

Ecological Economics for a seven-generation perspective

Presented by Eric Miller

h4x.ca

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Conventional Economics

Informs Efficiency

Human Capital and Built Capital

Economic value = Market value

GDP growth = “Economic growth”

Promote the expansion of markets

Economists as elite advisors, offering predictions that direct decisions

Future values are highly discounted

Ecological Economics

Efficiency & Equity & Sustainability

Human and Built and Natural capital

= Market value + NonMarket value

GDP growth may or may not be economic

Solve market failures

Economists as facilitators, building simulation tools validated by stakeholders

Future values considered a bequest

Long Lives lived with High Satisfaction
and a minimal Ecological Footprint

Canadian Society for Ecological Economics

www.cansee.org

as a chapter of the

International Society for Ecological Economics

www.ecoeco.org

Ontario Network on Ecosystem Services

www.ONEcosystemServices.ca