New Economics
Building consensus for new systems

1-pager

Purpose: To build consensus on how to shape macro-economic systems in ways where all its stakeholders experience fair benefit (win-win-for-all)

Request: Connect for a 30-minute call to exchange feedback & ideas for building consensus

In development by an informal, open ***think tank network of 100+ professionals*** *from UN system, business, sustainability, public policy and academia, coordinated by United Future Foundation*

Developed & coordinated by
think tank of ex-UNEP, ex-WBCSD professionals:

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1 | ANALYSIS: ECONOMIC SYSTEMS TODAY

In the 2020s, the world is facing a series of connected crises and systemic problems, commonly referred to as the 'Polycrisis'. This includes:

- Cost-of-living crises
- Natural systems collapse
- Addiction epidemics
- Wealth inequality
- And much more

Different communities and scientists have different ideas for solutions to overcome the Polycrisis. The ideas for solutions are often very different across and within countries. In many cases, the ideas for solutions are never implemented to be tested, or only implemented on a small scale. It is often difficult to find a democratic majority for a specific package of solutions.

2 | THEORY OF CHANGE

The goal of this think tank network is to build agreement on a menu of economic policies that create more benefit and less harm for all affected communities in an economy: a win-win-for-all situation. The idea is that not one but many political parties across ideological lines can adopt versions of this menu of economic policies, to finally solve systemic problems and overcome crises.

This is based on the idea of a "positive-sum game" in game theory (the opposite of a zero-sum game), in which different players continuously work together according to shared rules to create enough resources for everyone, fairly distributing the surplus that is created.

We are exploring how to combine many elements including the below, to build the needed consensus:

- Circular economy
- Sufficiency limits & efficiency linkages in business models and economic systems
- Beyond GDP: Public benefit optimization ("Common Good Economy")
- Synergy surpluses: integrating Harsanyi Dividend and Shapley Value more widely into business models and economic systems (game theory)
- Nudge theory
- Impact Investment as the mainstream
- Inclusive Institutions & Virtuous Circles
- Patent pooling (licensing)
- Proportional capital gains taxation

3 | HOW TO CONTRIBUTE

Join our conversation by filling in our contact form on unitedfuture.earth/new-economics