

# Moving Beyond Neoliberalism

Thursday 30<sup>th</sup> November

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# Agenda

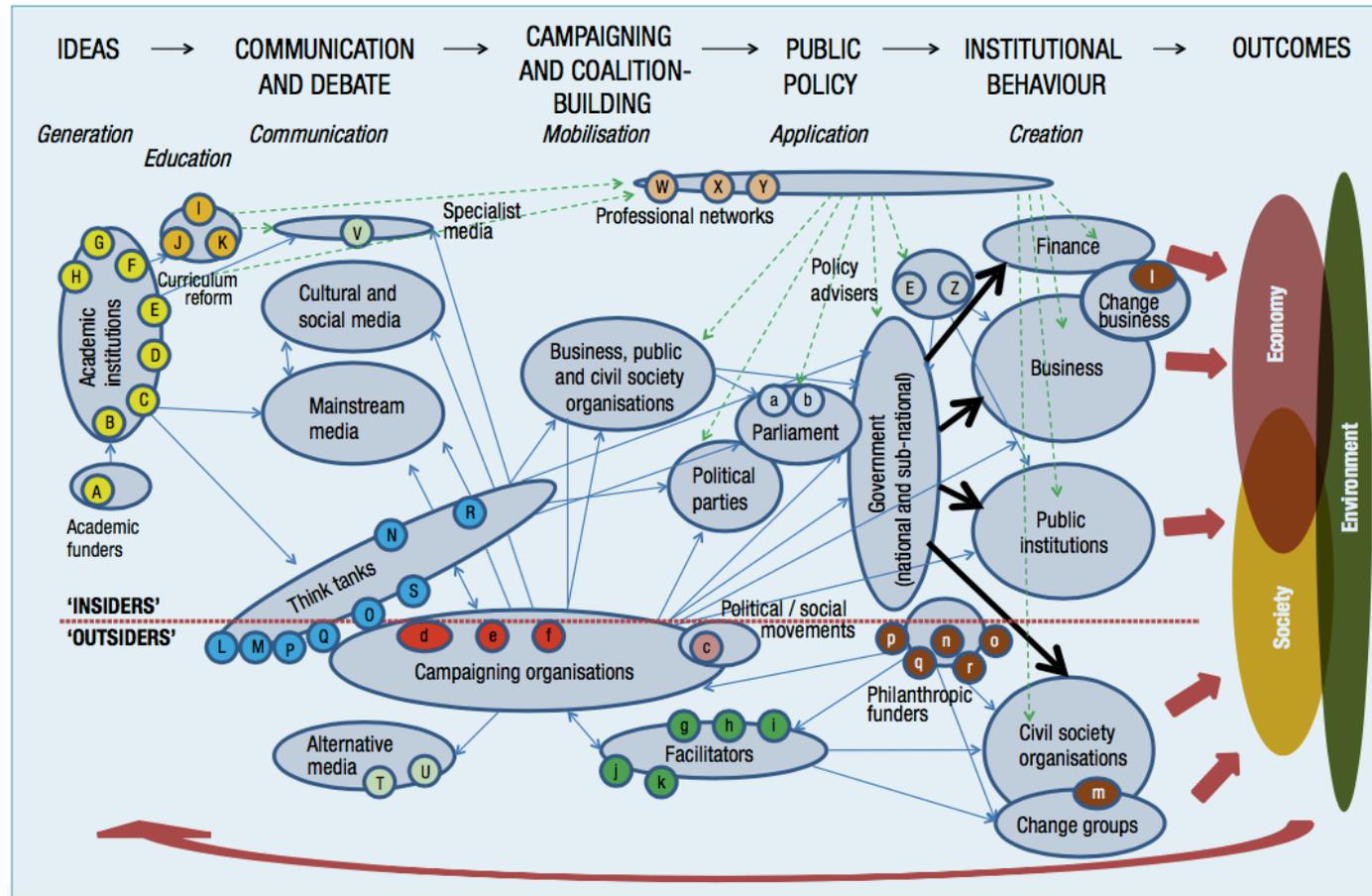
1. Short presentation of 'Moving Beyond Neoliberalism' report findings
2. Presentation of platform proposal

# 1. 'Moving Beyond Neoliberalism' report

- Sponsored by Friends Provident Foundation
- Sought to:
  - map organisations and groups seeking a change in the socioeconomic paradigm away from neoliberalism
  - assess this movement from an overall strategic perspective
- Method:
  - Project conducted between January and April 2017
  - 27 interviews
  - Review of over 40 organisations
  - Review of political-economic change in theory and practice

# Report findings

- The report assessed the movement with respect to a theory of change



# Report findings

- A young movement, most functions covered (but not at certain scales), lots of talent
- Broad convergence on failings of neoliberalism, some convergence on values for a new paradigm, little convergence on narratives and policies
- These are due to material barriers to progress

# Report findings

What is missing?

- Organisations highlighted a lack of: mutual awareness, convening, communication, co-ordination, movement R&D, and resources
- Three key activities missing:
  1. **Intellectual:** no coherent intellectual basis for a new paradigm
  2. **Political:** no movement has emerged, though new thinking is starting to enter into progressive parties; political systems constrain development
  3. **Communications:** no comprehensive media outreach programme, cf neoliberalism and (eg) climate movement

# Report findings

Intra- and inter-community networks:

- Co-ordination within the outsider community is largely provided by NEON
- No analogous formal/informal umbrella network within the insider community
- Little communication or coordination between insider and outsider communities; no agreement on common policy goals or campaigns

A lack of overall co-ordination and strategic thinking is the greatest barrier to progress, along with resourcing

# Report recommendations

- 1. Building insider communities:** Connecting and building networks between people in established institutions supportive of this agenda.
- 2. Identifying and promoting overall strategic direction:** Building communication and cooperation channels between organisations and key individuals, including both insiders and outsiders; seeking common purpose and coordinated activities; and providing overall strategic analysis and direction.
- 3. Unbranded communications:** Promoting public and elite awareness and debate around new economic ideas, through mainstream, alternative and social media, focusing on the ideas and practices themselves rather than promoting the activities of particular organisations.

## 2. Platform proposal

We propose the creation of a 'platform', or informal coordinating body, that supports the movement in the UK and helps build connections across the world.

Three functions:

1. Builds networks in 'insider' communities
2. Convenes insider and outsider communities and supports in development and implementation of strategic direction
3. Undertakes 'unbranded' communications aimed at established media channels

# Platform functions

- convene a **forum** comprising groups from across the movement to develop and loosely coordinate an overarching strategy;
- have a **steering group of key 'high-trust' partners** who would drive the development and execution of this strategic coordination across the forum as a whole, and help coordinate rapid action in reaction to relevant events;
- develop **professional networks within 'insider' groups** and between insider and 'outsider' groups, working closely with existing networks and convening organisations, such as NEON
- undertake a **concerted media outreach programme across media**. This would be done through the creation of an 'unbranded' communications unit for economic systems change, with little to no external profile and instead coordinating and placing media stories without organisational attribution. This would link with similar efforts in the USA, Europe and across the world, and in related subject areas, particularly strategic climate change communications;
- provide **other services to the movement**, including events, resources and educational opportunities, social clubs and other networking methods, cultural brokerage, and supporting relationship building between funders and groups;
- Build relationships with movements in the USA, Europe and across the world, support the creation of similar platforms where they do not exist, and **convene key groups in an international forum**.

# Platform values

The platform would:

- Always be in service of the movement, never competing always supporting
- Focus on relationships and building connections, cultural brokerage
- Mainly be concerned with insider groups and connecting them with outsider groups and activities
- Work closely with NEON and other key support groups
- Have a low external profile

# Platform structure

- **Secretariat**, comprising an executive chair, director, and communications, events and network development staff
- **Strategic Forum** comprising key organisations and funders – draft list at end of proposal
- **Steering Group** of ‘high-trust’ individuals, to guide the Secretariat
- **Advisory Group** of leading economists, communications experts and public figures
- **International Forum**, comprising key organisations and networks from across the world