

Our strategy

Our work combines the catalytic power of philanthropy with the reach and influence of industry to advance systemic reforms. In 2023, we have sharpened our strategic focus on industry transitions, adapting to a rapidly changing context based on what we've learned with partners.

Vision

Our vision one where economies value all people, climate, and nature.

Mission

We support brave action to inspire and challenge industry to transition to a green, fair, and inclusive economy.

Our programmes

We focus on driving a just transition in four key industries with outsized impact on climate change, nature loss and inequality. To amplify our impact, we have cross-cutting programmes to accelerate change across industry.

Industry programmes

- Built environment
- Fashion
- Food
- Finance and Capital Markets

Cross-industry programmes

- Labour Rights
- Narratives

Industry transformation initiatives

Our industry transformation initiatives act as catalysts for innovation and collaboration, uniting diverse actors for systems change. We leverage philanthropy to ignite bold, early-stage ideas to accelerate a green, fair and inclusive economy.



Fashion for Good is a global initiative to inspire change and drive the collective movement to make fashion a force for good. Founded by Laudes Foundation, it works directly with the fashion industry to identify, test and scale innovate towards solutions that are better for people and the planet.



Built by Nature, founded by Laudes Foundation, is a network and grantmaking fund dedicated to accelerating the timber building transformation in Europe: radically reducing embodied carbon; safely storing carbon in our buildings for generations; and sequestering carbon by championing forest stewardship and regeneration.

Our approaches

The six approaches we believe will help us achieve the greatest impact are:



Accelerating advocacy

by boosting partner advocacy through capacity building, support, scaling, and amplification efforts.



Scaling research and innovation

by adopting, monitoring, and evaluating new tools, models, and solutions.



Amplifying narratives

by changing the dominant narrative around the economic system to build support for transformative change.



Strengthening accountability

by implementing funding mechanisms, including transparency, to motivate progress and enforce standards and protections.



Cultivating alliances

by convening partners, coalitions, networks, and movements for collaborative action.

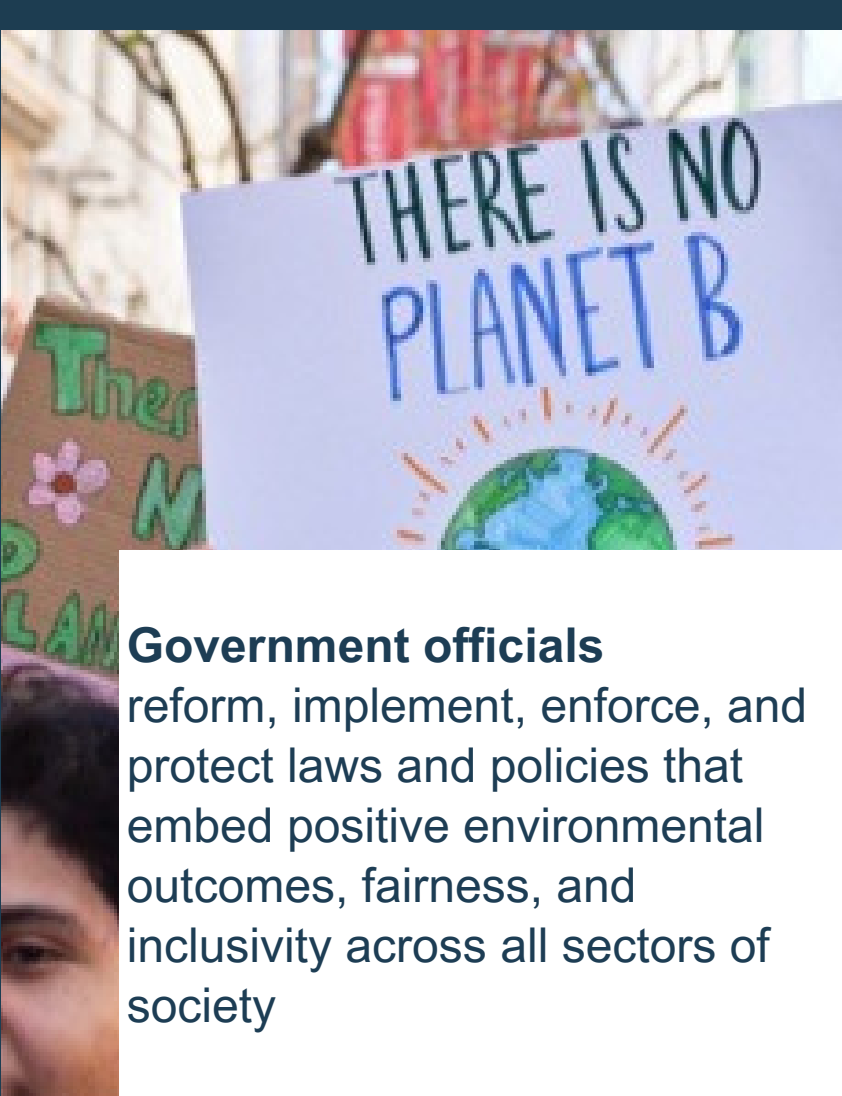


Redefining value

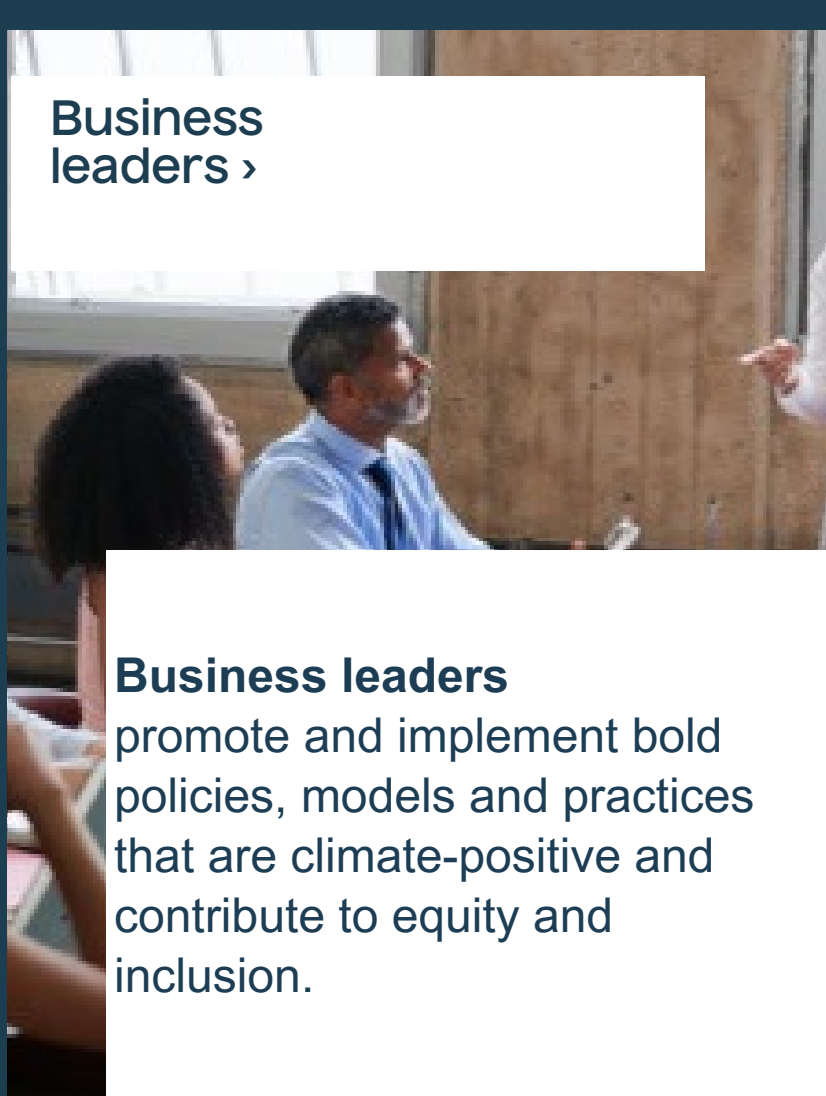
by creating new models, solutions, narratives, and policies to redefine the system and the actors within it.

Working with five actors

We focus our work on initiatives that work with and can influence key actors that can enable a systems change and accelerate a just transition in industry.

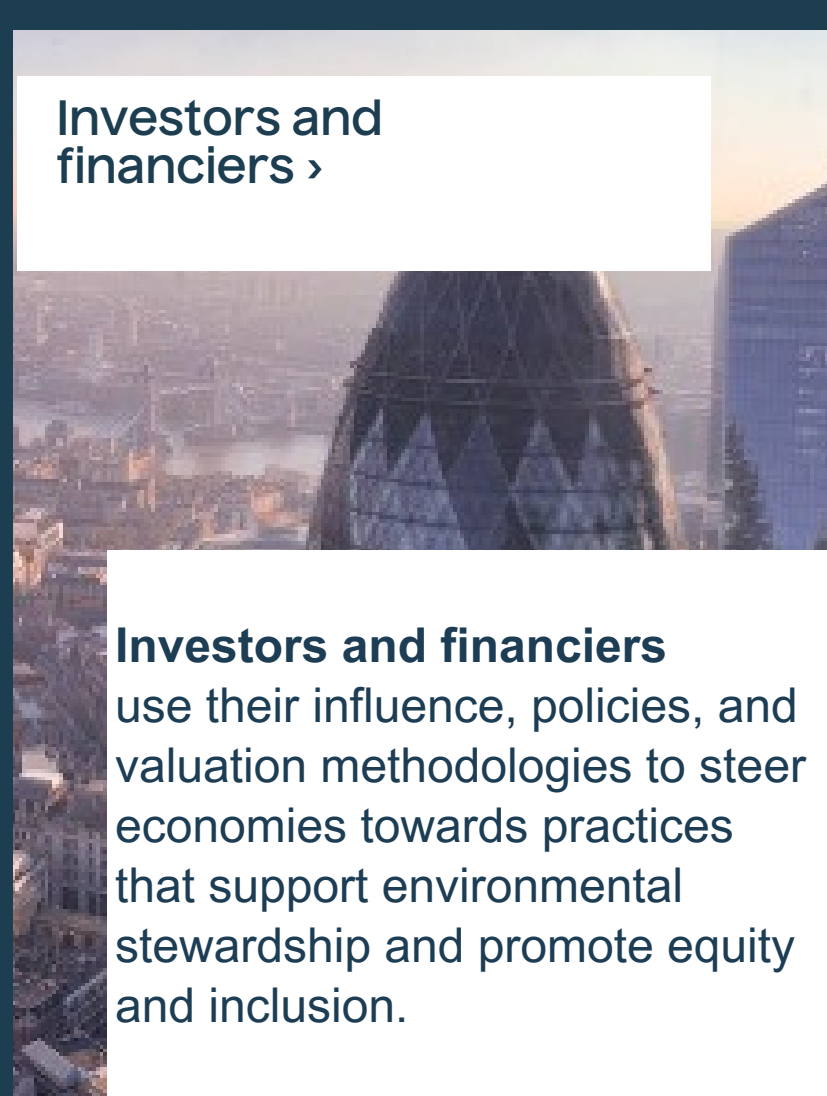


Government officials reform, implement, enforce, and protect laws and policies that embed positive environmental outcomes, fairness, and inclusivity across all sectors of society



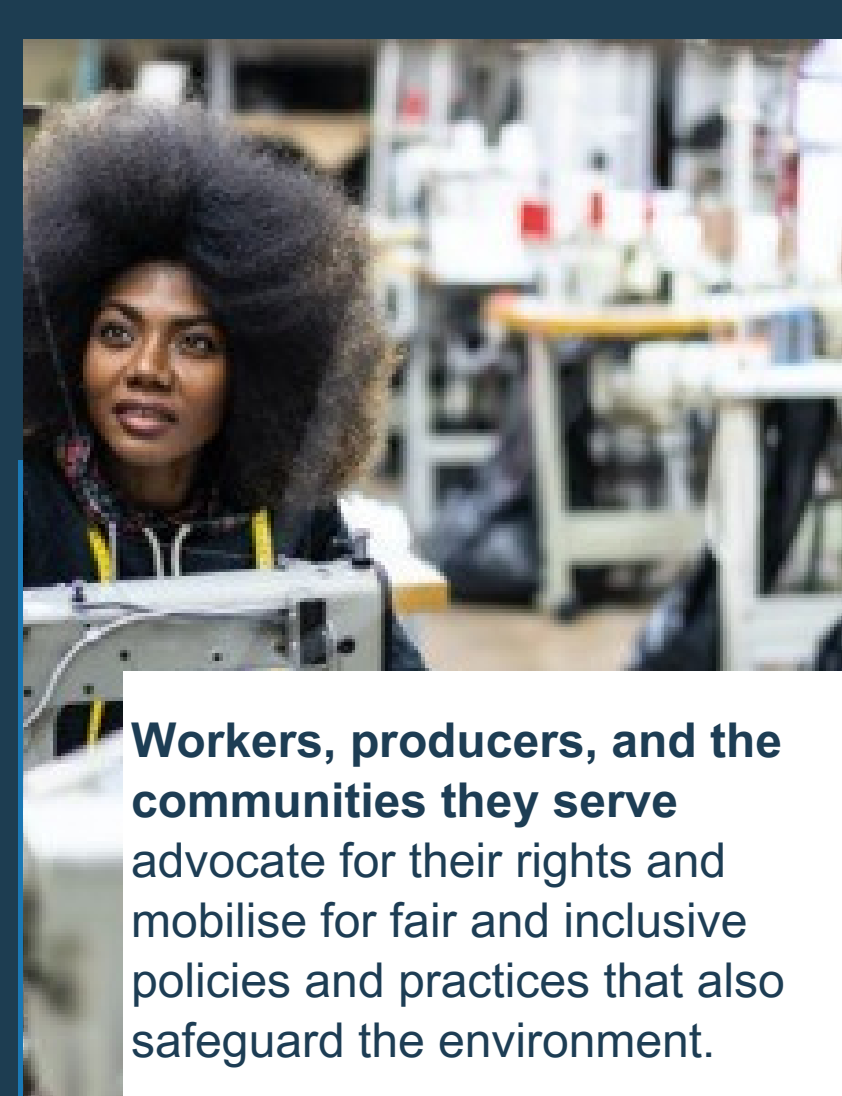
Business leaders

Business leaders promote and implement bold policies, models and practices that are climate-positive and contribute to equity and inclusion.

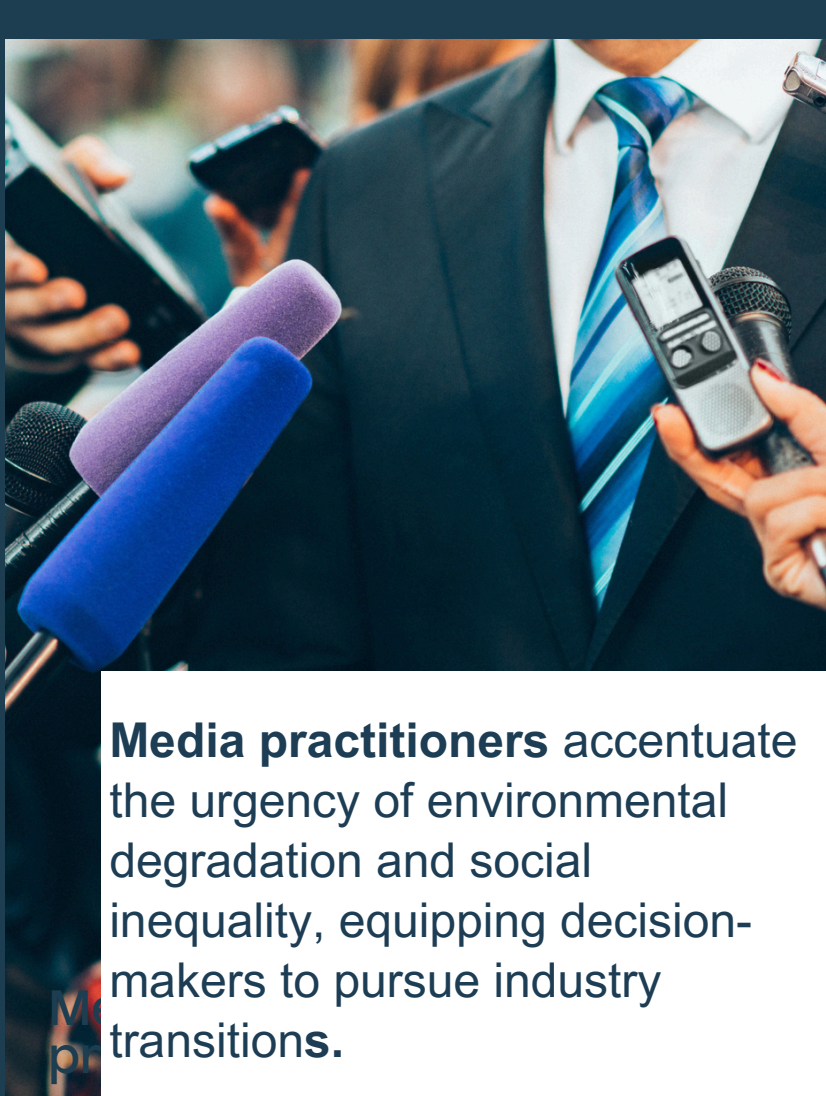


Investors and financiers

Investors and financiers use their influence, policies, and valuation methodologies to steer economies towards practices that support environmental stewardship and promote equity and inclusion.



Workers, producers, and the communities they serve advocate for their rights and mobilise for fair and inclusive policies and practices that also safeguard the environment.



Media practitioners accentuate the urgency of environmental degradation and social inequality, equipping decision-makers to pursue industry transitions.

Theory of change

Our Theory of Change continues to show how our interventions contribute to short- and long-term changes.

