

## GREEN NEW DEAL 3.0



### WORKSHOP REPORT - 26-03-21

v0.1 JR – 12-04-21

This is a brief follow up note on the **Green New Deal 3.0** online meeting, 26-03-21

“In the upcoming Low-Zero Carbon transition (‘net-zero’, ‘carbon neutral’ etc), technology change has to somehow fit with economic, social, political and cultural change. Either we leave all these combinations to chance, or, we look for some kind of collective green intelligence which can help put them together... Building on new ideas on collective intelligence from the new book *Deeper City*, we now aim to demonstrate this in practice, with a 12-month ‘think-and-do-tank’, R&D with a range of pilot schemes.

The aim is to realize a more effective Green New Deal 3.0, one which grows a *collective green intelligence* – to help mobilize a Low-Zero Carbon transition which is job-creating, inclusive, innovative, participative etc – and which really works !!

#### AIMS & QUESTIONS

- How would a ‘Green new deal 3.0’ look and work in 2050, in Manchester (or other)?
- What are the possible implications of the pandemic & what can we learn?
- Which combined pathways, could lead in that direction, based on a ‘collective green intelligence’?
- How to move forward? – funded research, publication (academic / other), advice to policy etc

#### THE PANEL:

- (Joe Ravetz: introduction - *collective green intelligence* and *Green New Deal 3.0* pathways);
- Dimitrios Pontikakis, *EU-JRC Seville*: the need for ‘transformative systems innovation’ & how this can be translated to practical policies;
- Tatiana Fernandez, *Generalitat de Catalunya*: practical experience of transformative systems innovation in rural / post-industrial Spain;
- Todd Holden, *Greater Manchester Combined Authority*: current state of play on the city-region strategy for carbon neutrality by 2038;
- Elvira Uyarra, *AMBS, UOM*: understanding city/regional innovation & policy mixes, with implications for policy & practice;
- Neide Areia, *Univ Coimbra*: social / cultural / psychological barriers & possible opportunities;
- Sarah Biscaya, *Univ Salford*: grounding a *Green new deal 3.0* in practical local realities;

## BACKGROUND MATERIALS –

- **Materials:** including workshop recording - <https://www.dropbox.com/sh/abafisw2vwqvt1k/AADn0JgGynjF79iZOi5Zpt5na?dl=0>
- **online whiteboard** / white-room – <https://app.mural.co/t/collaboratorium2552/m/collaboratorium2552/1603920785737/3af5065a277947c69e5440cca00e7f3a7308130e>
- **Eco-wise 3D** gallery with some key examples - <https://hubs.mozilla.com/meeV34u/>

## RESULTS: PRINCIPLES

These notes are a distillation of the discussion – structured into 3 broad sections:

- Principles – (what can we build on?)
- Examples – (what can we look to?)
- Pathways – (which next steps & directions?)

### ***Transformative systems innovation***

- (DP) **1. System-level evidence is unavailable, yet extremely valuable.** POINT reviews can make a contribution. Evidence and promising pathways for the European Green Deal, the Just Transition Fund, the Recovery and Resilience Facility.
- **2. Evidence can change perspectives.** A broad, systemic framing is necessary to find policy levers for transformation: Pedagogical role of reviews and other evidence about the socio-technical system
- **3. Evidence is not enough. New framework for transformative stakeholder coordination is necessary.** POINT reviews only a beginning. Not enough to change policies. Need to work directly with stakeholders (through e.g. truly transformative Entrepreneurial Discovery workshops) and build support coalitions
  
- (TF) Strategies to engage relevant stakeholders and to strengthen their commitment to the shared vision: Tools to support collective action, monitoring and strategic learning about how systems work: New narratives: new ideas, concepts and story-lines about transformative change and innovation
- (EU) new thinking on transformative innovation - place based approach - problems & assets of places – up to now, 'innovation=good' mainly on the supply side... e.g/ look at procurement (12% GDP) - coordination & implementation ... need to identify incentives & value chains.

**'Collective green intelligence':** (JR)- framed here in terms of 'adaptive pathways' – see below

### ***Social awareness & behaviour change*** (NA)

- (When looking at system aspects, it may be fruitful to understand human (and non-human?) collective action not only as 'behaviour' (i.e. with a base in the individual) but as 'practice'? Might 'practice' be one way, one line to understand in the missing link between individual behaviour and societal challenges as posed in policy? Cf. Shove on 'Users and unicorns' (<https://academic.oup.com/spp/article-abstract/27/3/175/1650500>) (Jonas, JPI UE)

## RESULTS: EXAMPLES

### **POINT reviews** – (DP)

**Biolab Ponent** (Catalunya) (TF): A transformative shared agenda promoted by a coalition of farmers, livestock breeders, local and regional authorities, experts and researchers aligning efforts towards a shared vision: *“Based on an environmentally-friendly green and circular economy model, the territory optimises the use of local resources to produce goods, food, services and energy in the framework of sustainable, inclusive growth that generates wellbeing”*

**GM ‘retrofit 3.0’**: application of collective intelligence to a complex problem (JR)

### **GM Green City Region: (TH)**

- 4 themes energy systems: buildings: circular economy: communications & behaviour change. Needs to be fair – just – pathway of least regret. Highly ambitious, to integrate net-zero with economic & social.
- Mission based challenge groups: retrofit accelerator: energy innovation agency - bring entrepreneurs to the demand side & investment
- Needs multiple actors in coordination

### **Waterways MSC pilot case study (SB)**

- Pilot case study for international policy makers as a transitional green strategy for Post-industrial areas in Post-COVID recovery.
- Develop a methodology that supports green transition by connecting and integrating people, technology and the environment whilst potentiate smart urban and rural sustainable growth.
- Methodology can be applied in different waterways’ contexts/scenarios in Europe.

## RESULTS: PATHWAYS

This is some first interpretation / synthesis from the whole dialogue with inputs & notes:

- A **pathway** in general is a coordinated set of actions and knowledge, which over time can move towards a desired goal – systems transformation.
- A **functional pathway** is about tangible problems with direct solutions: e.g. building a flood defence wall for a known extreme event.
- An **adaptive pathway** - (*‘synergistic pathway’*) - is about more real-life challenges: risks & uncertainties, controversies & conflicts, inequalities & traumas, events & contingencies, corruption & other structural barriers: and then whatever is needed to manage these. The key is **collective intelligence**: this includes mutual learning, co-creation and co-production, between a **wider** community, with a **further** scope of causes-effects, and with **deeper** layers of value and meaning.

These 3 pathways combine with the 3 from the 2020 workshop: as unique research agendas & policy agendas.

### SOCIO-ECONOMIC (‘LIVELIHOOD’) PATHWAY:

- focus on the social attitudes & behaviour change which are shaped by economic signals & opportunities: looking beyond basic ‘nudge’ psychology, towards more co-evolutionary socio-enterprise models. (NA)

- Public policy e.g. in POINT or GM Green City, could be more tuned to the social & cultural opportunities in a GND which is mainly framed as economic development.
- Creative & participative design thinking is a catalyst to open up new opportunities (SB)
- Principles of a '*collective livelihood intelligence*' would be very useful.

#### ECO-FINANCIAL ('RE-INVESTMENT') PATHWAY:

- we focus firstly on markets, investment portfolios & business models: look for ways to operationalize social & ecological values into the market: put up pilots in valuation & re-investment in ecosystems & services: investigate new eco-social enterprise models & markets to promote them.
- Simple practical systems such as return of glass containers, may open up opportunities in the circular economy. (JR)
- Principles of a '*collective eco-finance intelligence*' would be very useful.

#### SOCIO-POLITICAL PATHWAYS:

- A recurring theme is the limitations & dysfunctions of public governance: fragmented & myopic, lacking feedback, locked into complex structures of hierarchy & dependency, lacking the means to promote synergy of stakeholders: local government used as a football by national (e.g. UK). (DP, TF, TH)
- For the Cohesion Funds and the S3 program, building on the POINT we can set out 'ground-rules' for a transformative policy model of the future.
- For examples such as the Greater Manchester Green City retrofit accelerator, we can explore the potential for catalytic synergies: across sectors, supply chains, demand side, governance, civil society etc. (TH)
- Principles of a '*collective eco-political intelligence*' are very useful here.

#### NEXT STEPS

From a review of all discussion & inputs – some proposed next actions:

- Continue to explore the agenda from other angles – coming next, [Bio-regional 3.0](#) and [Food 3.0](#) workshop (proposed) at the COP26, Nov 2021
- The 3 pathways above, combined with the 3 pathways from 2020 (overleaf), provide a unique agenda for development (researchers, policy innovators, social entrepreneurs etc).
- Green New Deal 3.0 (C) – follow up session is proposed for autumn 2021
- Academic papers – CFP special issue (Frontiers in Sustainable Cities), planned for Dec 2021.
- Funded research – there is much EU & UK activity on net-zero – we have a USP-3.0 -
- Policy briefing – for the COP26 if possible. Could improve online platform.

## CRITIQUES &amp; QUERIES

<https://app.mural.co/t/collaboratorium2552/m/collaboratorium2552/1603920785737/3af5065a277947c69e5440cca00e7f3a7308130e>

Given that the taxonomy in the EU Green Deal is perhaps supporting systemic transformations (anymore), what is the space for actors proposing projects and reviewers on the side of EC to actually push for beneficiaries to do cutting edge and be transformative? (Jonas, JPI UE) e.g. <https://www.greenpeace.org/eu-unit/issues/climate-energy/45481/polluters-gut-eu-taxonomy-green-finance-rules/>

- It also depends of the kind of problem or challenge: if it is about making the transition of a rural area towards the circular bioeconomy it is impossible to transform with all people on the room.....
- Some times the experts "capture" the discussions and limit the possible options
- don't invite everyone to the room???
- some agents of change.... 'experts'
- could the Salford waterways be an example to run with & learn from??
- does eco-renovation mean eco-gentrification??
- 10 year citizens assemblies?? will they still come?
- or can we design a new system of governance, based on continuous participation of all stakeholders?
- e.g. entrepreneur discovery process EDP
- how about social value investment for social entrepreneurs.... on the basis that everyone is an expert in their local area
- examples from Manchester on 'low traffic neighbourhoods' - possibility of major conflict between residents
- get the frames and scales to fit between places, people, problem & potential solutions
- weakest link is the social dimension... this should be the focus for next steps
- can we develop a model for a 'collective governance intelligence'
- Can we develop the role of urban planners as 'safeguards', 'balancing' etc, with expert knowledge.... or as 'squirrels' to run between the different rooms...
- 'secular community meetings' in USA... integrate between sectors & departments & the local knowledge of the community ... starting with the resources & interests of the community
- e.g. urban living labs problems... how to make them work for the long term... (JPI)... continuous hunger for funding
- e.g. climate agenda in Asian countries... living lab approach works at the local level (SB)
- could there be a self-funding self-organizing network / meshwork model, with digital enabling, with the 'squirrels' and 'foxes'... .  
e.g. Leeds initiative... ran for some years with wide group of stakeholders... good at strategy but not so much delivery.... then following the UK 'Localism' act, neighbourhood plans worked well in more wealthy areas... some effort going into lower income areas

Whether talking about inter-generational understanding, intersectional, interdisciplinary, inter-silo, etc. there are ontological and epistemological understandings (and darlings) that are difficult to 'parse' to shape common understandings or directions. Do we (all) need to get a lot better at knowledge integration and translation (synthesis)? Cf. Sara on infographics and multi-stakeholder groups in the discussion. (Jonas, JPI UE). Language, narratives and "labels" are a very relevant issue, the use of different concepts and levels make it more difficult to make alliances, to generate alternatives that challenge the dominant narratives. Intentional change and transformation is hard. How much does current ideas for systemic change rely on expected opportunities from surprising (unintentional) change? (Jonas, JPI UE)

Low zero carbon (LZC) transition is a holistic & co-evolutionary agenda for transition / transformation. We can set this out with the 'STEEP+' menu -

- Social: transition in lifestyle, LZC commitment: links to anti-poverty & migrant strategies
- Technology: transition in accelerated innovation & deployment of LZC, with new infrastructure
- Economic: transition in jobs, skills, investment, development, restructuring,
- Ecological: transition in agriculture, forestry, landuse & ecosystems
- Policy & governance: transition in responsive & intelligent policy, subsidy, regulation, planning etc
- Cultural & ethical: mobilizing support & commitment: inter-generational collateral & investment
- Urban / rural / regional: transition in retrofit & urban systems: urban-regional development: local community development.

The problem & the opportunity, is that a LZC / GND transition has many links to many agendas. Most of these are complex & controversial, with contested boundaries, political battles ahead, technical uncertainties, winners & losers etc. This is the background to the case for a '3.0' approach... as seen in 3 sample pathways:

To sum up, it seems we need to talk about -

- ***economics of know-who*** (a 'financiality' pathway)
- ***communities of know-who & where*** (locality pathway)
- ***politics of know-why...*** (sociality pathway)

#### FINANCIALITY PATHWAY

An emerging agenda for '***finance 3.0'*** extended value generation, with clear opportunities:

- Deeper values (social, ecological etc )
- Wider communities (excluded, grassroots etc)
- Further chains (indirect costs & benefits, upstream & downstream, etc)

#### SOCIALITY PATHWAY

An emerging agenda for unlocking the energy and ideas of the wider community for '***sociality-3.0'*** extended value generation -

- Deliberative democracy with citizens panels, assemblies etc
- Grassroots mobilization via deeper / wider financial engagement

#### LOCALITY PATHWAY

An emerging agenda for 're-placing' a globalized alienated social-economic system, with a '***locality-3.0'***:

- Creative arts as enabler for unlocking cultural & historical legacies
- Local micro-social-enterprise with digital platform enabling

## CHAT LINE

- 12:05:16 From Sayeed Mohammed : Looks like Hafez mausoleum with cedar trees
- 12:05:19 From alex\_macdougall : I had to click 'join as an attendee' to join
- 12:05:27 From alex\_macdougall : Once clicking the zoom link
- 12:06:46 From Jonas Bylund | JPI Urban Europe : Hi, I'm having a slight cold, so my appearance is a bit informal today, I hope it's ok, or I'll shut off my camera. Joe, I may also have to run since it's deadlines today for session proposals for the EURegionsWeek 2021...
- 12:11:26 From Joe Lake Rees (he/him) : Hello, I am Joe Lake, I work with Joe Ravetz on the PERI-CENE project. I also work in Natural Flood Management, and NFM governance
- 12:11:33 From alex\_macdougall : Hi - my name is Alex Macdougall, I am a freelance social policy researcher and used to work at the Inclusive growth Analysis Unit at the Uni of Manc
- 12:12:27 From Sara Biscaya : Hi, Sara Biscaya, Salford university. Architect and urban planner
- 12:12:43 From Ollie Jones : Hi, I'm Ollie I work with Jess at Visioning Labs and was the sole creator of the Mozilla Hubs space.
- 12:12:48 From Sayeed Mohammed : Hello everyone, I am Sayeed, Indian expat living in Qatar. Working for Qatar Foundation and running an environmental NGO/think-tank in Qatar
- 12:12:53 From Todd Holden : Apologies for being late Zoom issues, good to see you all ... you'll hear more from me later. I work for the Greater Manchester Combined Authority.
- 12:13:00 From Tatiana Fernandez : Hi, my name is Tatiana Fernandez, Catalan Government, working and experimenting with transformative policies and agendas
- 12:13:33 From Sarah Mander : Hi, Sarah Mander, Tyndall Centre at the University of Manchester, working on low carbon transformations
- 12:13:36 From Dimitrios Pontikakis : Hello everyone, I'm Dimitris, economist, I work for the Joint Research Centre, based in Seville, Spain. The focus of work is on helping governments across Europe design innovation policies. Particular interest on system-level innovation.
- 12:14:52 From Jonas Bylund | JPI Urban Europe : Hi, I work with transnational research and innovation programming for urban transformations: <https://jpi-urbaneurope.eu/>
- 12:15:05 From Neide Luisa : Hi everyone, I'm Neide Areia, Univ. Coimbra (Portugal). I'm a researcher on social sciences applied to environmental studies
- 12:17:51 From Jessica Symons : Hi, I am Jessica Symons from Visioning Lab, a creative digital studio and innovation consultancy in Manchester, UK <https://www.visioninglab.com/>
- 12:18:23 From Yan Wu : Hi, my name is Yan Wu, I'm in Maastricht University, focusing on low-carbon city transformation
- 12:25:25 From Tadhg O'Mahony : Hi, Tadhg O'Mahony. Finland Futures Research Centre and independent consultant, focussing on transformation scenarios by pursuing 'sustainable wellbeing' in the EU and more recently long-term sustainable mobility transformation
- 12:27:03 From Todd Holden to Joe Ravetz(Privately) : not my day today Joe, my Broadband is unstable
- 12:28:36 From Joe Ravetz to Todd Holden(Privately) : ok no prob
- 12:30:58 From Joe Ravetz : I meant to say, speakers have 10mins max (so to have discussion) - I will put up signs at 8&9 minutes!!

12:35:28 From Elvira Uyarra to Joe Ravetz(Privately) : Hi Joe you need to mute some participants

12:35:46 From Jessica Symons to Joe Ravetz(Privately) : Joe - as host, you can mute Ana Maria Reyes who has her mic on

12:57:15 From Jonas Bylund | JPI Urban Europe : Win in the short or long term?

12:59:17 From Todd Holden : Back in the room

13:03:57 From Tadhg O'Mahony : The 'objective' future synergies and win wins for public policy are the holy grail, but they often may not be fully in line with the path-determined preferences and identities of the majority of the public

13:04:13 From Sarah Mander : Apologies - I have to leave for another meeting. Very interesting experiences shared so far, thank you

13:07:43 From Jonas Bylund | JPI Urban Europe : So the UK is good at invention, but lacks innovation?

13:08:15 From Jonas Bylund | JPI Urban Europe : @Tod, maybe this would be interesting for Manchester?  
<https://jpi-urbaneurope.eu/ped/>

13:11:53 From Claudia Trillo : Very interesting Jonas thanks for sharing

13:14:53 From Tadhg O'Mahony : Very interesting, I would be interested in learning how the PED crosses over with transformational spatial and mobility planning

13:20:20 From Jonas Bylund | JPI Urban Europe : @Tadhg: me too! We have ideas, but it's also crucial to get input from stakeholders, affected groups, R&I, policy, etc. to see the cross-cutting lines and shared or wicked dilemmas. In our outline, we have three thematic key pathways that needs to understand this relationality: PEDs, 15-minute cities, and regenerative green neighbourhoods (NBS + CE + doughnut economics capacity building) - cf. [https://ec.europa.eu/info/files/european-partnership-driving-urban-transitions-sustainable-future-dut\\_en](https://ec.europa.eu/info/files/european-partnership-driving-urban-transitions-sustainable-future-dut_en)

13:23:10 From Todd Holden to Joe Ravetz(Privately) : So sorry about this Joe, I hope my disjointed contribution was of help. As every your work is always interesting, placing a theoretical structure often around the areas I find myself working in. Only getting every other word so will leave you all now. Good Luck

13:23:13 From Sara Biscaya : @Jonas thanks for sharing, quite challenging

13:26:03 From Tadhg O'Mahony : Thanks so much Jonas, very interesting!

13:36:39 From Elvira Uyarra : So sorry I have to join another (more boring) meeting. I will follow the discussions in the mural. Thank you Joe for the organisation!

13:40:31 From alex\_macdougall : Many thanks for the meeting, some great ideas to take away. I have to head off - good luck in the 3D realm!

13:45:23 From Basak Tanulku : Thank you for the meeting. See you in the next one.

13:48:35 From Yan Wu : I'm so sorry,I have another meeting, thanks for your interesting sharing!

13:50:26 From Aura Istrate : Thank you Joe and all. Focusing our energy on imaginative solutions and not only on going round and round the problems, idea that Sara highlighted, is something I resonate with. I need to leave the meeting shortly, but this is something I would like to engage with further (and contribute to from the p.o.v. of urban design research).

13:54:54 From Jessica Symons : Very interesting - I have to drop out now but will be back shortly in the 3D space hopefully

13:59:07 From Jonas Bylund | JPI Urban Europe : Nature-BASed Solutions and gentrification is a very interesting dilemma; interesting work done in Barcelona: <http://www.bcneuj.org/2020/05/28/are-nature-based-solutions-an-answer-to-unsustainable-cities-or-a-tool-for-furthering-natures-neoliberalisation/>

13:59:54 From Claudia Trillo : Green-ification... however, we should not stop improving the environment because of the increase in the land value, rather managing gentrification though affordable housing policies...



14:01:31 From Jonas Bylund | JPI Urban Europe : Agreed. It's more about integrated perspectives and wickedness-awareness in projects and developments?

14:03:19 From David Feeney : Sorry to join late, David Feeney CPO for Leeds, a few year ago we had something called the Leeds Initiative where all the key stakeholders came together but it was criticised in time for being too 'top down'

14:10:24 From Jonas Bylund | JPI Urban Europe : SRIA: <https://jpi-urbaneurope.eu/wp-content/uploads/2019/02/SRIA2.0.pdf>

14:10:38 From Tadhg O'Mahony : Recognising the usefulness of public participation to vision and build consensus, is it reasonable to rely on it to contribute a diversity of views? Does an open participation imply an equal access or are there existing inequalities that will determine access? I have seen public participation framed by the presentations of neoclassical economists, for whom linking food and agriculture systems was not an option, only what tax and incentives to apply

14:19:47 From Sara Biscaya : methodology, catalysts and champions

14:24:02 From Tadhg O'Mahony : Agreed, it requires more than a set of principles, but a design suitable for the context, to consider the appropriate methodology, catalysts and champions

14:29:19 From Dimitrios Pontikakis : Two more proposal, for collective action beyond meetings, or R&I projects would be: (a) community-based enterprises and other possible paths (including public-private partnerships) that provide high-quality employment opportunities (b) high-quality paths for acquiring and improving skills.

14:30:58 From Dimitrios Pontikakis : I need to go to another meeting, thank you very much for the inspiring discussion. I hope to hear back from you again soon. Bye

14:31:06 From Jonas Bylund | JPI Urban Europe : Part of the continuity, or legacy, is actually an opportunity in our open call at the moment: [https://jpi-urbaneurope.eu/wp-content/uploads/2021/02/Joint-Call-for-Proposals\\_ENUTC\\_1.2.pdf](https://jpi-urbaneurope.eu/wp-content/uploads/2021/02/Joint-Call-for-Proposals_ENUTC_1.2.pdf)

14:31:34 From Sara Biscaya : thanks

14:33:47 From Tatiana Fernandez : It is key to rethink and redefine the role of labs in the innovation System and in the territory: are they a tool to work with society and for society? what added value they bring to society? then public administrations should finance them....

14:34:12 From VEH Delegacions territorials : Thank you for the session, i have to drop out now.