

Just Sustainability Transitions Seminar

Toward a Vegetal Economic Paradigm
with Professor Luigino Bruni

DECEMBER 2, 2022
12:00 PM - 1:00 PM (EST)

RSVP HERE

(in person seats are limited to 10)

ZOOM LINK

Join us as we discuss from across various disciplines the environmental and social challenges of the Anthropocene and ways to pursue just and sustainable pathways.

Abstract: Imagining, first, and then implementing an effective shift toward a new, green, and sustainable economic paradigm that safeguards the commons is required if humanity wants to survive and prosper. This commentary proposes a mission statement for a new transdisciplinary and long-run research endeavor to redefine homo economicus by letting him wear a new mask (the Latin meaning of persona). It also introduces a provocative definition of "Vegetable Economics," a new economic paradigm that takes inspiration from plants to design economic institutions (see the paper: <https://www.nature.com/articles/s41599-022-01307-0>).

Bio: Luigino Bruni was born in Ascoli Piceno (Italy) in 1966. He is Professor of Economics and Director of the PhD in Civil Economy Sciences at Lumsa University in Rome, Consultor to the Dicastery for Laity, Family and Life, President of the SEC School of Civil Economy and columnist for Avvenire. Editor-in-Chief of IREC (International Review of Economics), and Scientific Director of the event "The Economy of Francesco"; He deals with the History of Economic Thought, Economics and Philosophy, with a particular profile of interest in Civil, Social and Communion Economics. About Business Ethics he proposes a critical vision dispelling the myths and paradoxes of Corporate Social Responsibility. Luigino Bruni has published several of books and articles on these topics, and several of these have been translated into other languages. In 2008, he won the Silver Prize at the "Templeton Enterprise Awards" for Civil Happiness. Currently, Luigino Bruni's research has focused on the role of motivations in economic and civil behaviour, the virtues of the market, cultural evolution, the civil economy and communion. His latest book in English is: *The Economy of Salvation*, Springer, 2019.