

Developing Alternatives to the GDP: design considerations

Dennis Meadows

Presentation to the workshop:

Indicators of sustainability –

“beyond GDP” in Hungary

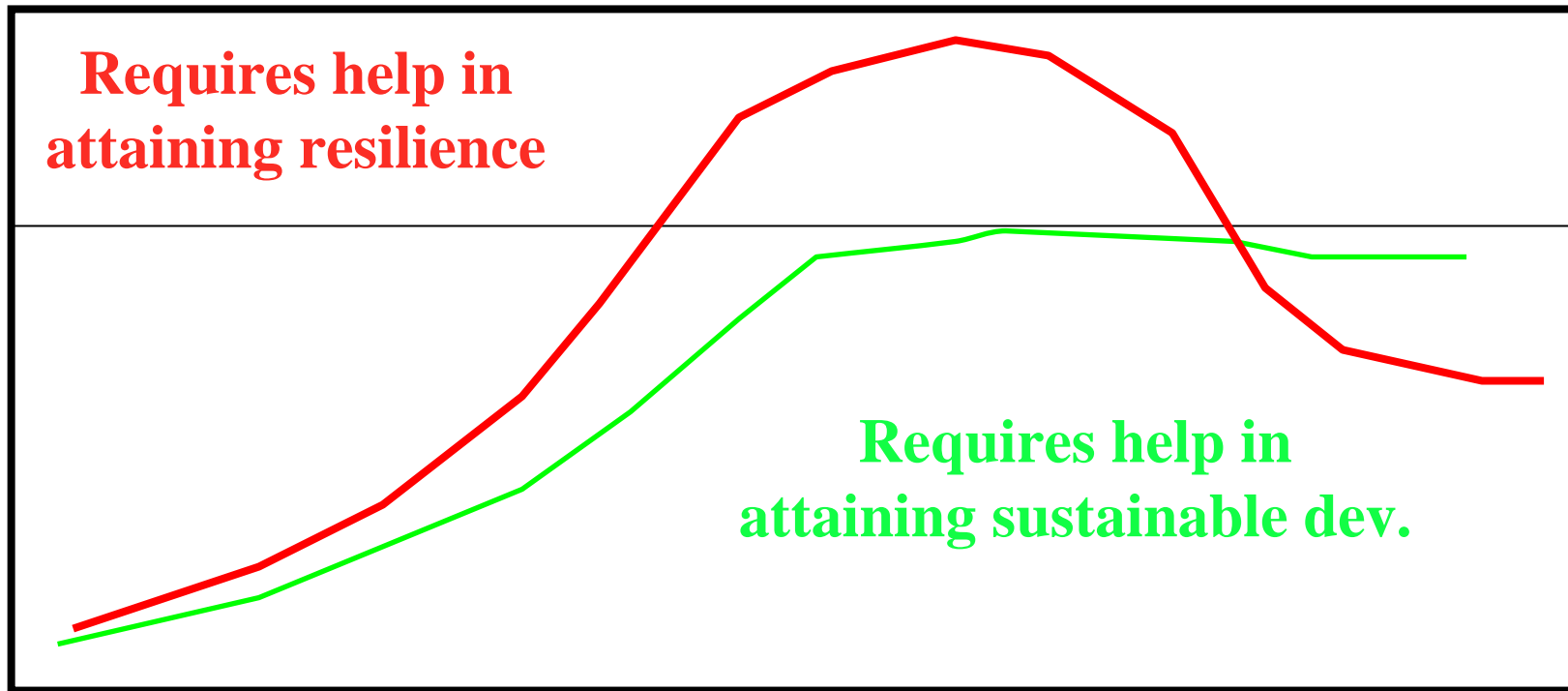
Budapest, 6.11.09

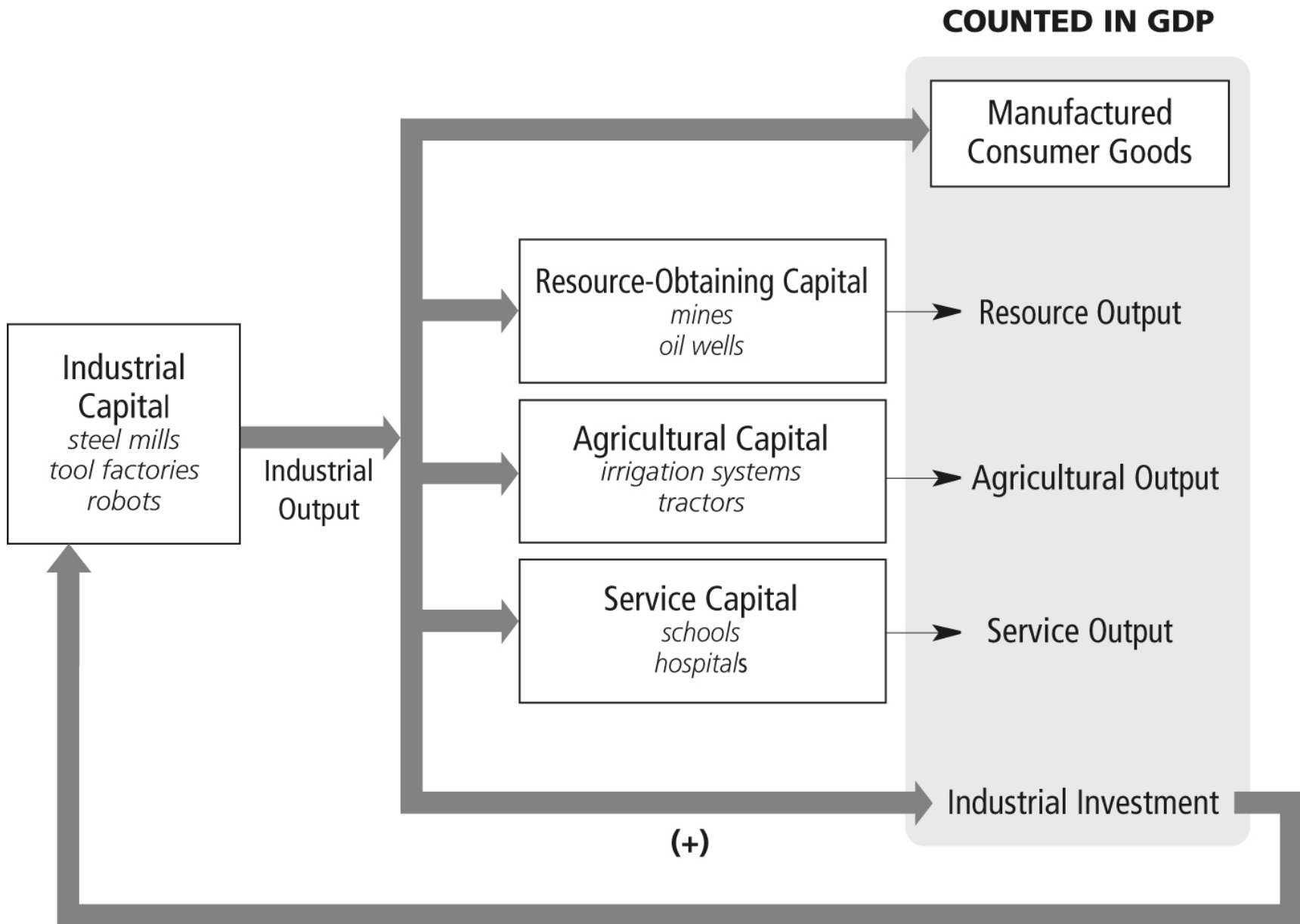
Indicator Exercise

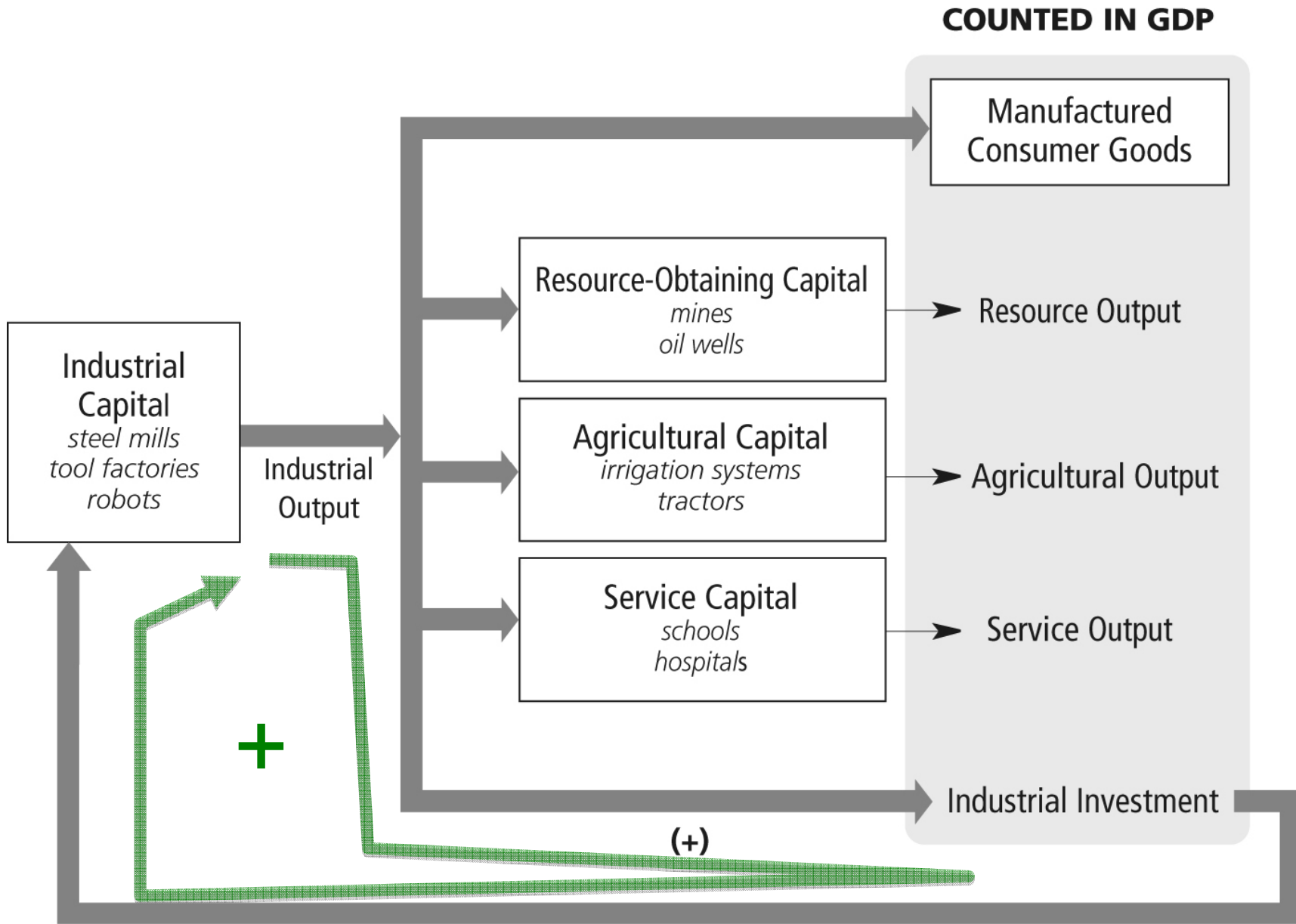
Lessons from the Exercise

- You need to measure what is important, not what is easy.
- The time graining of the indicator must match the periodicity of the behavior.
- Measure variables important to all the people who must act to achieve change.

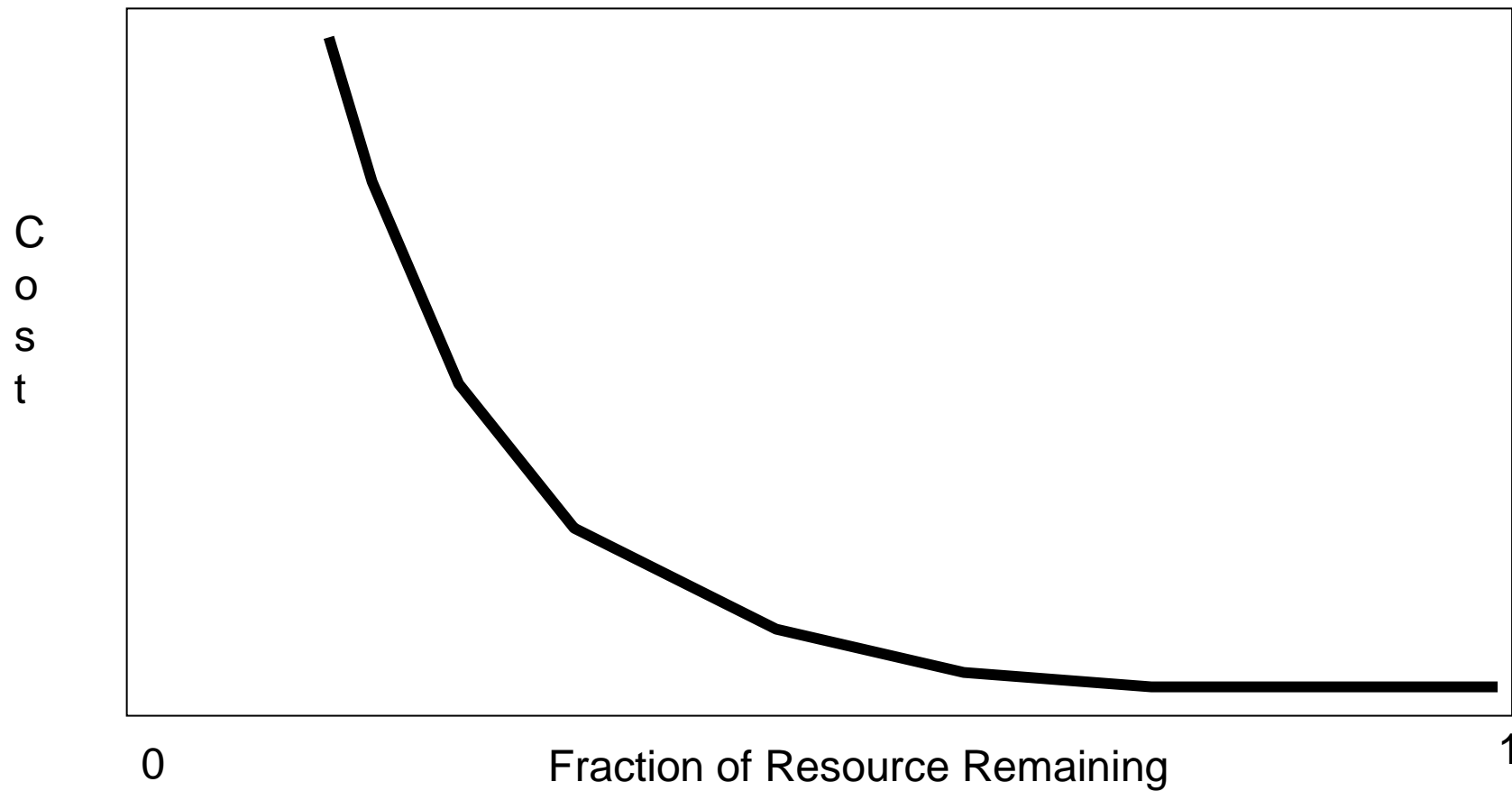
Sustainable Development or Resilience



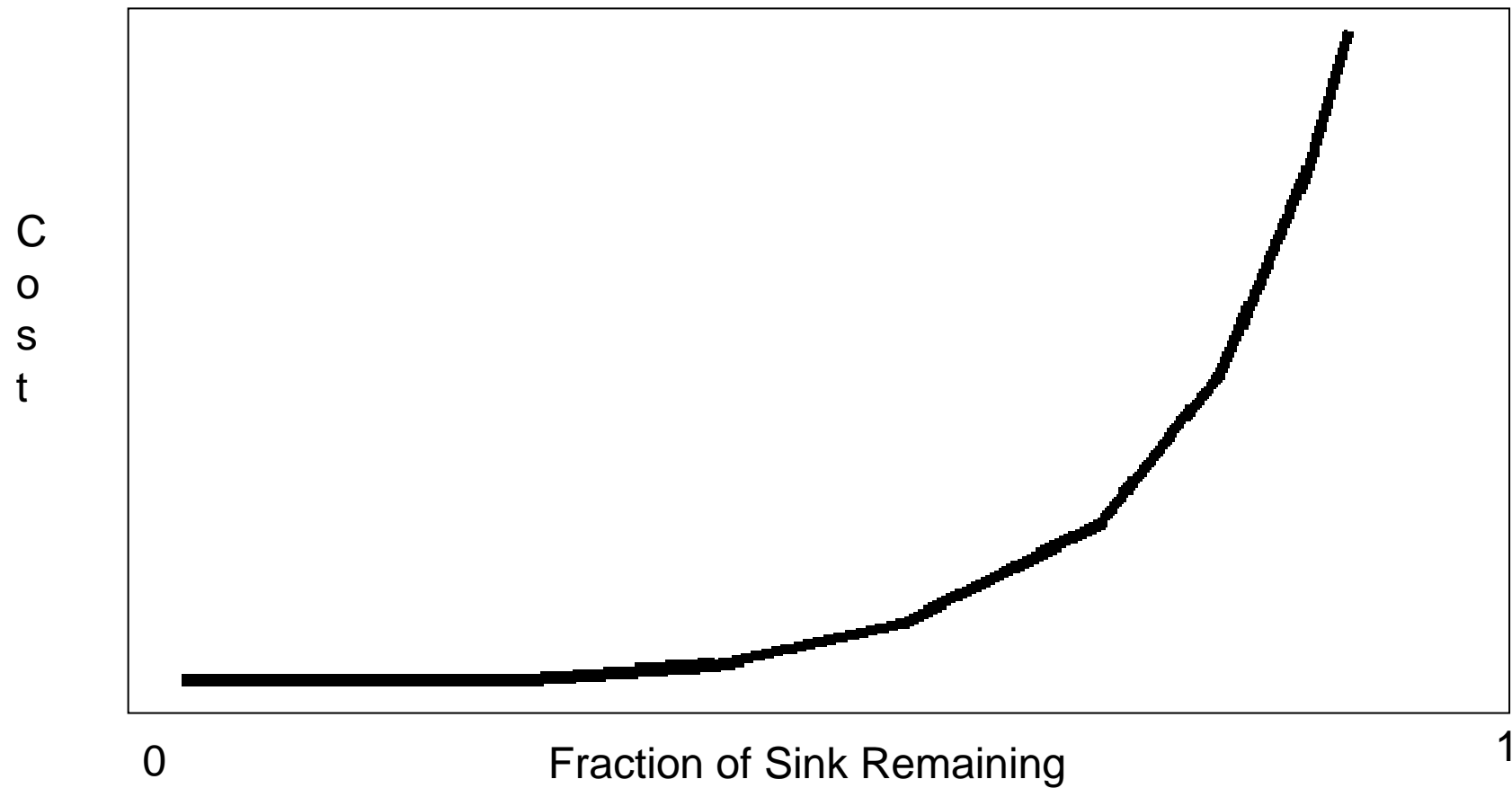


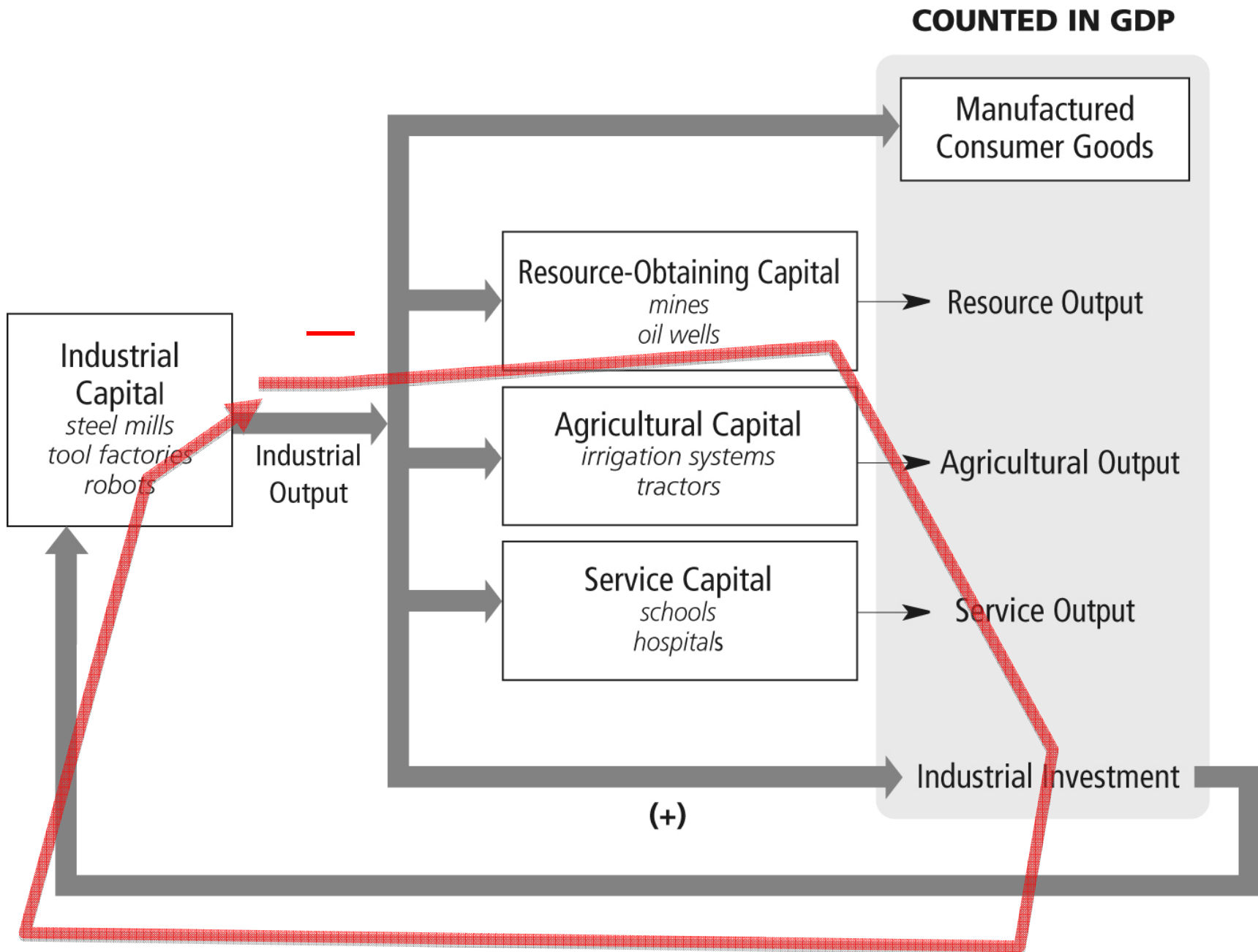


Capital Cost of Discovery

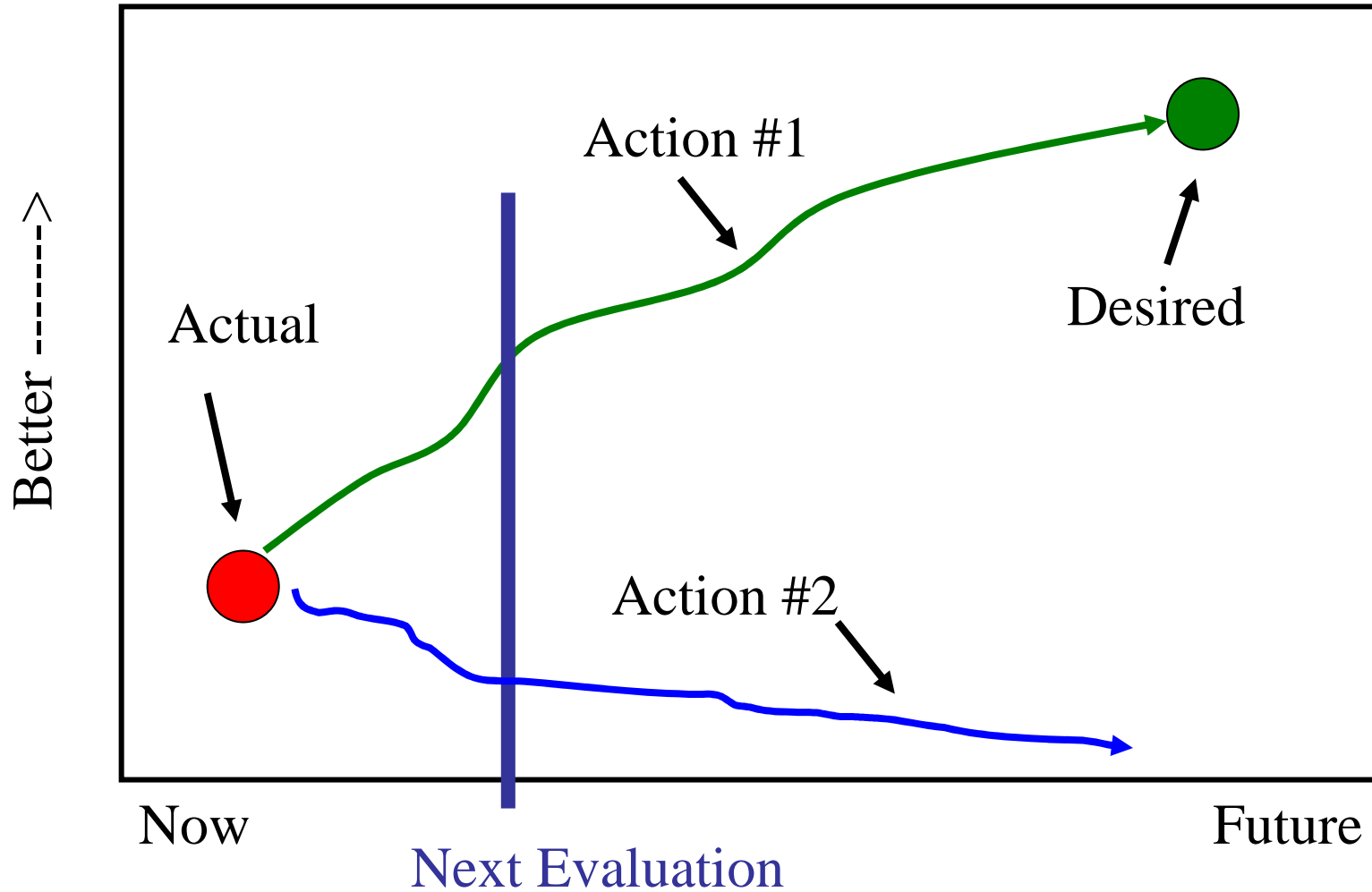


Capital Cost of Abatement

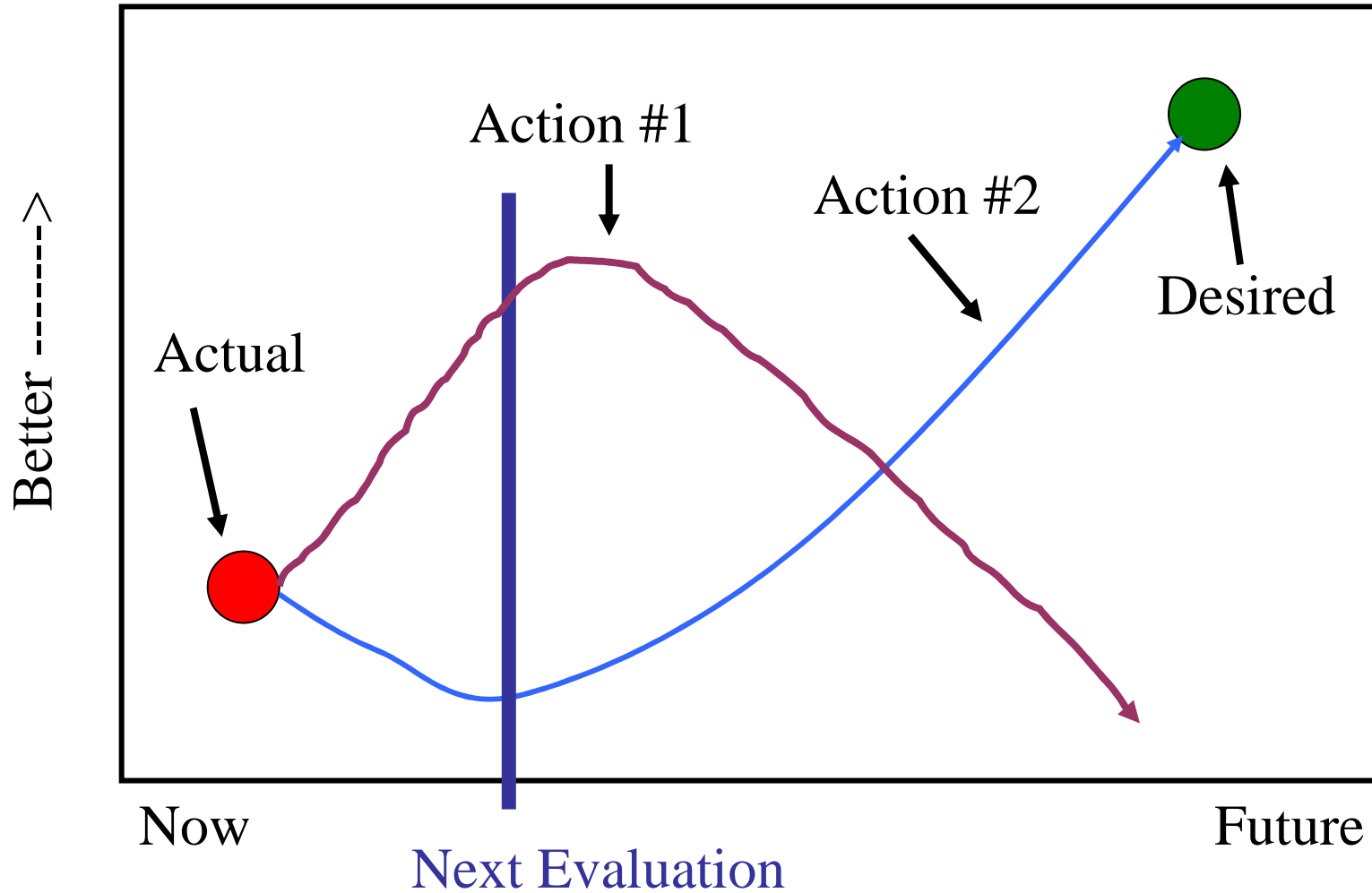




Easy Problems



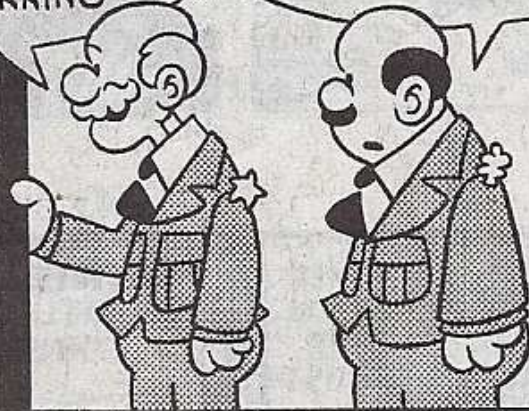
Difficult Problems



BEETLE BAILEY

I THINK BY THIS TIME
NEXT YEAR, MY PLAN
WILL BE WORKING

CAN YOU REALLY SEE
THAT FAR AHEAD?

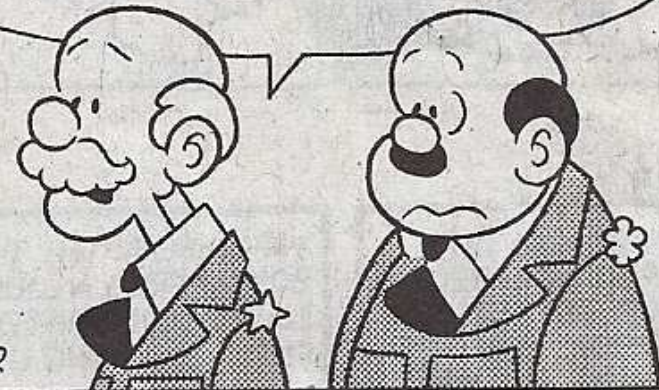


©2009 by King Features Syndicate, Inc. World rights reserved.

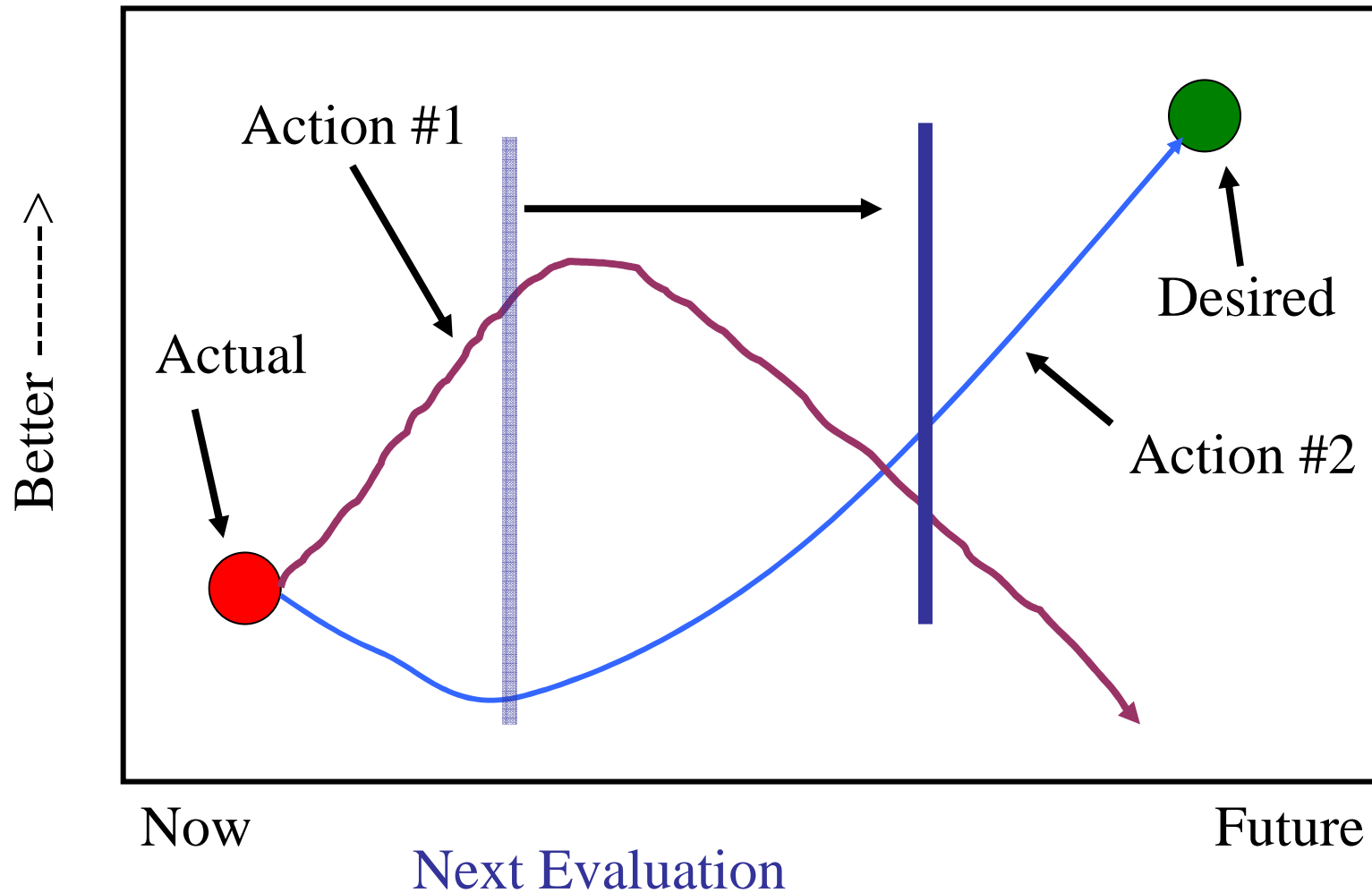
MORT WALKER

OH, YES. IN FACT, I CAN SEE
TWO YEARS FROM NOW WHEN MY
PLAN WILL BE A COMPLETE DISASTER

GREG +
MORT
WALKER



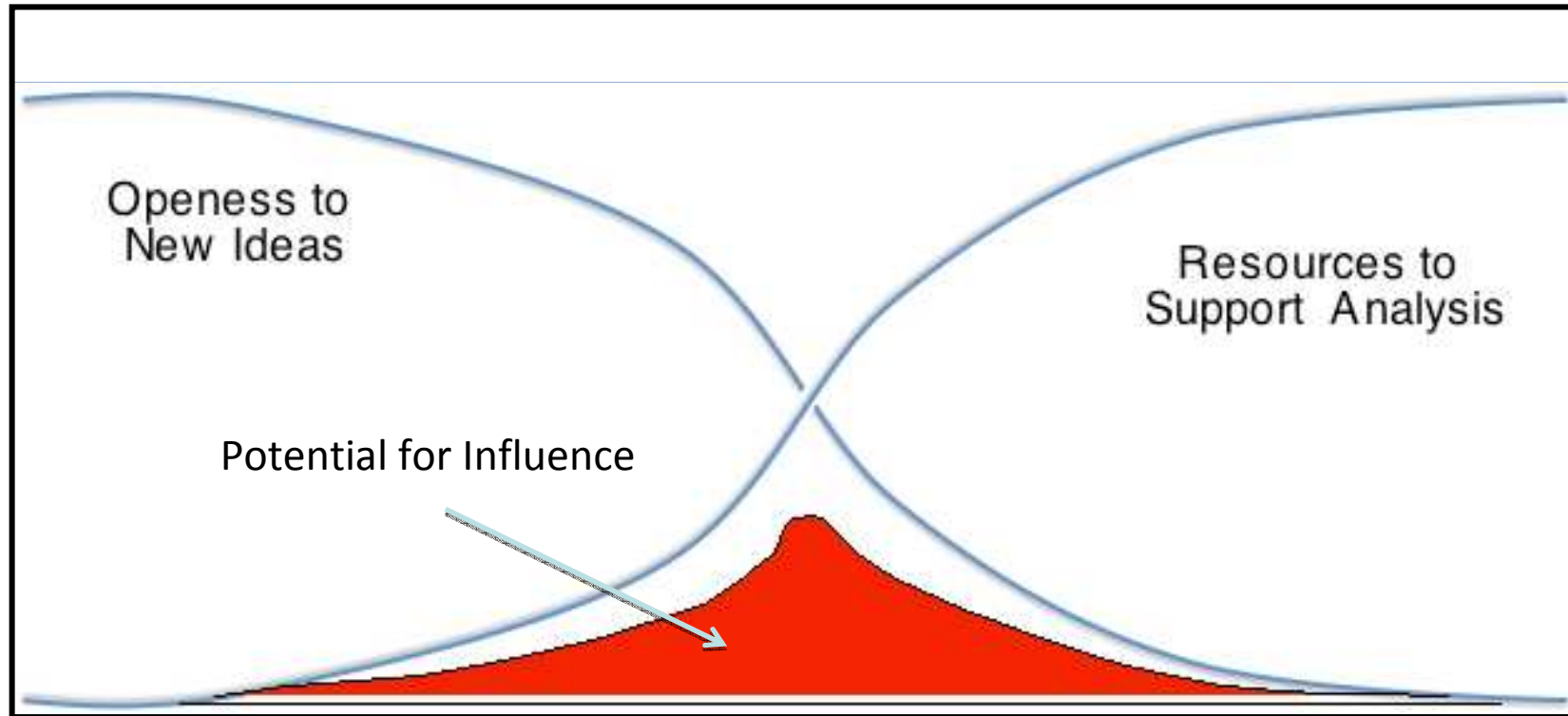
Difficult Problems Become Easy with Greater Time Horizon



Function

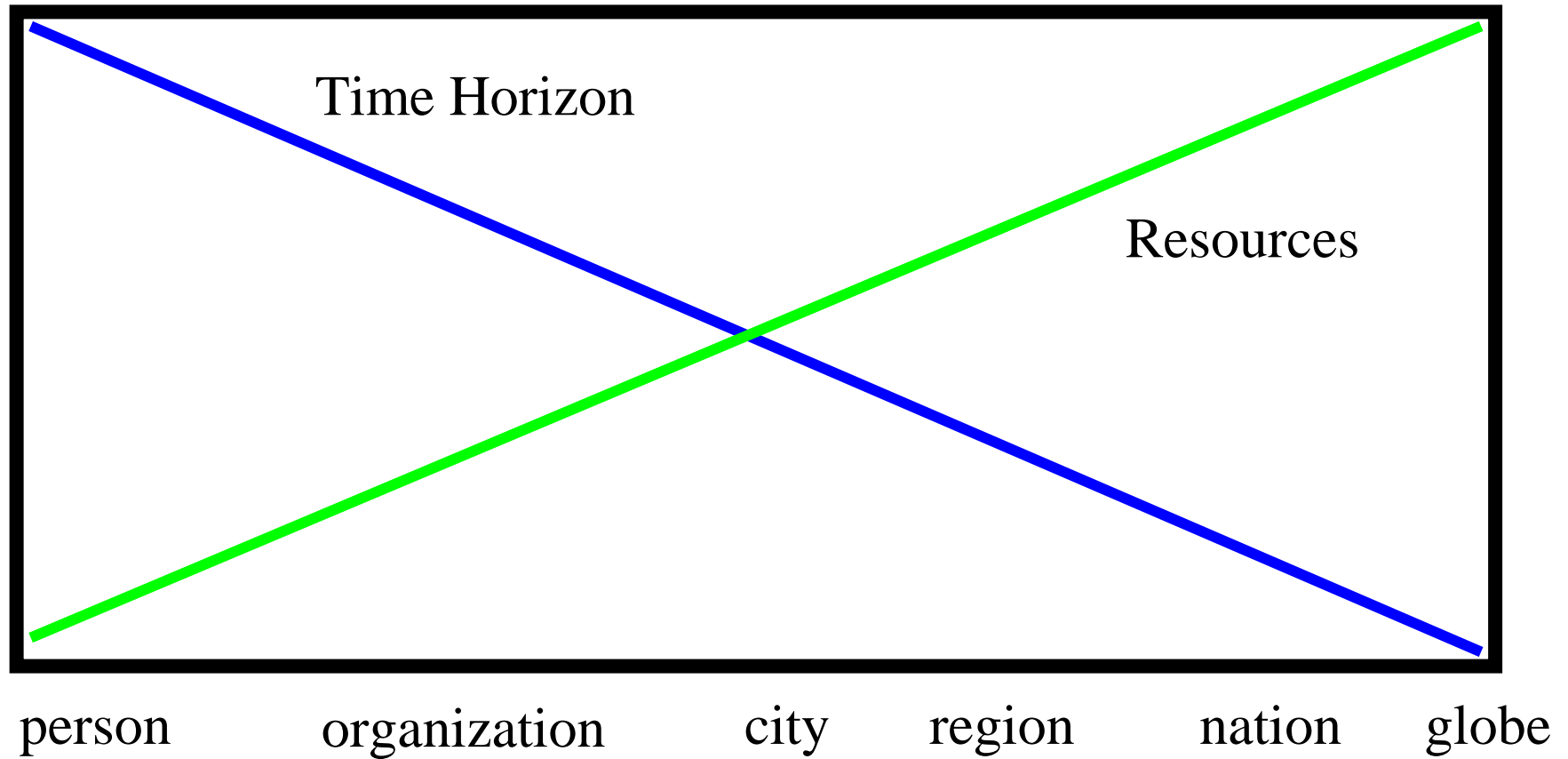
- Function
 - Indicators \rightarrow Problems or
 - Problems \rightarrow Indicators
 - Invisible college

The Window of Influence



Time

Level of Focus



Institutionalizing the Process

- Enlist the media
- Find partners in the ministries
- Develop a clientele among industry and finance
- Distribute the process across the nation
- Develop partners in the major parties
- Invest in a few future crises