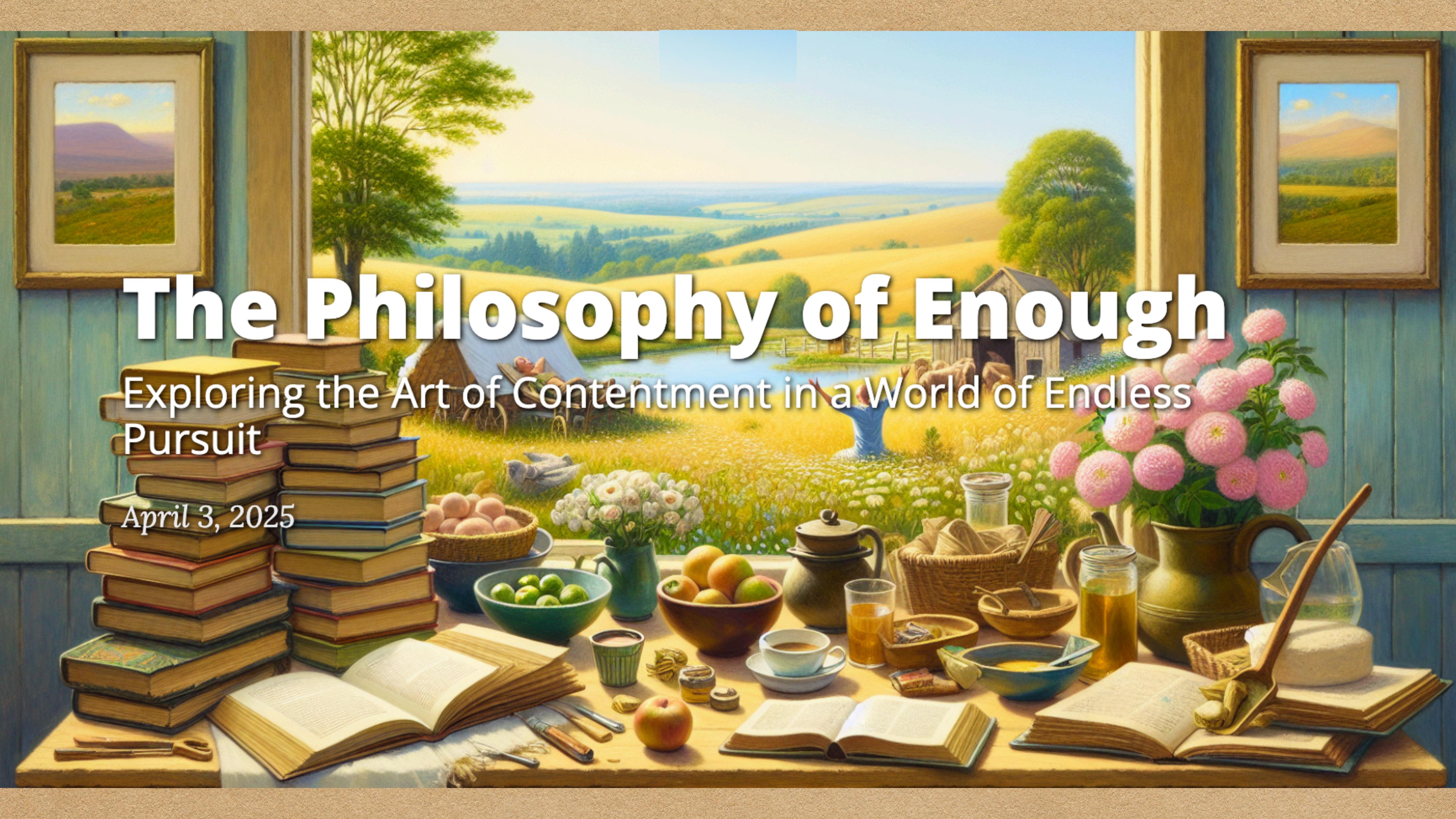


# The Philosophy of Enough

Exploring the Art of Contentment in a World of Endless Pursuit

April 3, 2025



# Growth & Enough Philosophy

Torben Riise - Apr 3, 2025

We will discuss

1. Growth
2. Enough
3. Happiness
4. Approach

# The philosophy of enough

1. Growth
2. Enough
3. Happiness
4. Approach

## Growth

Quantitative vs. Qualitative growth

Sustainable Growth is not Anti-Growth

A healthy economy should be designed  
to THRIVE, not to GROW



[https://www.ted.com/talks/  
kate\\_raworth\\_a\\_healthy\\_economy\\_should\\_be\\_d  
esigned\\_to\\_thrive\\_not\\_grow](https://www.ted.com/talks/kate_raworth_a_healthy_economy_should_be_designed_to_thrive_not_grow)

15:44 min

Kate Raworth - English economist:  
The “Donut Economics”

# The philosophy of enough

1. Growth
2. Enough
3. Happiness
4. Approach

- The "Enough Philosophy" challenges the societal norms that **equate success with accumulation** (quantitative growth) and encourages a more balanced and intentional approach to living (qualitative growth). It revolves around the idea of **contentment and sufficiency**.
- This philosophy suggests that happiness and fulfillment come from understanding and accepting what is **sufficient for one's needs and desires** rather than being driven by endless ambition or consumerism.

# The philosophy of enough

## Key aspects:

- 1. Contentment
- 2. Simplicity
- 3. Sustainability
- 4. Mindfulness
- 5. Gratitude

## This philosophy can be applied to:

- Material possessions
  - but it is also
- Relationships
- Personal goals
- Career ambitions

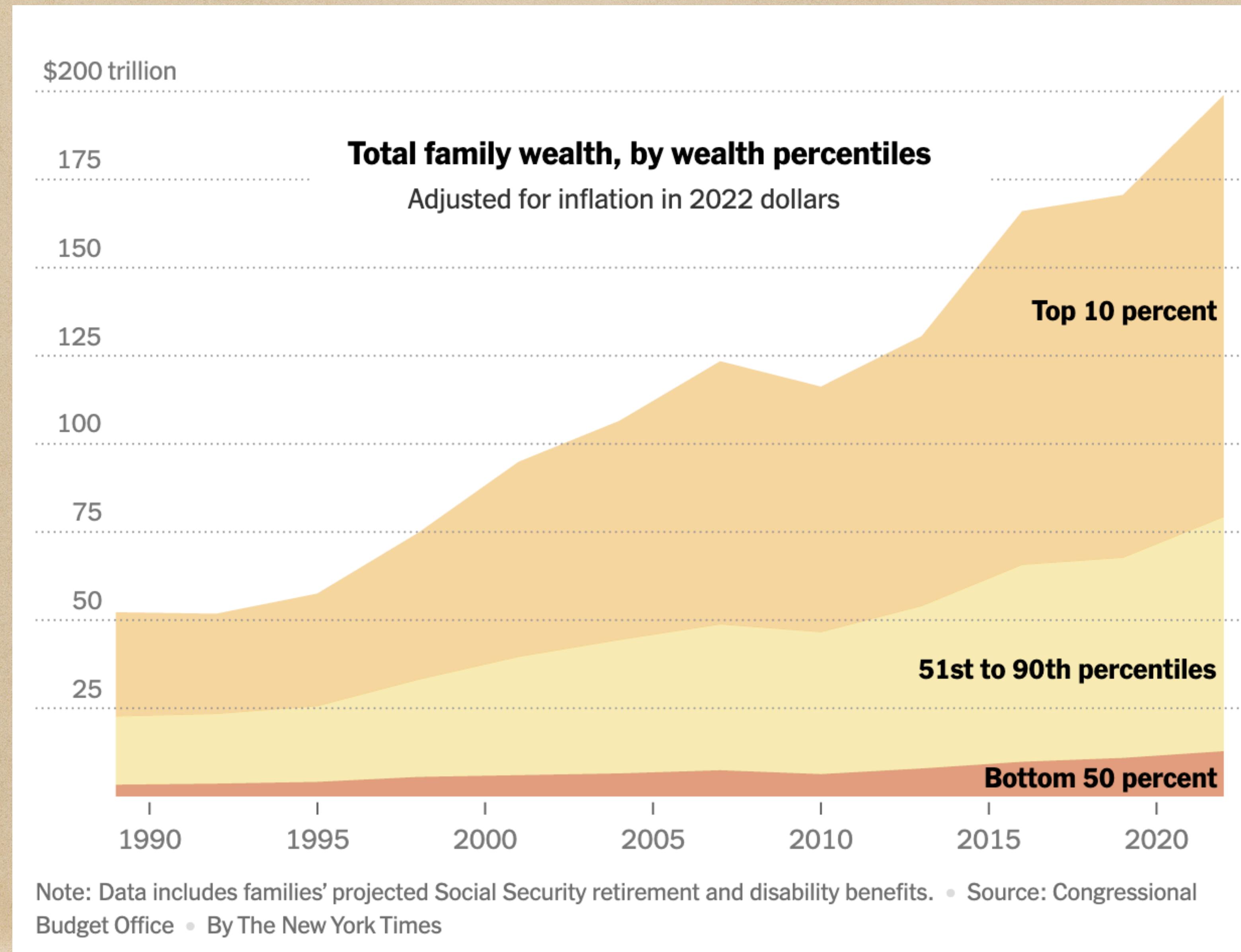
# The philosophy of enough

1. Growth
2. Enough
3. Happiness
4. Approach

3. Happiness  
Is all about money  
Or is it?

The Beatles:  
Can't Buy Me Love  
All you need is love

# The philosophy of enough



The share of wealth held by families in the top 10% has reached 69%

The middle 87% share 28% of the wealth.

The bottom 50% share only 3 %

Congressional Budget Office.

# Happiness Index

1		<u>Finland</u>
2		<u>Denmark</u>
3		<u>Iceland</u>
4		<u>Sweden</u>
5		<u>Netherlands</u>
6		<u>Costa Rica</u>
7		<u>Norway</u>
8		<u>Israel</u>
9		<u>Luxembourg</u>
10		<u>Mexico</u>

# Wealth

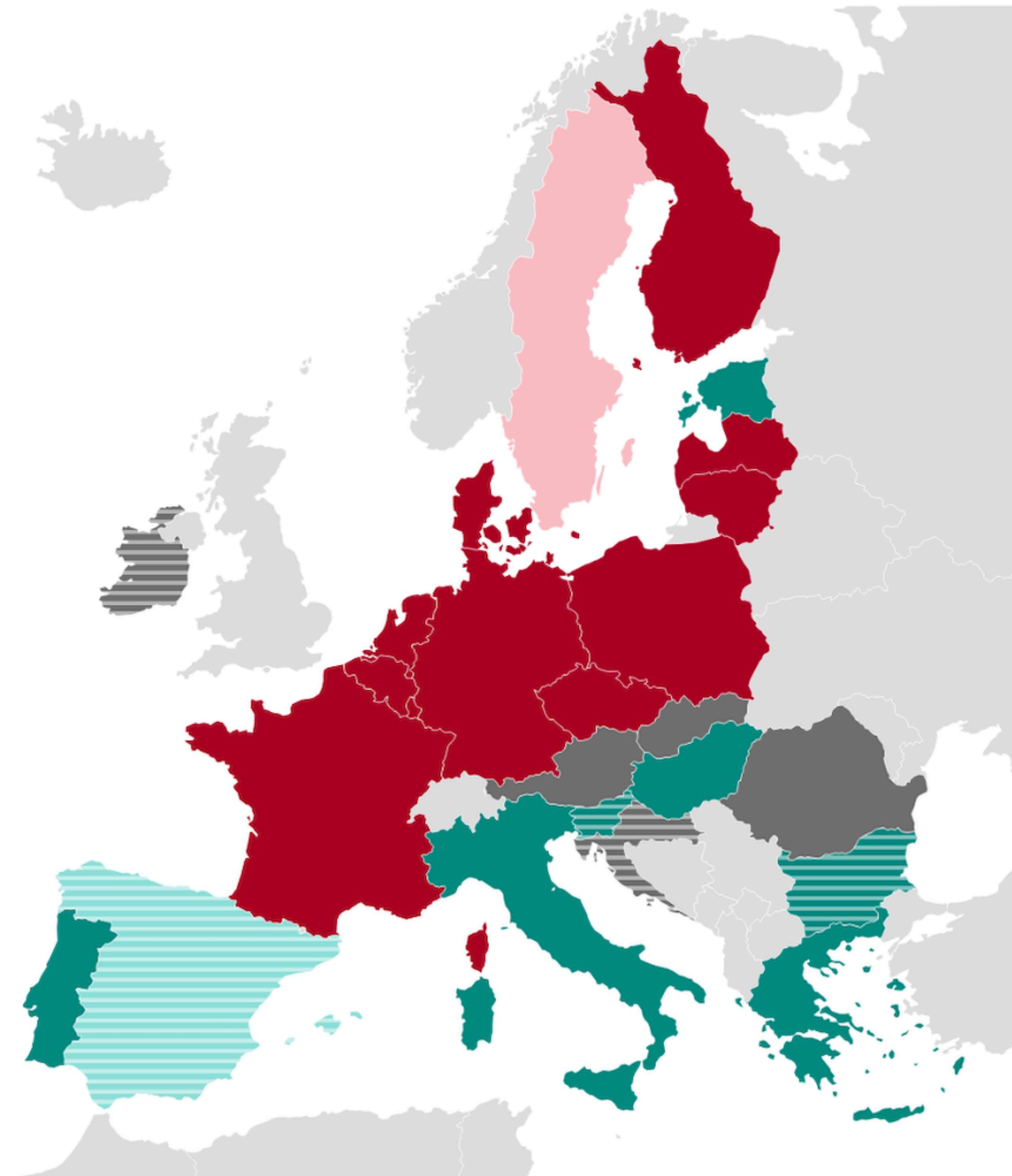
Rank	Country	GDP per Capita (USD)
1	Luxembourg	\$141,080
2	Switzerland	\$111,716
3	Ireland	\$107,243
4	Singapore	\$93,956
5	Norway	\$90,320
6	Iceland	\$90,111
7	United States	\$89,678
8	Macau	\$84,276
9	Qatar	\$72,760
10	Denmark	\$71,967

# The philosophy of enough

Country	Happiness Placement	GDP/person
Finland	#1	54,000
Denmark	#2	68,000
Iceland	#3	90,000
Sweden	#4	55,000
Norway	#7	90,000
Canada	#18*	54,000
Germany	#22	54,000
United States	#24	89,000

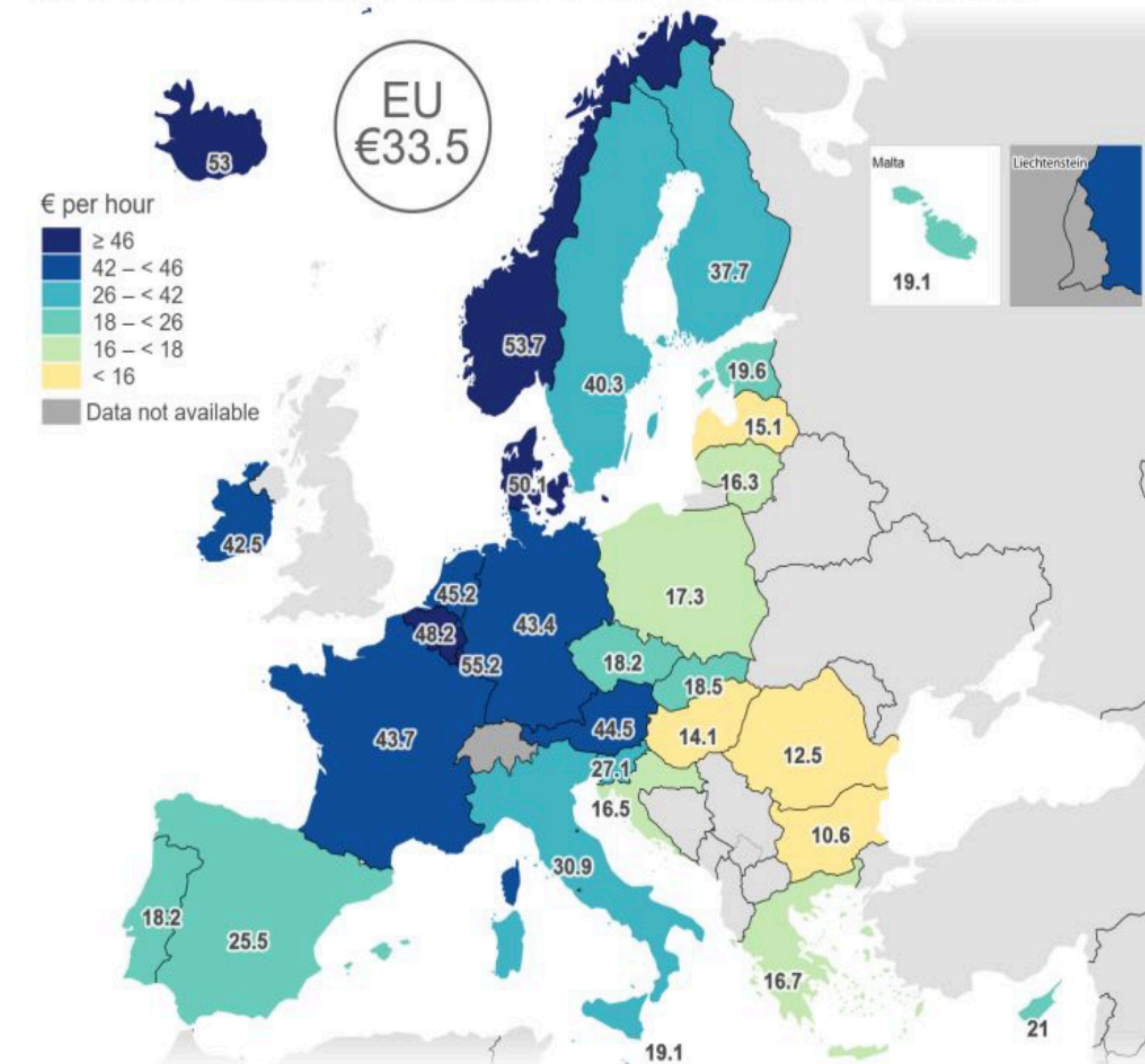
\*) The highest in G7

- Defense and security ■ Competitiveness, economy and industry ■ Food security and agricul  
■ Democracy, human rights protection, other EU values ■ Education and research  
■ Defense and security not in top three priorities



# Hourly labour costs, 2024

(in €, whole economy\*, enterprises with 10 or more employees)



# The philosophy of enough

The consistently high happiness rankings of Nordic countries can be attributed to several **key elements**:

## **1. Quality of Government Institutions**

-reliable and extensive welfare systems, free healthcare and education, and generous social benefits, low levels of corruption

## **2. Social Trust and Community Cohesion**

-High levels of social trust, shared experiences (from saunas, singing, or outdoor activities, reinforce social bonds and collective well-being

## **3. Work-Life Balance**

-Generous holiday allowances, flexible work policies and “scheduling nothing time” prioritize personal time and relaxation.

Cont'd —>

# The philosophy of enough

The consistently high happiness rankings of Nordic countries can be attributed to several **key elements**:

## 4. Equality and Social Mobility

-A smaller gap between rich and poor; free, high-quality education systems enable upward mobility and reduce socioeconomic disparities.

## 5. Connection to Nature

-deep value of nature, integrating outdoor activities into daily life, strong environmental protection

## 6. Cultural Values

-simplicity in lifestyle; “sisu” (resilience), “þetta reddast” (optimism), reduce stress and promotes contentment.

# De-growth philosophy

1. Growth
2. Enough
3. Happiness
4. Approach

How to implement a de-growth philosophy  
at the personal level:

Go deeper - don't go wider

How to find value in what you already

- own or
- what you've already started.

# De-growth philosophy

For 1 year: Seek value and enrichment instead of fanning out.

No new hobbies, equipment, games, or books

Improve skills rather than learning new ones.

Get better at playing the guitar instead of taking up the harmonica.

Read your unread books, or even reread your favorites.

# De-growth philosophy

For 1 year: Seek value and enrichment instead of fanning out.

Live without the constant “little highs” of getting something new

## Consumerism:

The last thing marketers want is for people to be excited and fulfilled by what they already have access to.

They want you to forget the incredible wealth remaining in what you already own.

# Will the end of economic growth come by design . . . or by disaster



Gaya Herrington - Dutch economist,  
Sustainability researcher

[https://www.ted.com/talks/  
gaya\\_herrington\\_will\\_the\\_end\\_of\\_econom  
ic\\_growth\\_come\\_by\\_design\\_or\\_disaster](https://www.ted.com/talks/gaya_herrington_will_the_end_of_economic_growth_come_by_design_or_disaster)

12:09 + 2:30 min



*Thank You!*

# The philosophy of enough

Country	GDP/person - 2025 Est.	Happiness Placement
United States	89,000	#24
Iceland	90,000	#3
Norway	90,000	#7
Denmark	72,000	#2
Sweden	55,000	#4
Germany	54,000	#22
Canada	54,000	#18*
Finland	54,000	#1

\*) Canada is the highest among G7