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Prudent Economy – an Intermediate Phase in the Implementation of Sustainable Development

In light of increasingly noticeable climate changes that significantly affect individual lives, the concept of sustainable development and sustainability is attracting the interest of a wider range of social stakeholders.

Although warnings about the unsustainability of the current neoliberal economic model were issued as early as 1972, through a commissioned study by the Club of Rome—whose findings were published in the well-known work *The Limits to Growth*—no significant radical measures were taken to change the consumer-oriented lifestyle. Long-term and generational exposure of populations in developed economies (as well as the promotion of consumer culture in developing countries) to consumption and the accumulation of material goods has led to the development of habits focused on achieving personal comfort and pleasure at any cost. In such circumstances, implementing the idea of sustainability, which requires a departure from these ingrained habits, falls on barren ground and fails to yield the desired results.

Therefore, it is necessary to introduce an intermediate phase in economic practice aimed at building a new social platform, referred to as the prudent economy. This type of economy would serve as a transitional phase towards an economy based on a sustainable foundation, which we define as the economy of meaning.

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