



STRATEGY 2022-2025

Leading the development of green thinking in the UK

July 2022

1. Summary

Our previous three-year strategy (2019-2022) built on the ideas of facing up to climate reality, it envisioned a post-growth Britain and saw the opportunities of green jobs in responding to the climate emergency.

Following on from our Summer Gathering in July 2022, this three-year strategy (2022-2025) re-considers our vision and better defines our role which we believe is best served by truly stretching the boundaries of thinking to communicate ideas that are still nascent and 'outré' from the mainstream.

As in our last strategy, we continue to recognise that climate change and the realities of climate breakdown are part of a wider environmental crisis, bound up with the biodiversity crisis which ultimately has its roots in our relationship with prosperity and capitalism. We also consider that fundamental changes made to be made to our economic and democratic models, and we are clear that post growth Britain should not be defined by austerity but by everyone living well and within planetary limits. While we remain resolute that the problems, we face are systemic, and the changes we need to make are complex and interconnected, we are hopeful that a regenerative economy can inspire hope, provoke debate, lead to productive partnerships and further innovation.

2. About

Established in 2011, Green House is an independent think tank that grows, stretches, and challenges green thinking by enabling different perspectives, vectors of change and positive alternatives to flourish.

3. Vision, Mission, and Values

Vision: Our vision is a world that is protected against a "Hothouse Earth" where catastrophic changes to the climate system have been avoided. Our society and economy are shaped so that we all thrive by living within our planetary boundaries and in greater harmony with nature. We strongly believe in our common humanity, and we are defined both by a culture of hope and realism where the interests of the community are as important as those of the individual.

Mission: Our mission is to develop green thinking by challenging the ideas that have created the world we live in and cultivating alternatives.

Our Values

Our values bind us together and along with our vision and mission, help influence the way we work.

Independence

The independence of our thinking is central to our work, and we are independent of political parties, campaigns or commercial interest.

Challenge

We aim to go beyond ideological polarisation, to challenge ourselves and others through our research.

Systemic

We recognise the problems we face are systemic, and that the changes we need to make are complex and interconnected.

Collaborative

We collaborate with those who share vision and mission, including our sense of urgency.

Inclusivity and diversity

Our work is shaped by diverse voices, and we strive for our research and ideas to be accessible.

Transparent

We collate and share evidence of the impact of our work and are transparent about our funders.

4. What we do

As a think tank, our work contributes to the delivery of our mission in that -

- **Research:** We commission or produce high quality, independent research reports. We also undertake research projects in collaboration with others and aim to ensure academic research is understood, debated and acted upon and we help communicate complex issues.
- **Communications:** We write articles and blogs [gases] and collate summaries of relevant green books and we disseminate our work regularly and widely.
- **Engagement:** We organise, participate, and facilitate webinars, workshops, and events.
- **Mentor:** We support and mentor students through internships, essay competitions etc and welcoming external writers to pitch ideas.

Target Audience

Our work targets a range of groups motivated by the inadequacy of our current societies response to the challenges of our time. Our audience is both leaders at the intersection of ecology and the economy and those willing to engage in the necessary discussion about transformational change.

5. What we will work on

Over the next three years, we will focus on three priority areas where we believe we can make the most effective contribution.

Realising a Climate Emergency Economy

We recognise that fundamental changes are needed to our economic and democratic structures and there is a need to embed a long-term, regenerative perspective. Some issues that we plan to work on include -

- Rethinking demand & consumption – questioning growthism and envisioning a regenerative economy.

- Just Transition – green jobs and skills for a sustainable economy.
- Wealth redistribution and sharing economy.
- Taming markets – democratising markets & trade.

Responding to Climate Reality and Breakdown

We recognise the realities of the now-inevitable climate-driven disasters and we aim to better understand the requirement to avoid further catastrophe. Some issues that we plan to work on include -

- Deep adaptation and resilience
- Narratives around embracing disruption
- Stopping all extraction
- Navigating necessary disruption

Building Consensus and Participatory Processes

We support participatory and deliberative *democracy* (where participation is about **empowering citizens to take action** and deliberation focuses on **discussion and debate**) and in this area of our work we will consider the following:

- Engaging with social movements and understanding better the gaps between politics and movement.
- Rethinking accountability and democracy.
- Reforming land stewardship.
- Communities, participation, direct democracy
- Intergenerational environmental justice

6. Our Impact

Our impact can be measured to extent that our research and ideas influence and support the implementation of policies and programmes that face up to climate reality and degrowth in the UK and elsewhere. However, it is recognised that such impact is hard to measure, and proxies like number of publications sold, website hits etc. are potentially misleading. An opinion piece which changes one powerful mind may be worth more in this connection than any amount of industriously head-counted 'reach'. We will seek to maximise our influence without becoming distracted by pseudo-measurability.

8. Funding

Our recent project work has been funded by the Green European Foundation (GEF) and Polden-Puckham Charitable Foundation. Our core work is funded by a small number of individual donations and occasional income-generating activities. We have no paid staff. We intend to continue applying for project funding for the foreseeable future and will explore crowdfunding, particularly for core work.

9. Partnerships

We plan to extend our outreach and build more partnerships. We will do this by using our existing networks to identify and involve those working at the intersections of issues we are trying to address.