Planetary boundaries call for a steady-state economy. Efforts to imagine such a system focus almost exclusively on policy frameworks and neglect the key dynamic in our growth dilemma: private sector organizations that push us into unsustainable consumption patterns. It is therefore critical to find ways for the private sector to provide the products needed for decent material lives, without pursuing the logic of growth.

This talk will cover the nature and workings of individual private sector organizations in the steady-state economy, with a particular focus on purpose and activities for different sectors and products.