Our Strategy

Our strategy continues to translate our Theory of Change into industry-focused interventions that support a just transition in four key sectors: Built Environment, Fashion, Food, and Finance and Capital Markets. We believe that cross-sectoral collaboration and innovation will be essential to achieve the transformative change necessary for a green, fair, and inclusive economy.

**Vision**
Our vision is to create an economy where economies value all people, climate, and nature.

**Mission**
We support brave action to inspire and drive transformation in business, finance, and industry systems.

**Our programmes**

**Industry transformation initiatives**
- Built Environment
- Fashion
- Food
- Finance and Capital Markets

**Cross-industry programmes**
- Labour Rights
- Narratives

**Our approaches**

- Accelerating advocacy
- Scaling research and innovation
- Strengthening accountability
- Cultivating alliances
- Amplifying narratives
- Redefining value

**Theory of change**
Our Theory of Change is based on short-term and long-term strategies.