

NARRATIVES

PROGRAMME IMPACT & LEARNING

our EVIDENCE SHOWS **STRONG PROGRESS**

IMPACT & PROGRESS

TOP THREE B RUBRIC RATINGS & JUSTIFICATIONS from EVIDENCE



KEY POCKETS of SUCCESS:

MEDIA COVERAGE of ACTIONABLE CLIMATE SOLUTIONS IS **RIISING**, WITH MENTIONS of PROMINENT CLIMATE FIGURES LIKE CHRISTIANA FIGUERES UP **182%**, and PLATFORMS LIKE 'OUTRAGE' & 'OPTIMISM' SEEING **INCREASES** of SOLUTION-ORIENTED APPROACHES UP TO **308%**.

INFLUENTIAL ACTORS LIKE the EU, AND the INTERNATIONAL SUSTAINABILITY STANDARDS BOARDS ARE **ADOPTING** NEW TYPES of **FRAMEWORKS** AROUND the ECONOMY, and **GLOBAL SOUTH VOICES** ARE **INCREASINGLY INCLUDED**.

KEY AREAS of RESISTANCE

MAINSTREAM MEDIA **FOCUSES** on **NEGATIVE** (WEATHER) IMPACTS of CLIMATE CHANGE.

POLITICAL RESISTANCE to INITIATIVES LIKE the EU GREEN DEAL & ONGOING CLIMATE **DENIALISM** HINDER CLIMATE ACTION NARRATIVES GETTING TRACTION and **GLOBAL SOUTH VOICES** REMAIN **UNDERREPRESENTED**.

KEY POCKETS of SUCCESS:

PILOTING of METHODOLOGIES LIKE **DOUGHNUT ECONOMICS** in SECTORS SUCH AS the BUILT ENVIRONMENT IS **SHIFTING NARRATIVES** TOWARD SUSTAINABILITY.

BUSINESS LEADERS ARE **ALIGNING** AROUND MESSAGING on **VALUE & PURPOSE**, PROMOTING TRANSPARENCY in MEETING SUSTAINABILITY GOALS.

KEY AREAS of RESISTANCE

LIMITED DIVERSE PERSPECTIVES HINDER DISCUSSIONS ABOUT WHAT REDEFINED VALUE COULD LOOK LIKE.

POLITICAL RESISTANCE from CONSERVATIVE FACTIONS CHALLENGE CLIMATE SOLUTIONS.

INSUFFICIENT PROOF POINTS of SUCCESS (BACKED WITH DATA) HAMPER MOMENTUM for CHANGE, CAUSING the REDEFINITION of VALUE to STRUGGLE FOR BROAD-SCALE ADOPTION.

KEY POCKETS of SUCCESS:

SOME **INSTITUTIONAL INVESTORS** ARE BEGINNING to ADOPT CLIMATE-POSITIVE INVESTMENT STRATEGIES, INDICATING THAT **SUSTAINABILITY NARRATIVES** ARE STARTING to INFLUENCE **FINANCIAL DECISIONS**.

CENTRAL BANKS & FINANCIAL REGULATORS ARE SLOWLY **ACKNOWLEDGING** the IMPORTANCE of CLIMATE-RELATED RISKS.

KEY AREAS of RESISTANCE

MOST **LARGE INVESTORS** REMAIN HEAVILY INVESTED in COMPANIES THAT HAVE **UNSUSTAINABLE PRACTICES**, HINDERING CLIMATE-POSITIVE CHANGE.

RESISTANCE to INTEGRATING CLIMATE RISKS INTO **FINANCIAL STRATEGIES** LIMITS TRACTION on POSITIVE CLIMATE NARRATIVES.

WITHOUT SIGNIFICANT SHIFTS in CENTRAL BANK POLICIES or FINANCIAL REGULATIONS, the NARRATIVE AROUND FINANCIAL PRESSURE for CLIMATE ACTION RISKS **STAGNATION**.

DIRECTION of TRAVEL

→ IMPROVING
↓ STABLE
← BACKSLIDING

COLOUR LEGEND

● HARMFUL
● UNCONDUCTIVE
● PARTIALLY CONDUCTIVE
● CONDUCTIVE & SUPPORTIVE
● THRIVABLE

356 STORIES of CHANGE

9 STORIES RANKED "MOST SIGNIFICANT" MEANING THEY HAVE a HIGH DEGREE of BREADTH, DEPTH, STICKINESS, STRATEGIC RELEVANCE and CONTRIBUTION FROM LAUDES

TOP 3 GEOGRAPHIES of IMPACT

GLOBAL - EU - INDIA / BRAZIL



1. JUST TRANSITION ENTERING MAINSTREAM NEWS COVERAGE

PROBLEM REPORTING on JUST TRANSITIONS & RELATED TOPICS HAVE BEEN UNDERREPORTED in MAINSTREAM MEDIA, WHICH UNDERMINES the JUST TRANSITION MOVEMENT.

WHAT HAPPENED? THOMSON REUTERS FOUNDATION (TRF) and PULITZER CENTER for CRISIS REPORTING HELPED INCREASED COVERAGE of JUST TRANSITION in MAINSTREAM NEWS, PARTICULARLY in BANGLADESH, INDIA and AT COPs.

TRF'S WORK WAS PICKED UP by 1,100 MEDIA OUTLETS in 38 COUNTRIES

KEY OUTCOME THE BANGLADESH CLIMATE COMMUNICATION NETWORK, WHICH ELEVATED the CONNECTIONS BETWEEN CLIMATE CHANGE and LABOUR RIGHTS in the MEDIA, COMBINED WITH EFFORTS ACROSS STAKEHOLDERS, HELPED CATALYSE the BANGLADESHI GOVERNMENT'S ACTION on HEAT STRESS.

2. UNLOCKING JUST TRANSITION SOLUTIONS: DECISIONMAKERS as IDEA & FRAMEWORK CHAMPIONS

PROBLEM DECISION MAKERS OFTEN STRUGGLE WITH ALIGNING SHORT-TERM INCENTIVES WITH LONG-TERM POLICY GOALS, PITTING POLICIES to ADVANCE JUST TRANSITION UNNECESSARILY AGAINST SHORT-TERM GAINS and LEAVING THEM UNABLE to TAKE BOLD ACTION.

WHAT HAPPENED? PARTNERS SUCH AS the B TEAM, UCL IIPP, PARTNERS FOR a NEW ECONOMY (P4NE) and DOUGHNUT ECONOMY ACTION LAB (DEAL), THROUGH COALITION BUILDING, DIRECT ENGAGEMENT and TARGETED INFLUENCING ARE USING NEW IDEAS, FRAMEWORKS & MODELS to INFORM and EMPOWER DECISION MAKERS to MAKE MORE EFFECTIVE DECISIONS ABOUT JUST TRANSITION PATHWAYS.

KEY OUTCOME THE PARTNERS ALIGNED OVER 250 BUSINESSES on CLIMATE ACTION AHEAD of COP27, INFLUENCED DECISION MAKERS on RESPONSIBLE CORPORATE TAX POLICY (WITH 27 MNCs in SUPPORT), and HAVE INFLUENCED GOVERNMENTS FROM the UK to BRAZIL in SUPPORTING CLIMATE-ALIGNED INDUSTRIAL POLICIES.

3. ENABLING NARRATIVE SHIFTS: STRENGTHENING the IMPARTIALITY of BBC'S ECONOMICS COVERAGE

PROBLEM MEDIA OUTLETS CONTINUE to HAVE SILEOED & BIASED THINKING and RARELY HAVE the OPPORTUNITY to INTEGRATE EVOLVING ECONOMIC PERSPECTIVES INTO THEIR COVERAGE.

WHAT HAPPENED? SINCE 2020, the BBC HAS CONDUCTED a COMPREHENSIVE IMPARTIALITY REVIEW of ITS ECONOMIC COVERAGE, SIGNIFICANTLY INFLUENCED BY the ECONOMIC CHANGE UNIT (ECU)'S WORK, to ASSESS WHETHER ITS REFERENCES, GUEST EXPERTS, RESEARCH & REPORTING WERE IMPARTIAL or NOT. the FINDINGS, WHICH WERE 'NOT IMPARTIAL', CREATED THE OPPORTUNITY to BRING MORE DIVERSE and CONTEMPORARY ECONOMIC MODELS & EXPERTISE into the BASIS of THEIR REPORTING.

KEY OUTCOME LAUDES' CORE FUNDING PROVIDED ESSENTIAL FLEXIBILITY for THESE EFFORTS, WHICH RESULTED in MORE DIVERSE PERSPECTIVES on FISCAL POLICY REFORM and MORE VARIED ECONOMIC COVERAGE to BE INCLUDED in the BBC'S COVERAGE.

INVESTMENT & FOCUS

TOTAL COMMITTED
€24.0M

€31.5M
LEVERAGED

JANUARY 2020 - DECEMBER 2023

31 PARTNERS

3 GEOGRAPHIES of STRATEGIC FOCUS
GLOBAL EUROPE UK

LEARNING

OUR CONTEXT is **SHIFTING & WE ARE ADAPTING**

OVERALL, WE SEE a MIX of CLOSED DOORS, OPEN DOORS and BRICK WALLS

OPEN DOORS

SOLUTION-ORIENTED CLIMATE STORIES ARE GAINING TRACTION ACROSS VARIOUS PLATFORMS, CHALLENGING the NEGATIVE PERCEPTIONS THAT CHANGE IS NOT POSSIBLE/IT IS TOO LATE.

FINANCIAL INSTITUTIONS and POLICYMAKERS ARE SUPPORTING NARRATIVES THAT ALIGN INVESTOR PRESSURE WITH LONG-TERM ENVIRONMENTAL GOALS & SOCIAL EQUITY.

CLOSED DOORS

MEDIA FRAGMENTATION and POLARISATION & PUBLIC FATIGUE HINDER the SUSTAINABILITY of LONG-TERM CLIMATE NARRATIVES.

MISTRUST of CORPORATE GREENWASHING LIMITS TRUST in INDUSTRY and MAKES BUSINESS LEADERS NERVOUS WHO DO HAVE GENUINE EFFORTS.

BRICK WALLS

ENTRENCHED ECONOMIC INTERESTS, MAINSTREAM MEDIA OUTLETS DRIVEN by CLICKBAIT & ADVERTISING, AND INDUSTRY LOBBYING CREATE DEEP RESISTANCE to SHIFTING MAINSTREAM NARRATIVES TOWARD REDEFINING VALUE BEYOND TRADITIONAL FINANCIAL MEASURES, HINDERING MEANINGFUL CLIMATE ACTION.

AMPLIFYING NARRATIVES, ACCELERATING ADVOCACY and CULTIVATING ALLIANCES are DRIVING CHANGE:

6 MOST SIGNIFICANT STORIES of CHANGE → **AMPLIFYING NARRATIVES** → 289 (82%)

ACCELERATING ADVOCACY → 178 (50%)

3 MOST SIGNIFICANT STORIES of CHANGE → **CULTIVATING ALLIANCES** → 160 (45%)

REDEFINING VALUE → 83 (24%)

STRENGTHENING ACCOUNTABILITY → 75 (21%)

3 MOST SIGNIFICANT STORIES of CHANGE → **SCALING RESEARCH & INNOVATION** → 44 (12%)

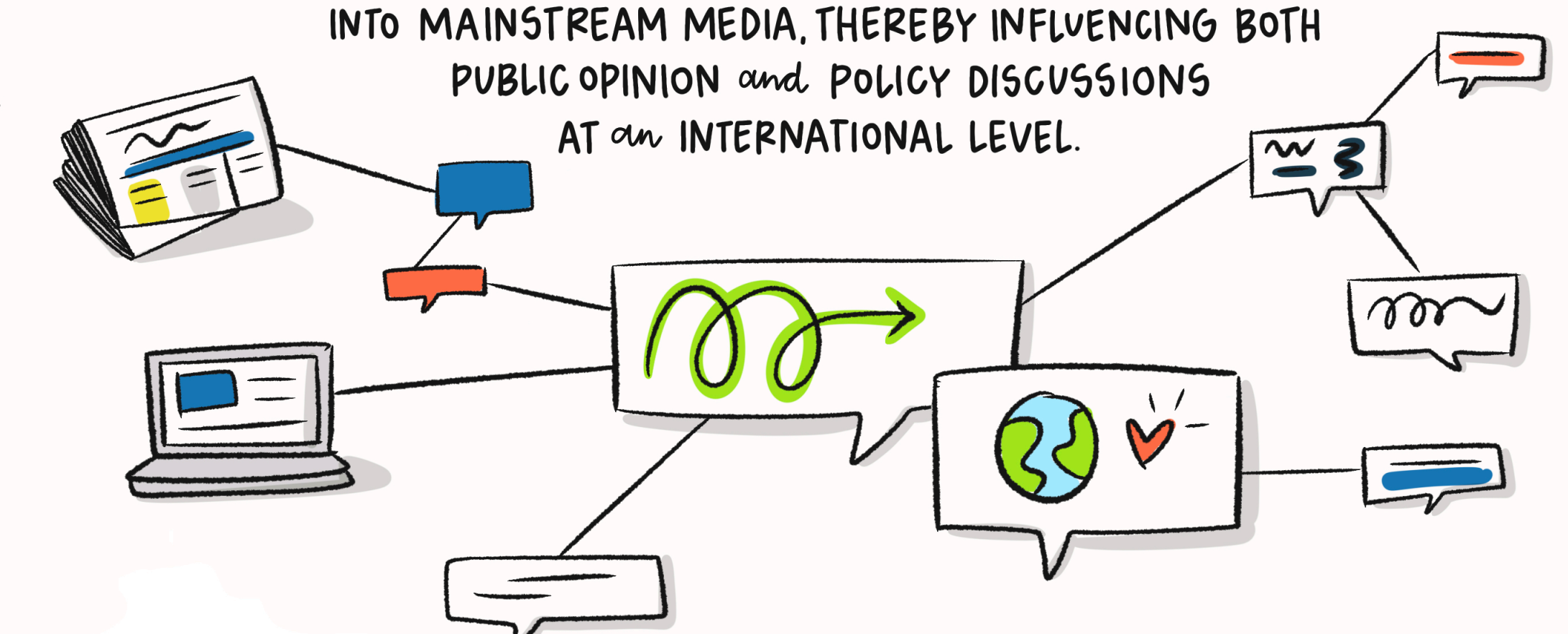
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EXAMPLE: THOMSON REUTERS FOUNDATION (TRF) COLLABORATED WITH KEY MEDIA ORGANISATIONS to PRODUCE and AMPLIFY STORIES on JUST TRANSITION, SIGNIFICANTLY INFLUENCING GLOBAL CLIMATE NEGOTIATIONS & POLICY DEBATES.



EXAMPLE: COLLABORATIONS by the UNIVERSITY of OXFORD and MONGABAY to INTEGRATE JUST TRANSITION PRINCIPLES INTO MAINSTREAM MEDIA, THEREBY INFLUENCING BOTH PUBLIC OPINION and POLICY DISCUSSIONS AT an INTERNATIONAL LEVEL.



The CONVIVE Collective

Laudes Foundation