

Our economy exists to serve our society. But today, it drives climate change and biodiversity loss that threaten humanity! We need to refocus our economy to serve people and planet. But *how*?

Negotiate the **enablers** and **blockers** of our carbon-free future.

ZERO CARBON POLICY TOOLKIT



ENABLERS of a zero carbon sustainable future

1 **MAKING THINGS THAT LAST**
Your start-up makes really durable watches that come with a lifetime free repair service. *Move to 5 'Change Culture'.*

2 **CHOOSING THE WRONG SCALE**
You are shipping your product all over world, but you are ignoring all local and regional needs. *Wait one turn!*

3 **INVESTING IN WHAT WE ALREADY HAVE**
Instead of tearing warehouse down you renovated it and created apartments. *Move forward to 5 'Change Culture'.*

4 **IDOLISING EFFICIENCY**
You got distracted worrying about labour productivity rather than focusing on wellbeing and prosperity. *Move back to Start!*

5 **CHANGE CULTURE**
You are educating yourself on what changes are necessary for people to prosper in a zero carbon society and realise that sharing is more important than owning.

6 **FEEDING THE MONSTER**
Your pension fund is still investing in fossil fuel companies. *Wait one turn.*

7 **TAXING HARM**
A carbon tax has been created that is proportionate to the harm it does to our climate, environment and society. *Roll again!*

8 **SPONSORING HARM**
You are still subsidising fossil fuels and aviation. *Move back to 7 'Taxing Harm'.*

9 **MANAGING DEMAND**
A public information campaign made you aware that some advertising is pushing goods on you that are unsustainable. *Move forward to 13 'Empowering Local Solutions'.*

10 **LOCKING IN HARM**
You just built a brand-new coal-fired power station that is already obsolete. *Wait one turn.*

11 **PUBLIC MONEY FOR PUBLIC GOOD**
The government redirected several subsidies that do not further zero carbon goals to electrifying railways and planting trees. *Roll again!*

12 **RUBBISH IN, RUBBISH OUT**
You are using oil to produce cheap toys which are quickly discarded. *Move back to 1 'Making Things That Last'.*

13 **EMPOWERING LOCAL SOLUTIONS**
You are taking part in a citizen's assembly that setup to decide on local climate and environmental targets.

14 **ASKING THE WRONG QUESTIONS**
You are measuring your countries 'success' in money and not wellbeing of your people. *Move back to 9 'Manage demand'.*

15 **SUFFICIENT ACTION**
You are on target when it comes the number of onshore wind turbines you set out to build this year.

16 **FALSE HORIZONS**
You think that capturing carbon emission is the a long-term solution to burning fossil fuels. *Move back to 15 'Sufficient Action'.*

17 **GOVERNMENT SETS DIRECTION**
Your government has drafted legislation setting out which technologies and fuels should replace gas and diesel. *Roll again!*

18 **BUYING DIRTY**
The biomass wood pellets you just bought to generate electricity caused massive deforestation to produce. *Wait one turn!*

19 **QUALITY, NOT QUANTITY**
You just realised that buying more things does not add any lasting happiness in your life.

20 **POINTLESS TRADE**
You are exporting your salmon abroad when you know your country is importing cheaper salmon as well. *Move back to 2 'Choosing the Wrong Scale'.*

THEREFORE OUR SOCIETY MUST
Finally we, as a society, have to take a good look at what matters, what should be prioritised and how we make decisions. New rules of the game will redefine what 'optimal' means for our economy, one which we as society must both embrace and develop.

THEREFORE OUR GOVERNMENT MUST
For many things to change, we must change the rules of the game. Democratically elected governments must intervene in our economy to both lay out a new path, and ensure that financial incentives are aligned with the benefits and harm to society.



FOR THE FULL REPORT GO TO:
greenhousethinktank.org/toolkit

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to our economy, reducing resource demand in some areas, investing in others, and slowing down global trade by no longer pursuing endless 'growth'. But by ensuring this transition was both rapid and fair, our societies are finally safe and sustainable for generations to come.

Welcome to the Wellbeing Economy:
ensuring a stable, biodiverse planet with a thriving population!

