumbent technologies and corporate profits are subsidized, losses are socialized, the commons are privatized and the too-big-to-fail are bailed out. Yet we believe the shared story that in capitalism the smartest win, everyone has equal opportunity to get rich, techno-geniuses like Bill Gates have the money, so they will save the world. The unspoken option is to stand with out hands out. We need a new strategy of change.



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Cheers,  
L. Hunter Lovins  
President



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