

Earth4All global five-year strategy

2025-2030



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I. Introduction

The current world is marked by a dense convergence of crises – climate breakdown, geopolitical conflict, rising inequality, democratic backsliding and widespread food insecurity. However, a sustainable future is within reach. As Earth4All shows, a Giant Leap – five interconnected turnarounds including ending poverty, addressing gross inequality, empowering women, transforming the food system and transitioning to clean energy – can drive systemic change that ensures wellbeing and prosperity for all while keeping within planetary boundaries. Implementing these turnarounds together, rather than in isolation, offers the most effective, cost-efficient and impactful path to transformative change.

Earth4All is a pioneering international initiative that combines cutting-edge planetary-boundaries science with transformative economic thinking to drive systemic change toward a just and sustainable future. Earth4All brings together economists, scientists and multidisciplinary thought leaders to accelerate the shift toward wellbeing and prosperity for all on a stable planet.

The book *Earth for All: A Survival Guide for Humanity* was published in 2022; it has sold over 90,000 copies and has been translated into 12 languages. Based on state-of-the-art system dynamics analysis, the book explores two scenarios for this century: the Too Little, Too Late scenario, in which growing inequality reduces social cohesion, making collective action in the face of existential planetary threats very challenging, and the Giant Leap scenario, in which action now to rebuild trust in institutions and improve social cohesion helps build the conditions for wellbeing and prosperity for all within planetary boundaries.

Complementing our research capabilities, Earth4All is building a global movement, translating scientific insights and economic thinking into advocacy and policy engagement. By connecting and amplifying the voices of those advocating for a new economic paradigm, Earth4All is building a broad movement to catalyse partnerships, influence decision makers and drive one of the most ambitious economic transformations in history.

This 2025–2030 strategy outlines the path forward. Over the next five years, Earth4All's ambition will be scaled up, with expanded engagement efforts, a continued commitment to driving systemic change aligned with the growing public demand for a sustainable and equitable future, and support for governments seeking systemic solutions to our 21st century challenges.

By 2030, Earth4All aims to have catalysed significant momentum in the transition to an economy that works for both people and planet. This document serves as our blueprint for achieving that goal.

II. Situational analysis – the global context

The complex global risk landscape

The global risk landscape has grown even more complex since Earth4All was founded in 2019. We are now navigating an era defined by an intricate web of crises and conflicts.

Global hunger is skyrocketing. Approximately 343 million people face severe food insecurity driven by an unrelenting wave of global crises including conflict, economic instability and climate-related emergencies ([WFP 2025](#)).

The world is autocratising rapidly. Citizens across the globe are suffering from rising costs of living, stagnating wages, a looming recession and enduring poverty, all of which help contribute to a dangerous degradation of democracy and to the growth of populism. Even though the world has never been so wealthy, the social contract between the elites and everyone else is breaking down.

The latest assessment of planetary boundaries finds that Earth has already crossed six of nine limits (Stockholm Resilience Centre, 2023), increasing the risk of triggering disastrous climate tipping points – five of which may be closer than previously thought (McKay 2022). In the meantime, deadly floods, fires and other climate disasters have hit virtually every country of the world, harming the vulnerable the most severely.

Meanwhile, the extraction and processing of resources are major drivers of climate change and biodiversity loss, responsible for 90% of land-related biodiversity loss (Global Resources Outlook 2024). With resource use having tripled since 1970, addressing material demand and shifting toward a circular economy is essential to achieving a fair and sustainable future within planetary boundaries.

The world is not going to simply grow its way out of these crises. The crises will continue to worsen and collide, the impacts of one compounding the others.

The impact of inequality

Around the world, deep polarisation, exacerbated by inequality, is undermining trust and making it more difficult for governments to take long-term decisions that benefit most people and the planet. Without urgent action to address inequality, societies will not break out of the vicious cycle they are in now. Each crisis amplifies the impacts of others through pernicious feedback loops. With every failed multilateral moment the cycle is becoming increasingly difficult to break.

Battle of the narratives

As polarisation and vulnerability increases, the battle of the narratives is intensifying. Competing worldviews are shaping global discourse and policymaking, dividing societies and influencing the direction of economic and governance models. These ideological struggles will determine how societies respond to crises – whether they lean toward greater inclusion and sustainability or further fragmentation and inequality. Understanding and influencing these narratives is key to steering systemic change in the right direction.

People want change. 68% of people surveyed in G20+ countries support prioritising people's and nature's wellbeing over profit and wealth.

Insufficient political response

Political action to address existential challenges has been insufficient. Progress on the Sustainable Development Goals (SDGs) remains far too slow and implementation of the Paris Agreement is lagging. Meanwhile, scientists warn that staying within 1.5°C of warming is becoming increasingly unfeasible without immediate, drastic emissions cuts – requiring a global reduction of at least 50% by 2030. The disappointing outcomes of UNFCCC COP29 have made it clearer than ever: the multilateral system and global financial architecture must be reformed to meet the scale of these crises.

The next five years matter

The next five years provide a critical window. Decisions made during this period will determine whether we can still limit climate catastrophe, reduce inequality and transition toward a more just and sustainable economic system. Without decisive action now, we risk locking in environmental and social tipping points that will be hard to reverse. We know that the cost of inaction, which would disproportionately affect low-income countries who have contributed little to the current situation, far outweighs the expense of transitioning to a low-carbon economy. Climate and financial instability are closely linked, which is why the path to net zero is both an environmental necessity and a strategic economic imperative.¹

People want change. Earth4All's 2024 survey of G20 countries conducted by IPSOS found that 65% of people believe that the political system of their country needs to be completely reformed or needs major changes, with 67% saying the same about the economic system of their country. Our survey also showed that, across G20+ countries, 68% support prioritising people's and nature's wellbeing over profit and wealth.

There are already powerful examples of positive change: from the rise of youth climate activism to Indigenous leadership in land stewardship, from cities like Amsterdam adopting "Doughnut Economics" to balance human needs with ecological limits to countries like Costa Rica demonstrating that bold conservation and renewable energy policies can foster both prosperity and sustainability. Some companies are also beginning to integrate environmental and social priorities into their business models. Yet, what is still missing is a fundamental shift of the whole system toward wellbeing for all within planetary boundaries. Earth4All builds on these encouraging examples – but works to drive the deeper, systemic transformation that is urgently needed.



Earth4All's key role

What is system change, exactly? Can we envision, create and make a different world work? A world where everyone lives well everywhere, on a planet where nature thrives, not just survives? How can we guide citizens through this transition? How can we eradicate poverty and tackle inequality while protecting nature? How can we manage disruption in a way that is both socially desirable and achievable?

Earth4All's multifaceted approach is crucial in addressing these interconnected challenges. Our systems research reveals links between environmental and social challenges. For example, climate change raises temperatures, leading to drier, less fertile soils and reduced crop yields. This decline in food production drives up costs, disproportionately burdening the poor, which worsens inequality and fuels social polarisation. Systems thinking allows us to see these intricate connections and identify leverage points for meaningful change. Through system dynamics modelling, we analyse these complex relationships and demonstrate the urgent need for coordinated action across both environmental and societal levels.

The current global system is ill equipped to deal with the new polycrisis landscape. Earth4All has created a robust, strategic framework with the five turnarounds, each of which is underpinned by system dynamics modelling and the expertise of renowned economists. This framework enables us to understand and address the complexity of the polycrisis in ways that conventional modelling does not. We believe that systems thinking is key to unlocking solutions to planetary crises.

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III. Vision and mission statement

Our vision is a world where wellbeing and prosperity are achieved for all on a stable planet.

At the core of our vision statement lies our belief in the imperative of a positive long-term vision for humanity on Earth. At Earth4All, we believe – and know – that it is possible to achieve this vision. We have the knowledge, means and growing public support to take a Giant Leap towards a sustainable and equitable future, one that secures a safe and just world for humanity. By contrast, we recognise that business-as-usual – a Too Little, Too Late scenario – poses the greatest existential risk to humanity; it would be the kiss of death for our collective future.

Our mission is to advance systems change and the transition to a new economic paradigm through three interconnected pillars: science; cultural narrative; and movement building, including policy advocacy.

The three pillars referred to in the mission statement represent the overarching framework of our substantive work and our core strategic objectives, namely to:

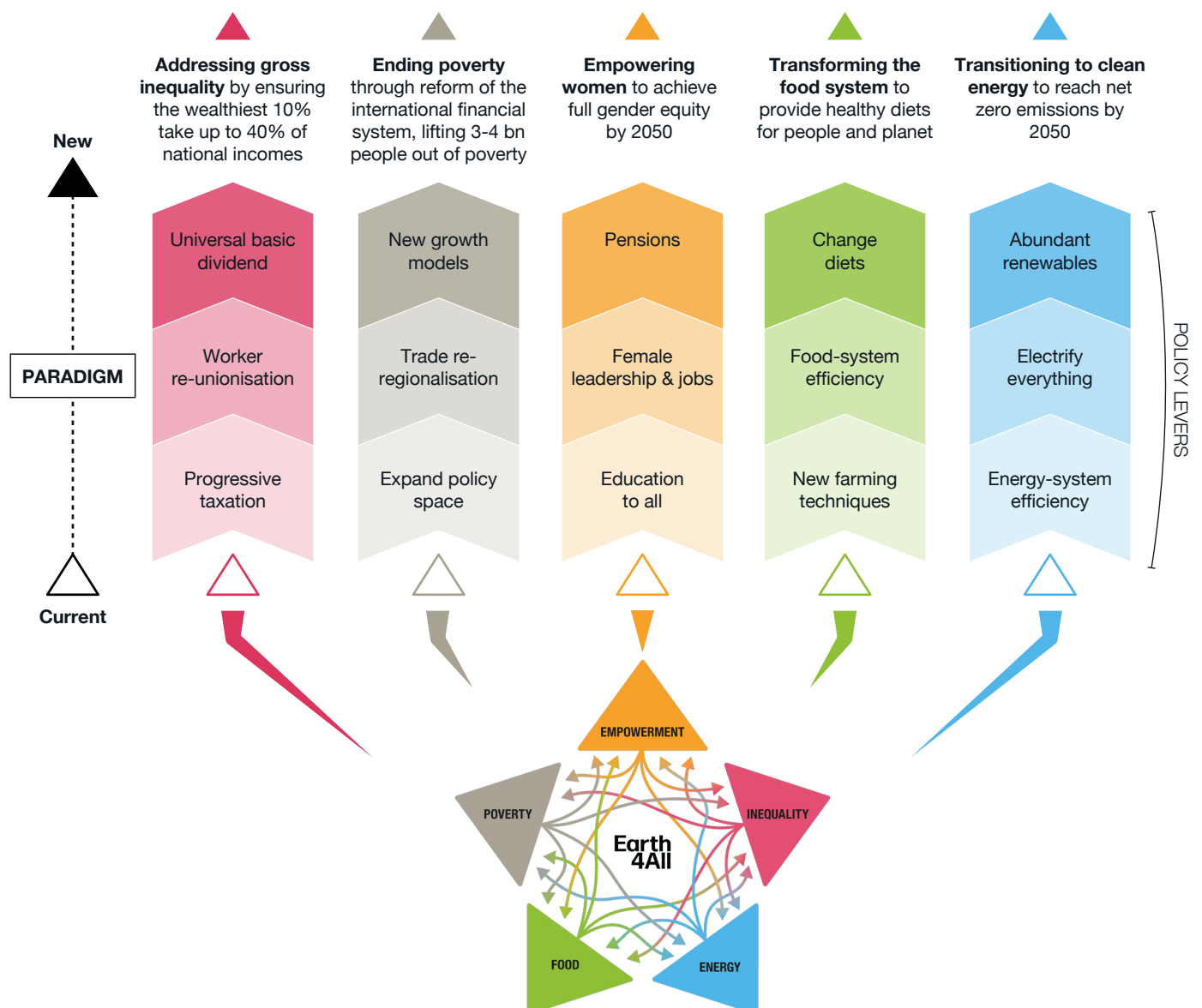
- 1. Create compelling evidence for systems change** through transformative research, modelling, scientific capacity building and knowledge networks;
- 2. Shape public discourse and culture** with new narratives and creative tools that promote justice, wellbeing and planetary stewardship; and
- 3. Bring more people on the journey** by shaping and creating new policy, decision-making and alliances that uphold wellbeing and planetary boundaries and influence change.

These three pillars will enable us to help build the public and political support to drive political and economic systems change. The pillars and their related activities are described in more detail in Section VII.

IV. Five extraordinary turnarounds

The five extraordinary turnarounds that lie at the core of our work emerged from our system dynamics modelling and collaboration with renowned economists and thought leaders from across the world. Together, the turnarounds constitute our Giant Leap scenario, which provides an integrated approach to addressing the complex interdependencies between social equity and environmental sustainability, ensuring wellbeing for all and respecting planetary boundaries.

These turnarounds assume that policy solutions may look different in different contexts and are designed to address systemic issues across diverse regions and sectors. Therefore, advancing national policies tailored to local needs, challenges and opportunities while ensuring alignment with global objectives is crucial.



V. Earth4All's journey and unique value proposition

Since its launch, Earth4All has made remarkable progress in driving global and national conversations on the urgent need for systemic change to ensure prosperity for all within planetary boundaries.

The launch of tailored Earth4All reports in Austria, Kenya and Germany further solidified the movement's international reach, bringing solutions to specific national contexts. Earth4All has also established itself as a key player in global policy transformation. Our collaboration with actors like the UN Secretary-General, UN Futures Lab, UN University, Planetary Guardians, the Earth Commission, the Global Commons Alliance, Patriotic Millionaires, the Climate Vulnerable Forum, Oxfam and national governments has helped elevate our policy proposals, including efforts to reform the global financial system, the international debt architecture and the COP governance process. All these efforts have underscored the interconnectedness of inequality, climate change and economic policies.



A central aspect of Earth4All's strategy has been its ability to combine cutting-edge research with innovative outreach efforts. We have built a strong, multifaceted campaign, which has included collaborations with influencers beyond traditional spaces, festivals, book clubs and so on, to amplify our messages and reach broader audiences. In addition, Earth4All has prioritised citizen engagement – for instance, by collaborating with youth groups and empowering the next generation of leaders to take an active role in shaping the future.

Earth4All is a distinctive and transformative force in the global sustainability landscape. **Our key offering is a unique combination of transformational economic systems thinking, system dynamics modelling, data-driven narrative framing, policy advocacy and citizen movement building.** This approach enables us to identify the positive tipping points – moments when small actions trigger rapid, self-sustaining change toward a better, more sustainable future – that can move the world away from the current polycrisis.



- ▶ **Our multifaceted approach** addresses the interconnected challenges that lie at the core of the polycrisis. Our approach uses the Earth4All model, which captures social dynamics linked to economic and environmental systems, as well as **The Earth4All Transformational Economics Commission (TEC)**, which draws on renowned transformational economic thinkers from around the world. This approach enables us to understand complex interactions, simulate long-term future scenarios and provide actionable insights.
- ▶ **Earth4All's turnarounds** highlight the holistic transformation possible – ending poverty, redressing inequality and empowering all individuals to achieve wellbeing, transforming food systems and transitioning to clean energy – and they map out specific transformation pathways at the global, regional, national and city levels.
- ▶ **Our policy advice**, which has focused on global and regional levels, is grounded in our rigorous modelling and the expertise of our transformational economic thinkers. Strategic recommendations at the international, regional, national and local levels are always anchored in our analysis of systemic social and environmental tipping points science and a desire to achieve greater economic wellbeing.
- ▶ **Earth4All's narrative-building work** draws from public surveys and engagement, the data from the model and deep insights from leading economic thinkers to compose compelling stories.
- ▶ **Earth4All's citizen participation work** amplifies underrepresented voices. We use a diverse range of participatory methods, including surveys, citizen assemblies and workshops, to ensure local involvement in identifying needs and priorities.
- ▶ **Earth4All's national engagement work** stands out as a model for systemic change because it is tailored to diverse contexts, thereby enabling nationally relevant and effective strategies to achieve the Giant Leap in different countries.
- ▶ **Our movement-building work**, including collaborations with social media influencers and other platforms beyond traditional spaces, amplifies our messages and broadens our audiences. This focus on amplification ensures that Earth4All's messages resonate far and wide, empowering individuals and policymakers to take decisive action. Earth4All has also prioritised citizen engagement by collaborating with youth groups to take an active role in shaping the future.

VI. The 2025–2030 strategy

This strategy is designed to translate our vision into action through a clear theory of change – one that challenges and transforms the dominant economic paradigm. Our ultimate goal is to shift the global economy toward a model that prioritises wellbeing and prosperity on a stable planet.

Building on tried and tested approaches, our strategy outlines the key levers for systemic change and the concrete steps needed to drive transformation at scale. The following sections detail the pathway for achieving this paradigm shift; it outlines the core pillars, the strategic goals that support them and the deliverables that will make this transition a reality.

From the current paradigm ...

A promise of democracy is that the elite will not exploit the masses. After four decades of neoliberalism, the world is much wealthier. Too many people, however, live precarious lives – even highly educated people in wealthy economies. The wealth has disproportionately accumulated in the hands of the 1%, and poverty for the first time since the last turn of the century has increased globally. The economist Daron Acemoglu, who was awarded the 2024 Nobel Prize in economic sciences, argues that the social contract in democratic societies has now broken down. Democracies succeed if there are curbs on elite power to reduce exploitation. These curbs are now faltering. It is time for a new social contract that rebuilds trust in governments, allowing them to take long-term decisions. This is what planetary stewardship requires.

How do ideas shape the course of history? Often slowly – until the impact isn't slow at all. Big shifts often start as radical, even marginal, ideas. Take the rise of neoliberalism. In 1945, the idea that liberty and prosperity could be best achieved by limiting government intervention and unleashing free markets seemed wildly impractical. Keynesian economics dominated: government action to stabilise markets was the norm. Neoliberalism – with its emphasis on individuals maximising utility, minimal government interference and GDP as the best measure of progress – was outside the mainstream. But over four decades, what once seemed fringe became mainstream. By the 1980s, neoliberal ideas had permeated politics and policymaking across the world – embraced by Republicans and Democrats, conservatives and social democrats alike. This demonstrates two important points:

- ▶ **Ideas matter.** No intellectual paradigm is ever applied in full, but having a clear vision and a coherent set of policies shapes the future. In a messy, complex world, if we don't offer a compelling vision, others will. The future isn't predetermined – it's shaped by ideas.
- ▶ **Timing matters.** Ideas aren't implemented immediately. It can take decades. But when the moment comes, they can change everything – from fiscal and monetary policy to labour, trade, welfare and industrial strategies. The key is to have them ready when the window opens. Milton Friedman put it best: *"The role of thinkers is primarily to have available alternatives, so when the brute force of events makes a change inevitable, there is an alternative available to change it"* (Kramer, n.d.).



At any given time, a dominant way of thinking structures political and social life. Today, the old frameworks are faltering. But what happens during this turbulence? As a quote attributed to 20th century political philosopher Antonio Gramsci puts it: “The old world is dying, the new one struggles to be born; it is the time of monsters.”

It is during periods of turbulence that new paradigms take shape – if the right ideas are ready. History shows what it takes: new ideas must emerge, circulate among both elites and the public, and be backed by movements. The architects of neoliberalism understood this well. Economists like Friedrich Hayek and Milton Friedman used the Mont Pelerin Society to build other intellectual hubs at key universities and create pathways – like think tanks – to move ideas from academia into policymaking.

It is during periods of turbulence that new paradigms take shape – if the right ideas are ready.

2. ... to the new economic paradigm for wellbeing and prosperity

The time has come for a new economic paradigm – one that prioritises wellbeing and prosperity for all within planetary boundaries. A shift is not just necessary; it is inevitable. The question is whether we will shape it intentionally or allow crises to dictate its course. The shift to the new paradigm will require a combination of new narratives, systemic policy solutions and widespread public mobilisation.

At the core of Earth4All's new economic model is the understanding that the economy must be redesigned to serve people and planet – and not the other way around. Rather than treating markets as neutral, self-correcting mechanisms, Earth4All sees economic systems as shaped by institutions, incentives and political choices. The current economic operating system is not only failing to address today's challenges; it is actively reinforcing them.

We are living in what Earth4All describes as an age of “winner-takes-all capitalism” characterised by short-termism, extractivism, extreme wealth concentration and overconsumption by the few. This model is neither sustainable nor just. What is needed is an economic system that is regenerative, distributive and resilient – one in which progress is defined, not by GDP, but by wellbeing, equity and ecological health. Such a “Wellbeing Economy” is rooted in the principles of sufficiency, solidarity and sustainability.

Marginal reforms and market fixes will not be enough. The transformation requires a rethinking of how we measure progress, how we structure taxation and finance and how we govern our shared resources – from the local commons to the global biosphere. It means replacing the logic of limitless extraction with one of stewardship and care. And it demands a new social contract that links economic security with planetary responsibility.

Earth4All’s mission is up against deeply entrenched systems of power and vested interests that resist change. The dominant economic paradigm has been shaped and defended by actors who benefit from the status quo – be they fossil fuel industries, financial elites or political structures invested in short-term gains. This resistance creates a high perceived risk for policymakers who fear political backlash or economic instability if they push for bold reforms. Overcoming this inertia requires more than good intentions; it demands a strategic approach that addresses these fears head-on.

From the rise of neoliberalism to the civil rights movement, transformational change has required robust intellectual foundations, cultural shifts and organised political momentum

3. Three pillars for change and strategic goals

That’s why Earth4All will help drive the transition to a new economic paradigm through three key pillars: rigorous science, cultural narrative, and political advocacy and movement building.

For policymakers to embrace transformation, they must feel assured that the path forward is backed by solid evidence, that public discourse is evolving and that the benefits clearly outweigh the risks. Real change occurs when the political environment is prepared – and that readiness emerges from sustained influence and collective action.

These pillars are not new; they reflect the essential ingredients that have historically driven major paradigm shifts. From the rise of neoliberalism to the civil rights movement, transformational change has required robust intellectual foundations, cultural shifts and organised political momentum. We are not reinventing the wheel – we are applying these proven principles to build a stable and prosperous future.

Table 1 – Overview of the strategic framework of Earth4All’s three pillars



Pillar 1 – Scientific foundation

Scientific research and economic thought play a fundamental role in shaping policy and public discourse. Earth4All's work is rooted in systems thinking and economic modelling that highlight the deep interconnections between environmental and social challenges. By producing rigorous, policy-relevant research, we provide compelling evidence bases for an alternative economic paradigm – one that prioritises long-term wellbeing over short-term profit maximisation.

Pillar 2 – Cultural and creative influence

History shows that numbers and data alone do not change the world – stories, art and culture shape how people perceive reality and imagine the future. To shift societal mindsets, we must embed the principles of wellbeing economics and planetary stewardship into the stories people see, hear and engage with daily. From literature and film to journalism and digital media, cultural narratives play a powerful role in shaping public attitudes and expectations for the future.

Pillar 3 – Policy engagement and movement building

Paradigm shifts require political will. Without an organised movement advocating for new policies and governance structures, transformative ideas remain theoretical. Earth4All will strengthen alliances between policymakers, civil society organisations and grassroots movements at all levels to push for policy shifts that embed the principles of economic wellbeing and planetary boundaries into governance. This will involve targeted engagement with key decision makers and mobilising public demand for change.

Earth4All recognises that we cannot go it alone. **Successfully reshaping the economic paradigm requires a powerful coalition combining intellectual and scientific expertise, cultural creativity and political advocacy.** By weaving these elements together – building knowledge, inspiring new narratives and amplifying voices for change – we can create the momentum needed to unlock transformative policy shifts. This integrated approach is our best hope for navigating the complexity of today's challenges and guiding the world toward a more just, sustainable future.



VII. Overview of the key activities of the 5-year strategy

The activities for each of the three pillars are mapped out below.

1

Overview of activities for Pillar 1 – Knowledge and scientific underpinning

Strategic objective: To harness research, simulation/scenario modelling and scientific networks to create evidence bases about economic system change and build capacity.

Outcome 1 – Content: Ensure that interdisciplinary research and system dynamics models strengthen the scientific foundation of environmental interdependencies. Establishing an Earth4All Systems Transformation Lab will enhance the capacity for interdisciplinary research that blends qualitative and quantitative approaches. The lab will produce scientific outcomes, including peer-reviewed publications and conference presentations, and support national engagement. In addition to the turnarounds, it will advance research on materials and consumption in collaboration with The Club of Rome.

The lab will develop new models and narratives tailored to specific regions and convene social science researchers to identify and test transformation scenarios, especially for the post-2030 SDGs and other new global processes. It will be dedicated to deepening the collaboration with the Potsdam Institute for Climate Impact Research (PIK) to advance modelling and empirical research. In particular the collaboration will focus on transitions to regenerative agriculture, in the context of social tipping points, planetary boundaries and farmer decision-making across diverse socio-cultural and ecological contexts. A user-friendly interface that allows policymakers to test various economic transformation scenarios and analyse impacts across multiple global goals and scales will also be developed.

Outcome 2 – Dissemination: Earth4All will be positioned as a key convener of academic and scientific research, connecting global networks and fostering partnerships to advance wellbeing economics and systems transformation. It will do so by establishing regional hubs of experts to disseminate policies that address economic systems and are tailored to local needs and strengths and an Earth4All fellowship and postdoc network that will support emerging researchers and foster innovation and leadership on economic transformation.

As a convener, it will connect economists, data scientists and storytellers with policymakers to translate complex economic research into clear, impactful narratives that inform policy. It will also collaborate with existing networks, such as the Earth Commission, to integrate the Earth4All social tensions/wellbeing indices and work on resilience and planetary boundaries to generate a more holistic understanding of the linkages between environmental and social tipping points. Finally, Earth4All will leverage academic partnerships to integrate systems thinking into curricula at the undergraduate and graduate levels.

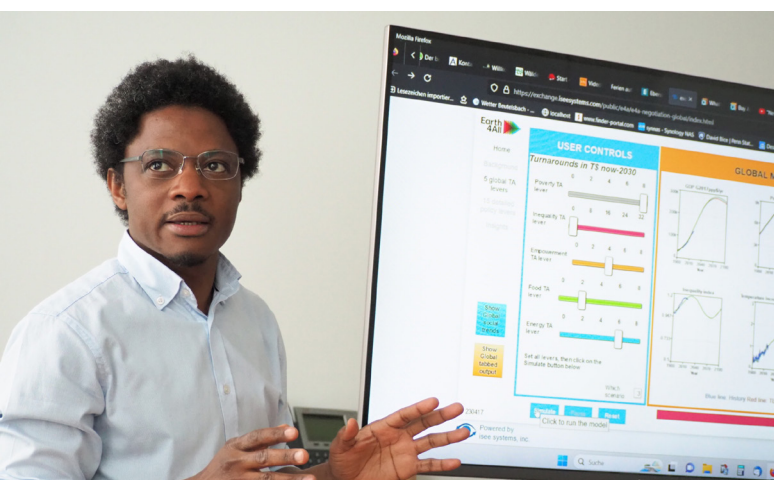
Overview of activities for Pillar 2 – Cultural and creative influence

Strategic objective: Generate new narratives that are grounded in science, storytelling, inclusivity and collaboration and embed them in mainstream media and politics.

Outcome 1 – Content: Shape public discourse by replacing negative narratives about wellbeing economics and planetary boundaries with positive and evidence-based narratives. To do so, Earth4All will first establish a regular global survey to measure public attitudes toward economic system change. Results will inform an annual flagship publication, which will also position Earth4All as a key voice on the topic.

Earth4All will also focus on citizen engagement; it will organise citizen assemblies, forums, trainings and other deliberative processes and use the outcomes of this participation to inform policymakers on citizen attitudes and democratic processes. We will also leverage the Earth4All Simulator to offer interactive games to illustrate the impact of policy choices on wellbeing and planetary boundaries and develop multi-phase training programmes for the public and civil society. More generally, we will expand public engagement via social media campaigns and TEDxEdu collaborations to drive meaningful conversations on system change.

Outcome 2 – Dissemination: Ensure that the new economic paradigm and an understanding of planetary boundaries is championed by influential thinkers and cultural leaders. Earth4All will collaborate with partners in developing cultural products such as interactive digital tools, films and audiovisual content, educational materials, arts-based initiatives and cultural festivals that inspire, educate and engage diverse audiences. We will engage cultural leaders, media champions influencers and youth from all generations to co-create new narratives and co-design the future Giant Leap together. This could take the form, for example, of an Earth4All Ambassadors programme to coordinate actions across regions and convey community voices to international platforms.



Overview of activities for Pillar 3 – Policy engagement and movement building

Strategic objective: Influence decision-making processes and policy to promote wellbeing and living within planetary boundaries by strengthening alliances between policymakers, business and civil society.

Objective 1 – Content: Mobilise diverse coalitions of policymakers, business and civil society movements and equip them to drive transformative policies that prioritise wellbeing and living within planetary boundaries.

Earth4All will organise at every level of society. We will scale our existing national engagement approaches and extend them to new countries. Earth4All will collaborate with actors to support city governments in applying systems thinking to address the unique social, economic and environmental challenges faced by urban areas and with local stakeholders to co-create visions for alternative futures.

At the level of the individual, Earth4All will develop a programme that harnesses our system dynamics modelling, data-driven analysis and simulator to train policymakers. Participants will explore the risks and opportunities of our rapidly evolving global system, adopt a holistic worldview and be empowered to help activate the Giant Leap.

More generally, Earth4All will influence and train business leaders in our economic frameworks in order to ensure that economic transformation underpins shifts in business models. An annual or biannual Earth4All Action Week will mobilise people to take concrete action.

Outcome 2 – Dissemination: Ensure Earth4All priorities are embedded in policy frameworks and governance structures at all levels.

Earth4All will actively engage civil society at every level by organising and hosting experts and policymakers. Developing national networks of governments, academic institutions, think tanks and private sector leaders will help create powerful coalitions that can drive systems change at the national level. By deepening our engagement in global policy forums (i.e. the post-2030 SDG process, the second World Social Summit, the fourth UN Conference on Financing for Development, the G20, the Spring Meetings of the World Bank and IMF, and UNFCCC COP), Earth4All will influence decision-making against the backdrop of rapidly changing geopolitics. Similarly, we will build on our power to convene groups at influential fora, including UNGA, the World Economic Forum and New York Climate Week. High-level dialogues like these can mobilise high-ambition political coalitions to adopt transformative change. Finally, periodic Earth4All summits will bring together influential thinkers, policymakers, creatives and grassroots movements to advance economic transformation.

Earth4All will also extend its influence with a high-impact media engagement strategy – publishing in major outlets, coordinating open letters and launching targeted campaigns to shape public narratives, mobilise stakeholders and drive policy attention.



Economic systems change is the most important shift in the next five years.

Earth4All is built on deep collaboration – with organisations, movements, communities and visionary individuals who believe another future is possible.

As a philanthropy-funded initiative, Earth4All depends on partnerships to drive impact. Whether through funding, networks, joint events or co-creation of new ideas, we can only shift systems by working together.

We invite you to become part of this journey to help spark the bold policy shifts, build the movement of movements and co-create the solutions our world urgently needs.

Together, we can take the Giant Leap towards a more just and sustainable future. Join us.



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