



Prosperity as Health

from sustainable consumption to the care economy

Tim Jackson



TIM JACKSON VÄLFÄRD UTAN TILLVÄXT

SÅ SKAPAR VI ETT HÅLLBART SAMHÄLLE

»Öppna och granska våra nya böcker!
»Läs om Järnsågen och Järnsågen i Finland»



Prosperity as health

‘The first wealth is health.’

Ralph Waldo Emerson

‘There is no wealth but life.’

John Ruskin

‘I went looking for wealth and found it
was my health.’

Rumi



Economy as Care

Care as: 'an activity that includes everything we do to maintain, continue and repair our "world" so that we can live in it as well as possible'.

Berenice Fisher and Joan Tronto 1990



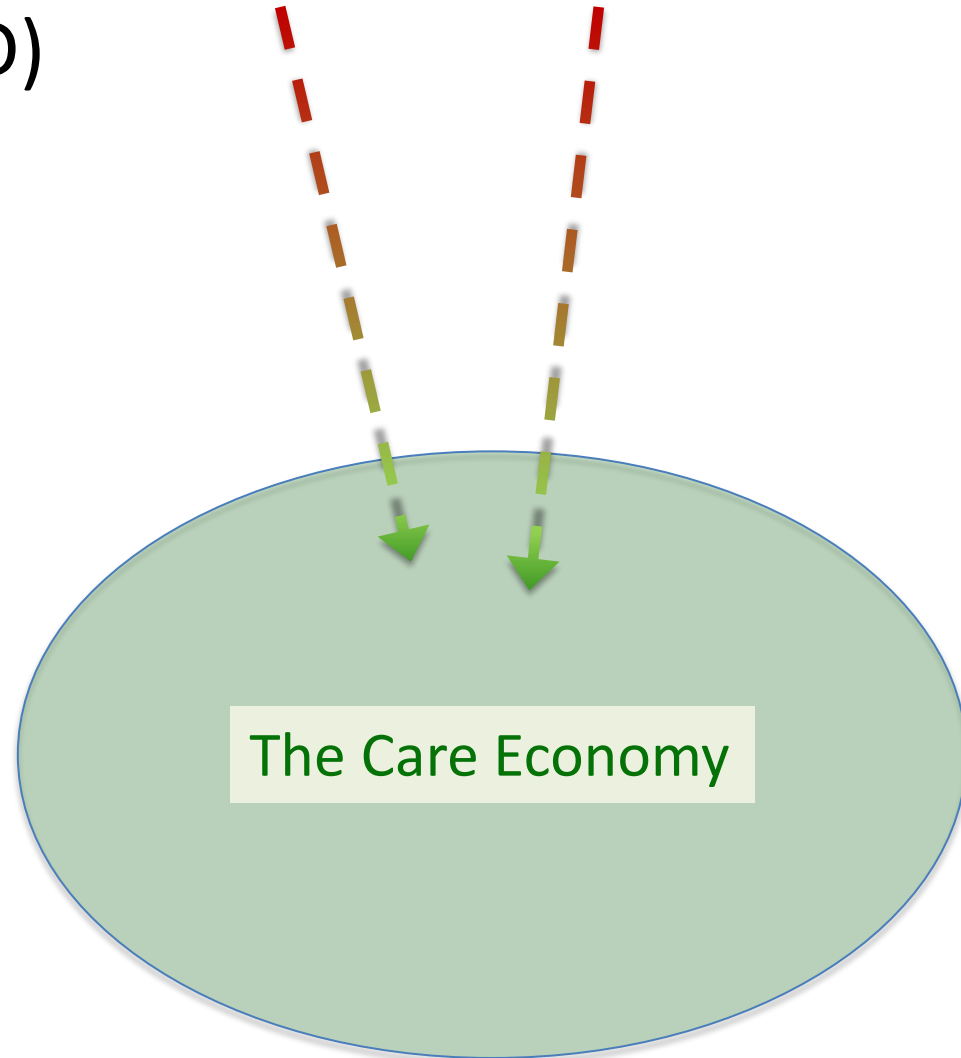
Sustainable Consumption as Care Economy

Source: Jackson, T, C Corlet Walker and
B Gallant 2025. *The Case for the Care
Economy*. CUSP Working Paper

Sustainable Consumption as Care Economy (EU)

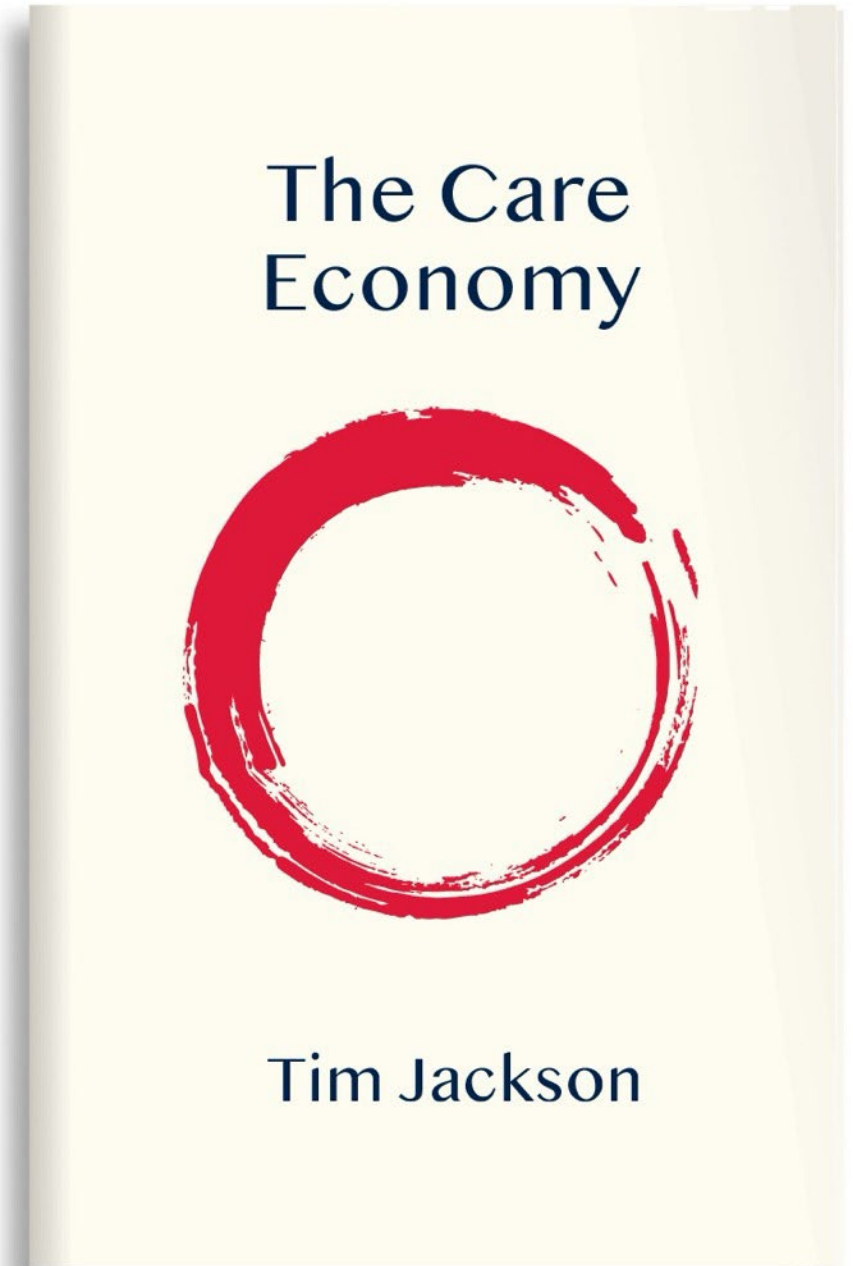
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Economy*. CUSP Working Paper

Sustainable Consumption as Care Economy (OECD)



The Care Economy

- Prosperity as health
- Economy as care
- Why is economics so careless?



The Careless Economy: ‘Big Pharma’

Source: Jackson, T. 2024 *The False Economy of Big Food*, Food Farming and Countryside Commission, London.

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Why is economics so careless?

- Care is gendered.

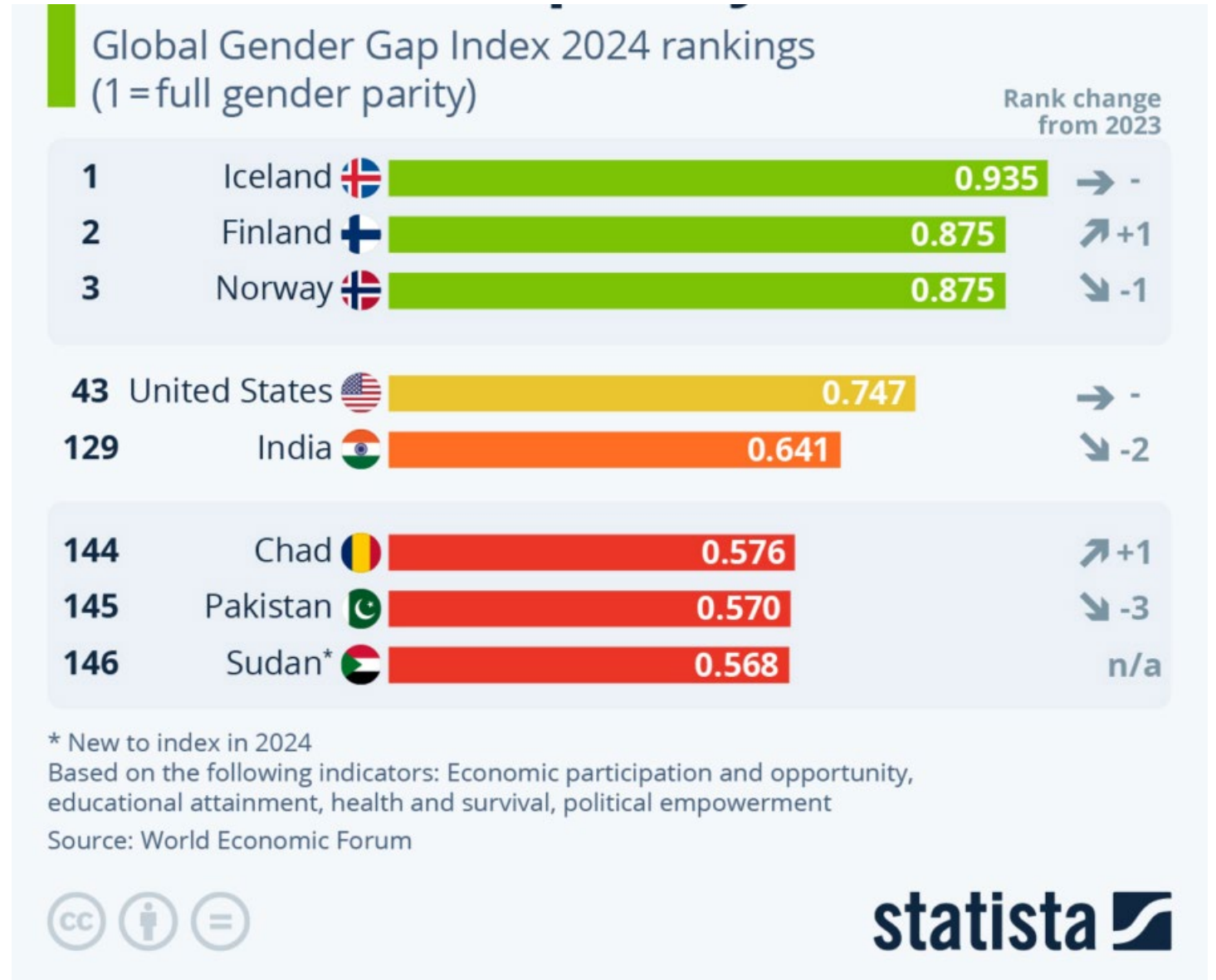


Florence Nightingale: 1820 - 1910

The Gender Gap

On current progress, it will take 134 years to reach global gender parity.

World Economic Forum
2024



Florence Nightingale: 1820 - 1910

Why is economics so careless?

- Care is gendered.
- Care takes time and 'time is money'
- Care is a morally unassailable good.

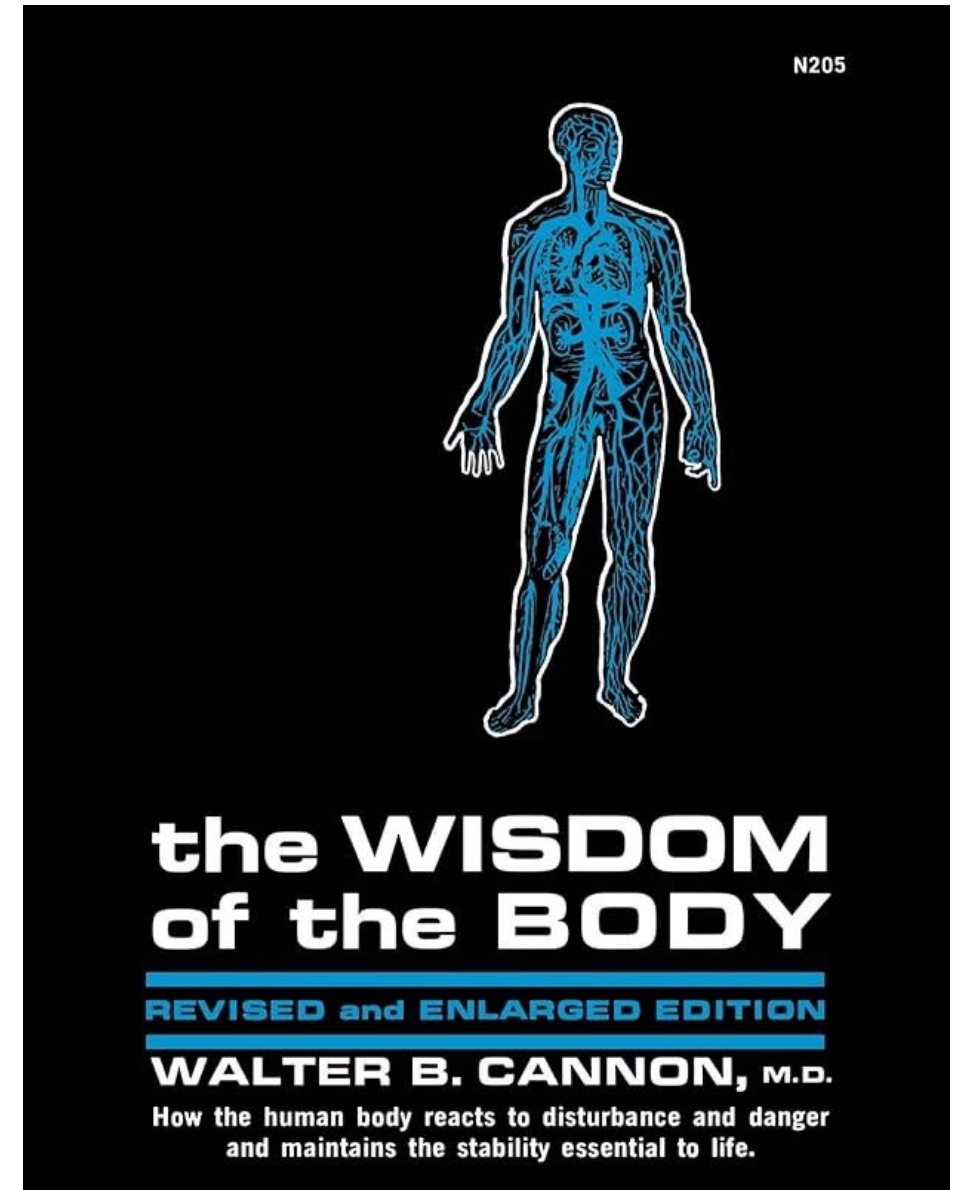


Florence Nightingale: 1820 - 1910

Health as balance

‘All the vital mechanisms, however varied they may be, always have one purpose, that of maintaining the integrity of the conditions of life within the internal environment.’

Claude Bernard, 1878



Care as a restorative force

‘Might it not be useful to examine other forms of organisation – industrial, domestic or social – in the light of the organisation of the body?’

Walter Cannon 1932



What shall we do about it?

‘The question “What shall we do about it?” is only ever asked when we don’t understand the problem.’

Alan Watts 1951

- Care as a principle
- Care as a restorative force
- Care as investment
- Care as unpaid debt
- Care as freedom
- Care as the red pill



Thank you for your attention!

The Care Economy



Tim Jackson