Our strategy
Our theory of change continues to be driven by our focus on cross-industry programmes, narratives, and the amplification of these. In 2023, we will continue to focus on industry transformation initiatives and working with five actors to drive our impact.

Our programmes
- Industry transformation initiatives
  - Built environment
  - Fashion
  - Food
  - Finance and Capital Markets

Our approaches
- Accelerating advocacy through evidence and systemic change
- Strengthening accountability through collaborative partnerships and capacity building
- Scaling research and innovation by identifying, testing, and scaling innovation
- Cultivating alliances by convening partners, coalitions, networks, and movements for collaborative action
- Amplifying narratives by changing the dominant narratives and building support for transformative change
- Redefining value by creating new models, solutions, narratives, and policies to redefine the system and the actors within it

Working with five actors
- Government officials: reform, implement, and protect laws and policies that embed positive environmental outcomes, fairness, and inclusivity across all sectors of society
- Business leaders: promote and implement bold policies, models, and practices that are climate-positive and contribute to equity and inclusion
- 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 mobilize 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 transition

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