全球生态治理与生态经济研究

张卫国　于法稳
主编

中国社会科学出版社

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代 序 一

中国社会科学院副院长　蔡　昉

全球生态治理背景下的生态经济研究如何进行？这是一个非常值得国际生态经济学界共同探讨的重大前沿问题。正是在此背景下，中国生态经济学学会主办了本次高层论坛，并且以“全球生态治理与生态经济研究”为主题。和这个主题有关的话题非常多，比如生态足迹、环境问题、资源问题以及和人口相协调问题、节能减排、循环经济、绿色发展、可持续发展等，近几年，我国学术界提出了各种各样的概念，并且进行了深入研究，生态经济学学会在这个过程中，也得到了长足的进展。应该说，在生态经济领域中，中国的学者与决策者，从来都是不甘人后的，提出的很多理念都是非常前沿的。一个明显的例证就是，中国生态经济学学会是世界上成立的第一个生态经济学学会，《生态经济》杂志也是世界上出版的第一本生态经济研究领域的专业杂志。

十八大以来，党中央继续在全国开展并坚持生态经济建设，提出了很多新的理念。在系统学习习近平总书记系列讲话精神时，我们了解到，如果说过去在某种程度上我们把资源、环境作为保证经济可持续发展的一种手段、工具，那么，现在资源和环境已经变成了发展的目的。从原来的“既要金山银山，也要绿水青山”，逐步发展到“绿水青山就是金山银山”。我们的目的不是为 GDP 而保护环境、保护资源，而是资源、环境、生态，或者说更蓝的天、更清的水、更清洁的空气，本身就是发展的目的。同时，政府也把生态、资源、环境作为基本公共品，由政府来保护，这在世界上都是比较先进的理念。

中国生态经济学学会自成立以来，积极参与国家的生态环境建

设，为国家多次提出了富有成效的政策性建议。中国生态经济学学会秘书处设在中国社会科学院农村发展研究所，其下属的生态与环境经济研究室是我国第一个专门从事生态经济研究的机构，在生态经济研究方面取得了一系列有一定社会影响力的成果。

其实，现在讨论的生态问题、节能减排，在人们过去的认识和做法上，曾有过一些误区，国际上也为此向我们国家施加过一些压力。现在，情况已有很大变化，生态资源环境逐渐成为我们经济发展方式转变的一项内容，是我国经济发展过程的内在要求，不再需要任何人给我们施加压力。因此，我们应认真学习与领会习近平总书记关于发展目的的有关理论，“发展是为了什么?”这将有助于我们的研究更加深入。同时，与世界第二大经济体相匹配，中国的学术研究成果也应该越来越理论化，应该在国际学术界主动设计一些有利于学科发展、有利于中国发展、有利于全人类发展的重大议题，不要永远围绕着别人的议题、永远跟在别人后面进行研究。

本次论坛由中国生态经济学学会主办，山东社会科学院高效生态经济研究泰山学者岗位、山东省经济形势分析与预测软科学研究基地承办，《生态经济》编辑部、山东省滨州北海经济开发区协办，探讨全球生态治理背景下，如何推动生态经济研究，为与会专家提供了相互交流的平台，是实践与理论相结合的创举。本次论坛还特别邀请到国际著名生态经济学家、澳大利亚国立大学的 Robert Costanza 教授，以及日本九州大学、韩国农村经济研究院的专家教授，并做专题报告。

代 序 二

山东社会科学院院长　张述存

山东地处中国东部沿海地区，是当今中国的人口大省、经济大省和文化资源大省。前不久，习近平总书记视察山东时，要求我省在全面建成小康社会进程中走在全国前列。如何落实习总书记的要求，贯彻“四个全面”战略布局，推进山东经济文化强省建设，提前全面建成小康社会，我们深感责任重大。

山东经济是中国经济的经典缩影。特别是现阶段，山东经济结构偏重、层次偏低，节能降耗减排的任务艰巨。按照党中央提出的经济建设、政治建设、文化建设、社会建设、生态文明建设“五位一体”的总体布局要求，在经济新常态下，如何使山东经济保持中高速发展，迈向中高端水平，我们必须勇于面对重大机遇与挑战，敢于担当，破解复杂的发展命题。

山东区域经济发展已形成“两区一圈一带”的战略格局，其中黄河三角洲高效生态经济区，是我国第一个以高效生态经济发展为主题的国家战略。如何以高效生态经济为引领，以高端、高质、高效产业为主导，都需要我们在理论和实践两方面开展大胆而全面的探索。

山东社会科学院是中共山东省委和山东省人民政府直属的综合性社会科学研究机构，致力于为省委、省政府科学决策服务，为山东经济文化强省建设服务。目前正在努力实施社会科学创新工程，建设社会主义新型一流智库，在我省打造专业化高端智库过程中发挥示范与引领作用。在生态经济研究方面，我院同时拥有高效生态经济研究泰山学者岗位、山东省生态经济研究基地、生态经济学重点学科、生态经济研究室等研究平台，这在地方社会科学院中是不多见的，也为提

升我省高效生态经济研究水平奠定了坚实基础。

2014 年，我院受滨州北海经济开发区管委会委托，完成了《滨州国际农产品进出口高效生态港口研究》项目，由中科院院士、清华大学李亚栋先生任组长，省委政研室、省政府研究室、省发改委、全国供销总社等多家单位多位专家组成的评审组，对此项目给予高度评价，并一致认为，该项目应及早列入国家、山东省和滨州市相关规划。今天，我们还将在这里举行“山东社会科学院高效生态经济研究泰山学者岗位院士（学部委员）工作室”揭牌仪式。

应对全球生态危机需要我们尽快拿出各种卓有成效的生态治理方案。本次论坛以“全球生态治理与生态经济研究”为主题，具有鲜明时代特征和现实针对性。我们相信：这次论坛的举办，对实现山东全省经济的可持续发展，对国际生态经济学界深化生态经济领域前沿问题研究，必将产生积极的促进作用。

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Creating a Sustainable and Desirable Future

Robert Costanza

(Professor and Chair in Public Policy, Crawford School of Public Policy Australian National University)

Abstract

This chapter describes what an "ecological economy" embedded in an "ecological civilization" could look like and how we could get there. We believe that this future can provide full employment and a high quality of life for everyone into the indefinite future while staying within the safe environmental operating space for humanity on earth. This is consistent with the new UN Sustainable Development Goals. To get there, we need to stabilize population; more equitably share resources, income, and work; invest in the natural and social capital commons; reform the financial system to better reflect real assets and liabilities; create better measures of progress; reform tax systems to tax "bads" rather than goods; promote technological innovations that support well – being rather than material growth, and create a culture of well – being rather than consumption. Several lines of evidence show that these policies are mutually supportive and the resulting system is feasible. The substantial challenge is making the transition to this better world in a peaceful and positive way. There is no way to predict the exact path this transition might take, but painting this picture of a possible end – point and some milestones along the way will help make this choice and this journey a more viable option.

The current mainstream model of the global economy is based on a number of assumptions about the way the world works, what the economy is, and what the economy is for (see Table 1). These assumptions arose in an earlier period, when the world was relatively empty of humans and their artifacts. Built capital was the limiting factor, while natural capital was abundant. It made sense not to worry too much about environmental "externalities", since they could be assumed to be relatively small and ultimately solvable. It also made sense to focus on the growth of the market economy, as measured by gross domestic product (GDP), as a primary means to improve human welfare. And it made sense to think of the economy as only marketed goods and services and to think of the goal as increasing the amount of these that were produced and consumed (Costanza et al., 2013; Costanza et al., 2013).①

Now, however, we live in a radically different world—one that is relatively full of humans and their built capital infrastructure. We need to reconceptualize what the economy is and what it is for. We have to first remember that the goal of any economy should be to sustainably improve human well – being and quality of life and that material consumption and GDP are merely means to that end. We have to recognize, as both ancient wisdom and new psychological research tell us, that too much of a focus on material consumption can actually reduce human well – being. We have to understand better what really does contribute to sustainable human well – being and recognize the substantial contributions of natural and social capital, which are now the limiting factors to improving well – being in many countries. We have to be able to distinguish between real poverty, in terms of low quality of life, and

① This chapter is adapted from a report commissioned by the United Nations for the 2012 Rio + 20 Conference as part of the Sustainable Development in the 21st century project; see R. Costanza et al., Building a Sustainable and Desirable Economy – in – Society – in – Nature (New York: United Nations Division for Sustainable Development, 2012) and from a shorter version published as Chapter 11, pp. 126 – 142 in: State of the World 2013: Is Sustainability Still Possible? Island Press. Washington, D. C.

low monetary income. Ultimately we have to create a new model of the economy that acknowledges this new "full world" context and vision (Kasser, 2002).

Some people argue that relatively minor adjustments to the current economic model will produce the desired results. For example, they maintain that by adequately pricing the depletion of natural capital (such as putting a price on carbon emissions) we can address many of the problems of the current economy while still allowing growth to continue. This approach can be called the "green economy" model. Some of the areas of intervention promoted by its advocates, such as investing in natural capital, are necessary and should be pursued. But they are not sufficient to achieve sustainable human well-being. We need a more fundamental change, a change of our goals and paradigm (Easterlin, 2003; Layard, 2005).

Both the shortcomings and the critics of the current model are abundant—and many of them are described in this book. A coherent and viable alternative is sorely needed. This chapter aims to sketch a framework for a new model of the economy based on the worldview and following principles of ecological economics (Costanza, 1991; Daly and Farley, 2004; Costanza et al., 2013):

- Our material economy is embedded in society, which is embedded in our ecological life-support system, and we cannot understand or manage our economy without understanding the whole interconnected system.
- Growth and development are not always linked, and true development must be defined in terms of the improvement of sustainable human well-being, not merely improvement in material consumption.
- A balance of four basic types of assets is necessary for sustainable human well-being: built, human, social, and natural capital (financial capital is merely a marker for real capital and must be managed as such).
- Growth in material consumption is ultimately unsustainable because of fundamental planetary boundaries, and such growth is or eventually becomes counterproductive (uneconomic) in that it has negative effects on

well – being and on social and natural capital.

There is a substantial and growing body of new research on what actually contributes to human well – being and quality of life. Although there is still much ongoing debate, this new science clearly demonstrates the limits of conventional economic income and consumption's contribution to well – being. For example, economist Richard Easterlin has shown that wellbeing tends to correlate well with health, level of education, and marital status and shows sharply diminishing returns to income beyond a fairly low threshold. Economist Richard Layard argues that current economic policies are not improving well – being and happiness and that "happiness should become the goal of policy, and the progress of national happiness should be measured and analyzed as closely as the growth of GNP (gross national product)" (Easterlin, 2003; Layard, 2005).

In fact, if we want to assess the "real" economy—all the things that contribute to real, sustainable, human well – being—as opposed to only the "market" economy, we have to measure and include the nonmarketed contributions to human well – being from nature, from family, friends, and other social relationships at many scales, and from health and education. Doing so often yields a very different picture of the state of well – being than may be implied by growth in per capita GDP. Surveys, for instance, have found people's life satisfaction to be relatively flat in the United States (see Figure 1) and many other industrial countries since about 1975, in spite of a near doubling in per capita income (Hernández – Murillo and Martinek, 2010).

A second approach is an aggregate measure of the real economy that has been developed as an alternative to GDP, called the Index of Sustainable Economic Well – Being, or a variation called the Genuine Progress Indicator (GPI). The GPI attempts to correct for the many shortcomings of GDP as a measure of true human well – being. For example, GDP is not just limited—measuring only marketed economic activity or gross income—it also counts all activity as positive. It does not separate desirable, well – being – enhan-

cing activity from undesirable, well – being – reducing activity. An oil spill increases GDP because someone has to clean it up, but it obviously detracts from society's well – being. From the perspective of GDP, more crime, sickness, war, pollution, fires, storms, and pestilence are all potentially good things because they can increase marketed activity in the economy (Lawn, 2003; Costanza et al., 2009; Kubiszewski et al., 2013; Costanza et al., 2014).

Table 1 The basic characteristics of the current economic model, the green economy model, and the ecological economics model

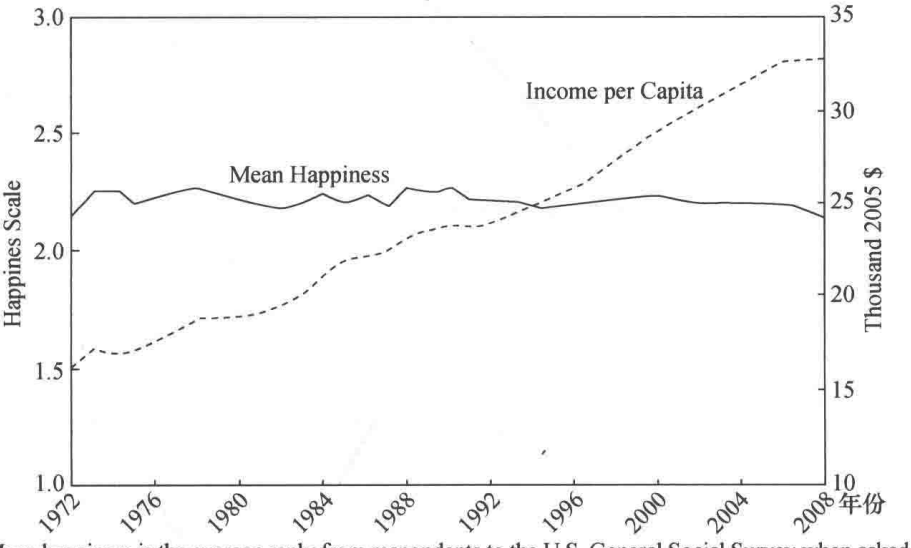
	Current Economic Model	Green Economy Model	Ecological Economics Model
Primary policy goal	More: Economic growth in the conventional sense, as measured by GDP. The assumption is that growth will ultimately allow the solution of all other problems. More is always better.	More but with lower environmental impact: GDP growth decoupled from carbon and from other material and energy impacts.	Better: Focus must shift from merely growth to "development" in the real sense of improvement in sustainable human well – being, recognizing that growth has significant negative by – products.
Primary measure of progress	GDP	Still GDP, but recognizing impacts on natural capital.	Index of Sustainable Economic Welfare (ISEW), Genuine Progress Indicator (GPI), or other improved measures of real welfare.
Scale/carrying capacity/role of environment	Not an issue, since markets are assumed to be able to overcome any resource limits via new technology, and substitutes for resources are always available.	Recognized, but assumed to be solvable via decoupling.	A primary concern as a determinant of ecological sustainability. Natural capital and ecosystem services are not infinitely substitutable and real limits exist.

Cont

	Current Economic Model	Green Economy Model	Ecological Economics Model
Distribution/poverty	Given lip service, but relegated to "politics" and a "trickle – down" policy: a rising tide lifts all boats.	Recognized as important, assumes greening the economy will reduce poverty via enhanced agriculture and employment in green sectors.	A primary concern, since it directly affects quality of life and social capital and is often exacerbated by growth: a too rapidly rising tide only lifts yachts, while swamping small boats.
Economic efficiency/allocation	The primary concern, but generally including only marketed goods and services (GDP) and market institutions.	Recognized to include natural capital and the need to incorporate the value of natural capital into market incentives.	A primary concern, but including both market and non-market goods and services, and effects. Emphasis on the need to incorporate the value of natural and social capital to achieve true allocative efficiency.
Property rights	Emphasis on private property and conventional markets.	Recognition of the need for instruments beyond the market.	Emphasis on a balance of property rights regimes appropriate to the nature and scale of the system, and a linking of rights with responsibilities. Includes larger role for common – property institutions.
Role of government	Government intervention to be minimized and replaced with private and market institutions.	Recognition of the need for government intervention to internalize natural capital.	Government plays a central role, including new functions as referee, facilitator, and broker in a new suite of common – asset institutions.

Cont

	Current Economic Model	Green Economy Model	Ecological Economics Model
Principles of governance	Laissez – faire market capitalism.	Recognition of the need for government.	Lisbon principles of sustainable governance.



*Mean happiness is the average reply from respondents to the U.S. General Social Survey when asked, "Taken all together, how would you say things are these days ? Would you say that you are not too happy [1], pretty happy[2], orvery happy[3]?"

Figure 1 Happiness and Real Income in the United States, 1972 – 2008

Source: Hernández – Murillo and Martinek (2010).

GDP also leaves out many things that actually do enhance well – being but that are outside the market, such as the unpaid work of parents caring for their children at home or the nonmarketed work of natural capital in providing clean air and water, food, natural resources, and other ecosystem services. And GDP takes no account of the distribution of income among individuals, even though it is well known that an additional dollar of income produces more well – being if a person is poor rather than rich. The GPI addresses these problems by separating the positive from the negative components of marketed economic activity, adding in estimates of the value of non-