

Group : Gist

Group Leader: Feng Zhenhua (冯振华)

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**Discussion leader: 冯振华**

### **1. Why is the de-growth debate alive again?**

Because of the growing climate crisis, many important figures agree with this view to varying degrees.

### **2. What are the seemingly valid arguments of "de-growth" critics?**

(a) The prevailing view is that growth is an economic necessity and that any threat to growth harms not only business but also the basic actions of society. The reluctance of some business leaders and politicians to promote "regressive growth" policies will harm the business leader to his economic interests and politicians may be unpopular with key voters.

(b) Since growth is good for human development, we need a different type of growth that is better for the environment, not less. At the same time

Others argue that the philosophy of "de-growth" does not seriously explain technological innovation.

### **3. Why are seemingly valid arguments wrong?**

(a) Because of the finite, unlimited economic growth of our planet – even of different kinds – is logically impossible.

(b) Innovation and improvement can also have unintended consequences in many cases, such as a more energy-efficient refrigerator leading to a more energy-efficient refrigerator in a family.

### **4. What are the feasible strategies for larger enterprises?**

(a) Enterprises pursue products that adapt to "de-growth" and improve the quality and durability of products.

(b) Businesses can reposition their value chains, exit from certain stages of the value chain and delegate some tasks to stakeholders.

(c) Companies can lead through de-growth-oriented standard setting.

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**Summarizer: 刘婉莹**

In “why “de-growth” should not scare business”, Thomas Roulet & Joel Bothello discuss details about the De-growth.

First, they argue that the concept of the de-growth and the reason why it is proposed during the 1970s. However, many people think this idea more radical and hinder the development of the economy. Therefore, they summarize that some other reasons about rejecting the de-growth:

1. Anti-consumerist roots of the term;
2. A threat to the business and basic societal functioning;
3. Adopt kinds of the growth pattern that can innovate products that are less-resource-intensive and environmental.

Also, some reasons about supporting the de-growth are argued such as:

1. The finite nature of our planet;
2. Innovation and improvements will produce many unintended consequences; for example, more energy-efficient refrigerators will lead to more refrigerators in a home.
3. Degrowth movement has already begun. A recent YouGov poll in France highlights that 27% of respondents are seeking to consume less.

Second, because of the beginning of relevant stories of the degrowth, the authors argue that those indicate how degrowth opens new opportunities and will reshuffles the competitive dynamics within

and industries, for example, reduced meat consumption has been accompanied by an explosion in meat substitutes.

Third, after that, the authors give three of the strategies about the degrowth movement. And they give examples to every strategy.

1. Firms can pursue degrowth-adapted product design, such as Fair phone and the 30 Year Sweatshirt.
2. Firms can engage in value-chain repositioning. For example, the vehicle manufacturer Local Motors created a proof-of-concept recyclable vehicle crafted with 50 individual parts printed onsite, compared with the roughly 25,000 parts required for a traditional vehicle.
3. firms can lead through degrowth-oriented standard setting. This entails creation of a standard for the rest of the industry to follow. The apparel company Patagonia—that explicitly follows an “antigrowth” strategy—is the poster child for this philosophy, offering a worn-wear store and providing free repairs for not only their own products, but also for those of other garment manufacturers.

The authors all these strategies illustrate potential ways that firms can adapt to consumer-driven degrowth. And eventually the authors argue that if we continue to grapple with climate change, we can expect consumers, rather than politicians, to increasingly drive degrowth by changing their consumption patterns. Instead of necessarily selling more, businesses that successfully do so will be more flexible and adaptable—they will sell better, and grow in a way that satisfies consumers while respecting the environment.

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**Connector: 陈洁妮**

When we talk about degrowth, we are not just talking about economics and environmental issues, we are also talking about our way of life and values. Consumers are becoming increasingly aware of the impact of our lifestyle on the environment and society, and are therefore taking action. For example, more and more people are choosing to buy second-hand goods, use renewable energy, and reduce single-use plastic products. These actions not only help to shrink the economy, but also improve our quality of life.

For businesses, this is a challenge and an opportunity. Companies need to adapt to consumers' new trends in order to meet their needs. For example, companies can adopt more environmentally friendly production methods and materials to reduce their impact on the environment. Additionally, companies can meet consumer demand by providing high-quality, sustainable, and reusable products. These strategies not only help companies adapt to the degrowth trend, but also increase their brand value and market share.

In conclusion, the consumer-driven degrowth trend has already begun to develop at the grassroots level, providing new opportunities for businesses. Companies can adapt to this trend by adopting environmentally friendly and sustainable strategies, and improving their competitiveness. In this process, we can also change our way of life and values to better protect our environment and society.

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**Word Master: 刘新宇**

**Reinvigorated:**

1. 释义: vt. 使再振作, 使复兴

英英释义: Verb

1. impart vigor, strength, or vitality to;

2. 词态变化: 第三人称单数: reinvigorates; 过去式: reinvigorated; 过去分词: reinvigorated; 现在分词: reinvigorating;

3. 例句

We need to reinvigorate the economy of the area.

我们需要给这个地区的经济注入新的活力。

This not only alleviates boredom, it can reinvigorate you

这不但能舒缓烦闷,还能使你恢复活力.

4.同义词:renew

**Entrepreneur:**

1.释义: n. 企业家

英英释义 Noun : someone who organizes a business venture and assumes the risk for it

2.词根词缀: 后缀: -eur ,表名词,".....人"

3.词态变化: 复数: entrepreneurs;形容词: entrepreneurial;

4.例句

Being the child a wealthy entrepreneur must be something of a mixed blessing.

身为富有企业家的孩子,肯定是件祸福参半的事情.

The entrepreneur is the person responsible for controlling and directing the other three factors.

所谓企业家就是对其他三要素进行控制和管理的领导人.

5.同义词: capitalist

**Innovation:**

1.释义 n : 改革, 创新; 新观念; 新发明; 新设施

英英释义 Noun

1). a creation (a new device or process) resulting from study and experimentation

2). the creation of something in the mind

3). the act of starting something for the first time; introducing something new;

2.词态变化: 复数 innovations;

3.例句

an age of technological innovation

技术革新的时代

recent innovations in steel-making technology

新近的炼钢技术革新

4.词根词缀:

词根: nov=new,表示"新的"

adj.

novel 新奇的,新颖的

nov 新的+el→n.[长篇]小说 adj.新奇的,新颖的

n.

innovation 改革,革新;新观念,新方法,新发明

innovate[v.革新,变革,创始]+ion 表名词→n.改革,革新;新观念,新方法,新发明

nova [天]新星

nov 新的+a 表示物体→新天体

novation 更新,以新的代替

novate[v.用新事物代替,契约的代替[更新]]+ion 表名词→novation 更新

novel [长篇]小说

nov 新的+el→n.[长篇]小说 adj.新奇的,新颖的

novelty 新奇,新颖,新奇的事物

novel 新奇的+ty 表名词→n.新奇,新颖,新奇的事物

novice 生手,新手

nov 新的+ice 表示人→n.生手,新手

renovation 革新

renovate[v.翻新,更新,修复]+ion 表名词→n.革新

v.

innovate 革新,变革,创始

in 内+novate 更新→从内部更新→革新

novate 用新事物代替,契约的代替[更新]

nov 新的+ate 表动词→v.用新事物代替,契约的代替[更新]

renovate 翻新,更新,修复

re 重新+novate[v.用新事物代替,契约的代替[更新]]→重新更新→翻新

5.同义词: Formation novelty coinage

### In a similar vein

1.释义: 以类似的方式

英英释义: Adverb

with something of the same kind;

2.例句

Now picture all the nameless people who may be suffering in a similar way.

然后,构想出那些可能也遭受着类似痛苦的无名的人们。

In a similar way, pre-emption can be justified by the nature of today's threats.

与之相应的是,当今威胁的特性也使先发制人有了正当理由。

3.同义词: In a similar way

### Simultaneously

1.释义 adv. 同时地; 一壁; 齐; 一齐

英英释义: Adverb

at the same instant;

2.词态变化: 名词: simultaneity;形容词: simultaneous;

3.例句

They all babbled simultaneously.

他们同时叽里咕噜地说了起来。

There they were, merrily describing their 16-hour working days while simultaneously claiming to be happily married.

他们一面高兴地描绘着每天 16 个小时的工作, 一面又声称自己婚姻幸福。

4.词根词缀

词根: similt=alike/same,表示"相类似,一样"

adj.

simultaneous 同时的,同时存在的

similt 相类似,一样+aneous.....特征的→时间相同的

adv.

simultaneously 同时地

simultaneous[adj.同时的,同时存在的]+ly 表副词→adv.同时地

n.

simultaneity 同时发生,同时

simult 相类似,一样+aneity 表名词→n.同时发生,同时

4. 同义词: Meantimetoegether

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**Passage Person: 曹雪婷****PART one**

The first part is paragraph 1. where the author first introduces the concept of "de-growth". The concept was developed in response to serious environmental and social problems, which they believe can be solved by reducing production and consumption. At the time, when the concept of "de-growth" was proposed, many people did not understand it, but as the climate crisis became more serious, many important people supported the idea to varying degrees.

**PART two**

The second part is paragraphs 2-3. First, business leaders and entrepreneurs are resistant to "de-growth" because "de-growth" is partly anti-consumerist. The prevailing view is that growth is an economic necessity and that "de-growth" undermines business and social functions. Others argue that since growth is good for human development, we can develop a model of growth that is better for the environment, not less. Others think we can use technological innovation to create products that produce less waste and then continue with the current growth model.

**PART three**

The third part is paragraphs 4-6. The authors find these arguments problematic. First of all, our earth is finite and growth is infinite. Secondly, innovation sometimes brings unexpected results. Third, the "de-growth" movement has begun, and at the grassroots level, consumer demand is changing positively. In terms of diet, the number of people who eat no meat or little meat has increased greatly; In terms of travel, airport passenger volume decreased; When it comes to clothes, there is growing criticism of fast fashion. Consumers are becoming aware of the negative effects of consumerism and are slowly changing their habits. Therefore, "De-growth" also opens up new opportunities: some industries that are ready for this shift will win, while others will be disrupted. So "de-growth" will reshuffle competition within and between industries.

**PART four**

The fourth part is paragraphs 7-10. The authors identify three policies that apply to large, established companies. First, companies can create longer-lasting, modular or locally produced products. Second, companies can reposition their value chains and exit certain stages of the corporate chain, handing over some tasks to stakeholders. Third, businesses can play a leadership role by setting growth-oriented standards. Enterprises can adopt one or more strategies to adapt to the consumer-driven "de-growth" model, but it may pose some challenges for the company.

**PART five**

The fifth part is paragraph 11. The author believes that consumers can be relied on to drive the "de-growth" movement, and that enterprises should pay attention to the "de-growth" movement and think about the opportunities brought by "de-growth" in innovative ways, rather than resisting it. If companies seize this opportunity, they will become more resilient and adaptable, which will not only better meet the needs of consumers, but also protect the environment.