

## Well being stories

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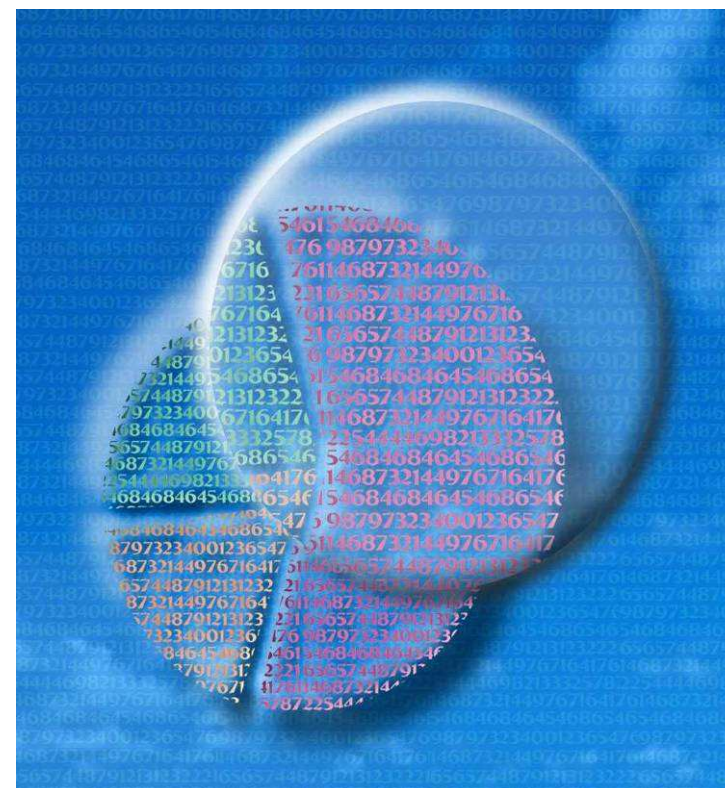
*Beyond GDP Conference,*

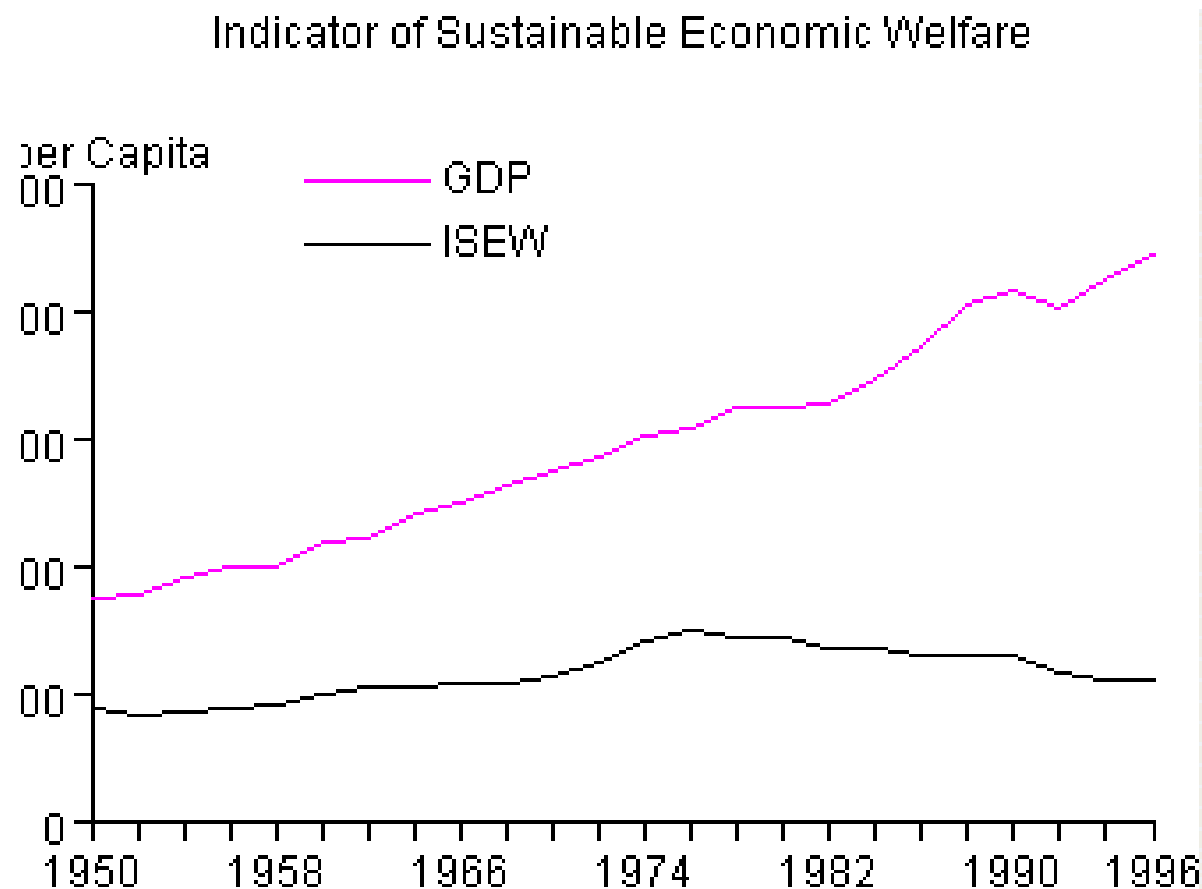
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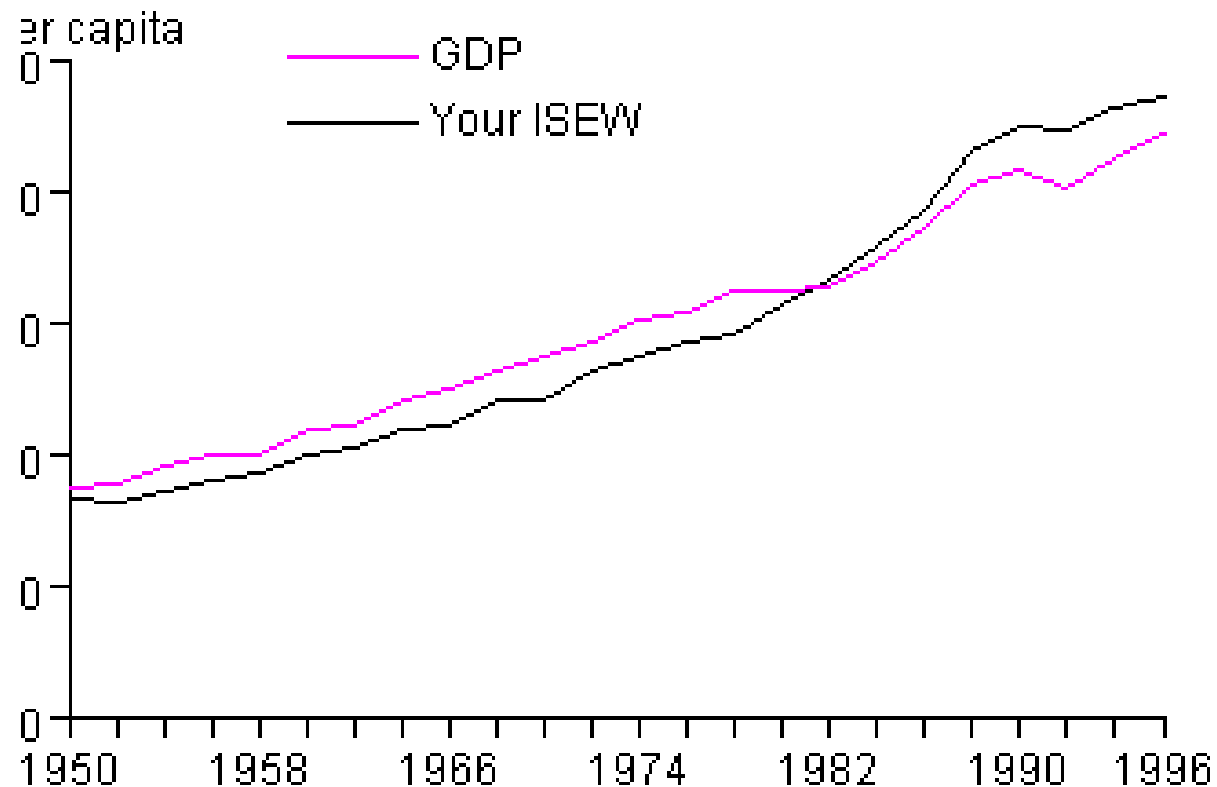
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Here is the UK ISEW as we all know it: GDP is rising steadily, while the ISEW reaches its peak in 1975, shortly after the First Oil Crisis (1973/74), and shortly after the publication of “Limits to Growth” (Meadows & Meadows & Randers, 1972) – here is ‘The Scientific Proof’ that we have already exceeded the environmental limits, and that we urgently need to change course to Save The Planet.

## Personal Indicator of Sustainable Economic Welfare



Here is a slightly modified purely environmental ISEW: we eliminated all “social”, i.e. inequality, Gini, household work etc. corrections but kept the environmental, i.e. air pollution and climate change items. The result: GDP is still rising steadily, but the ISEW outperforms GDP from 1982 onwards!