PRESS RELEASE -- For immediate release
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Not-for-profit enterprise will be at the heart of the global economy by 2050
Professor Donnie Maclurcan shares findings from The Post Growth Institute's groundbreaking exploration of Not-For-Profit enterprise

8 September 2014, London, UK ~ Not-for-profit (NFP) enterprise will be at the heart of the global economy by 2050. This is the compelling vision outlined in a series of public talks by Professor Donnie Maclurcan in the UK this month, to mark the publication of a forthcoming book How on Earth: Flourishing in a Not-For-Profit World by 2050.

The tour begins Friday 12 September with a discussion at Impact Hub Islington in London: Another World is Happening: The Rise of Not-For-Profit Enterprise. All other events can be found here.

Professor Maclurcan, co-founder and Executive Director of the Post Growth Institute, offers a growing body of evidence that the world is shifting toward an 'economics of enough':

"Across numerous countries, the economic contribution of the not-for-profit sector has been on the rise since the late 1990s. In Canada, for example, not-for-profit institutions now contribute 8% of the country’s gross domestic product.

Consistently falling profit margins, rising costs spurred by resource constraints and the rise of purpose-driven motivation are some of the drivers of this shift. Within 30 years, we are likely to see a situation where for-profit companies will no longer be competitive with equivalent not-for-profit enterprises.”

The book, co-written with Maclurcan’s Post Growth Institute colleague Jennifer Hinton, is a groundbreaking exploration of NFP enterprise, and its role in a new macro-economic framework.

Maclurcan and Hinton show that, from construction and manufacturing, through to software development, food catering and retail, the not-for-profit ethic is permeating global commerce. A wide range of these NFP entities -- including certain forms of cooperative, community interest companies, government-owned corporations, social businesses and social enterprises -- are demonstrating the business case for reinvesting, rather than privatizing their profits.
In fact, many NFP enterprises are now outperforming their for-profit counterparts.

- In the US, for example, credit unions offer their 96 million members consistently higher returns on deposits, lower loan rates and, since the beginning of the 2008 financial crisis, have increased their total assets by 30%, compared to a 6.5% increase by for-profit banks during the same period.

- In India -- BRAC, which has supported over 100 million people through its social development services, is the world's biggest not-for-profit organization (by numbers employed) and utilises an enterprise model, with almost 80% of its revenue reportedly coming from its own commercial enterprises, including a large-scale dairy and a retail chain of handicraft stores.

- Some of the most astounding figures are emerging from the UK, where earned income now constitutes more than half of the UK not-for-profit sector’s revenue.

Says Professor Maclurcan,

"The rise of NFP business provides the first real opportunity to address the dual crises of our time, financial inequality and ecological devastation. In prioritizing human need, a NFP world economy offers to reduce overall resource consumption, incorporate ecological and social costs, and require less taxation and government bureaucracy in the process. It’s a model of market that functions to efficiently service human need, not greed”

PRAISE FOR EARLY DRAFTS OF HOW ON EARTH:

- RICHARD WILKINSON, Author of The Spirit Level and Emeritus Professor of Social Epidemiology at University of Nottingham Medical School: “One of the most exciting searches for a sustainable alternative. Nothing else could strike at the very heart of the profit motive – and all the damage it causes – like this does.”

- RANDY HAYES, Rainforest Action Network founder & Director, Foundation Earth: “Precisely the bold economic thinking that we need!”

SPEAKING EVENTS & BOOK INFO

- Professor Maclurcan's UK speaking events, from 12 September 2014 to 6 October 2014, can be found here: http://postgrowth.org/speaking-tour/

- Book info and more pre-publication endorsements http://postgrowth.org/learn/how-on-earth/

- ENDS -

Notes to Editors

1. Pre-publication review copies, extracts and interviews:
2. Donnie Maclurcan's UK speaking tour -- schedule of events
   - Please visit this page for a full list of Professor Maclurcan's speaking events from 12 September 2014 to 6 October 2014: http://postgrowth.org/speaking-tour/

3. Book
   - *How on Earth* will be published in April 2015 and distributed by Chelsea Green Publishing. Please include these links in mentions of the book:

     *How on Earth: Flourishing in a Not-For-Profit World by 2050* (April 2015) is available from Chelsea Green, good bookstores or The Post Growth Institute. Pre-publication orders can be placed here.

4. Download the cover:
   A copy of the *How on Earth* book cover can be downloaded here.

5. Macro-economic model
   - To ground the work more fully, the Post Growth Institute’s not-for-profit macro-economic model also investigates the complex nature of finance in a globalising world. To find out more please request a review copy or an interview with Professor Maclurcan.

6. Post Growth Institute
   - The Post Growth Institute is an international network of people committed to creating a positive world future that does not depend on economic growth. Our Mission is to build and empower a broad-based global movement of 10 million people who are convinced of the need for futures beyond economic growth, believe they are possible and feel inspired and supported enough to play a role in their emergence. Through this collaborative project, members work to create thought-provoking and reasoned information and initiatives and opportunities for meaningful action. Find out more here: http://postgrowth.org/

   - The Post Growth Institute is the team behind:

     - [The (En)Rich List](#)
     - [Free Money Day](#)
     - [The Post Growth Alliance](#)
     - [How on Earth](#)