



Key Advice

Current metaphor/framing

Example:

The economy as an insatiable beast that constantly demands to be fed.

Issues and implications

This can lead to exhausting of resources, exploitation of peoples and breaching planetary limits.

New metaphor

Why this reframing helps

1.

2.

3.



Key Advice

| Current metaphor/framing | Issues and implications | New metaphor | Why this reframing helps |
|--|---|---|---|
| <p><i>Example:</i> The economy as an insatiable beast that constantly demands to be fed.</p> | <p><i>This can lead to exhausting of resources, exploitation of peoples and breaching planetary limits.</i></p> | <p><i>A tree shedding its leaves (products in the economy), which then, in turn, become the soil in which the tree (and other trees) grows.</i></p> | <p><i>Such an economy could be centred on regenerative or circular product design and balanced giving and taking within planetary limits.</i></p> |
| 1. | | | |
| 2. | | | |
| 3. | | | |