Summary of Club of Rome (2020)  
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**Summary**

Club of Rome (2020) presents a case for shifting the societal emphasis from economic growth to wellbeing. In order to do that European countries must actively start measuring wellbeing metrics and using them as focal points for policymaking as opposed to strictly relying on GDP growth. Pessimistically, the report reminds readers of how little has been done on the path to reaching sustainability and urges radical action as the only way to deal with inevitable future crises that arise from destructive ‘business as usual’ actions.

**Implications for infrastructure**   
Much of the report addresses the emerging wellbeing economy with suggestions for new measures of human wellbeing and prosperity. Infrastructure companies are urged to adopt these measures and align decision-making to these measures. Another recommendation regards political consensus and collaboration as the shift can only be achieved collectively.

**Stock-and-flow diagram**

The model tells a simple story of how organizations reporting on wellbeing measures and aligning their decision-making processes on well-being measures is a reinforcing loop (much like an innovation adoption loop), which has the potential to balance out the traditional growth model of the economy whereby production leads to consumption, which reinforces production. Only by shifting emphasis on wellbeing rather than growth, can the cycle of production for production’s sake be balanced.



Figure 1. Stock-and-flow diagram based on Club of Rome (2020). The dotted arrow is an assumption induced from the document.

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| **Variable name** | **Description** | **Quote** | **Page** |
| Number of institutions reporting on well-being measures | The number of organizations that have adopted alternative accounting | Bundling new economic measures and indicators of wellbeing and social progress in a way that values wellbeing, health and nature rather than being fully dependent on growth as measured by GDP | 5 |
| Number of policies aligned to well-being measures | The number of organizations that base their decision-making on wellbeing rather than economic growth | Aligning the EU’s policy framework with the pursuit of collective, sustainable and inclusive wellbeing rather than narrow GDP growth. | 5 |
| Gross domestic product | The size of economic production | A circular economy serving needs rather than driving consumption from production | 4 |

Table 1. A description of the most important variables in the model.

**References**

Club of Rome (2020) *21st century wellbeing economics: The road to recovery, renewal & resilience.* https://clubofrome.org/wp-content/uploads/2020/09/21ST-Century-WELLBEING-1.pdf, accessed on 21 October 2020.