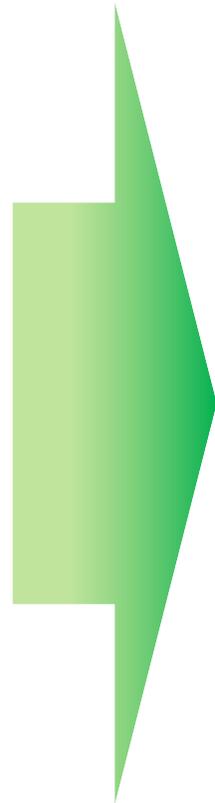


# Working with a new big picture strategy context

## From a #1 mostly technocratic energy transition to a #2 very political green economy transition

### Energy transition, EUGD #1

- Focused on big emitting installations in power, industry, vehicles: all about companies and regulations
- Focused on sectors with low impact on lifestyles, limited impact on consumer costs
- Transition can be presented as mostly painless
- Few policy processes: task is to maximise results
- EU level legislation can drive change
- Low electoral salience (some exceptions)
- Majority of civil society campaigns and protests have been pro-climate action
- Internationally the EU has sought to lead by example (while becoming progressively smaller share of global economy, population, and emissions)
- Context of global western hegemony, free trade



### Green economy transition, EUGD #2

- Needs to tackle “land, food, lifestyles”: **public opinion and behaviour** become as important as companies
- Increasing impact on lifestyles and costs: housing, diet, alternative transport, sufficiency & circularity
- Transition probably painful with big winners and losers
- Many **policy processes: task is to choose** which matter
- EU legislation can shape but not drive change: national and local policies on **land, taxes, and social measures become crucial**
- High electoral salience
- Campaigns and **protests will include populist anti-change**
- Internationally the EU needs to help EMDE transitions with serious finance, technologies, partnerships...
- **Context of polycrisis, protectionism**: key countries do not share basic consensus on core ideas and institutions of the international order

# On its own, policy work will fail if we don't also work on public acceptance of change

## Policy success also needs business and public confidence in consistent government action

France 2018-19:  
gilets jaunes  
protests



Netherlands  
2019-23:  
populist BBB  
farmer-citizen  
movement  
(electoral  
success in April  
2023)



Germany 2023:  
“heat hammer”  
media frenzy  
and political  
party tactics



- Green political leaders are on a learning curve and risk being tactically outmanoeuvred.
- The EU level impacts of national politics are visible in the centre right EPP's panic about losing rural voters to populists and consequent hardening of opposition to nature preservation.
- Citizens are feeling inundated—beleaguered, disenfranchised and left behind—amidst non-stop government announcements and sharp u-turns in policy.

**Not a two-dimensional “trilemma” but a three-dimensional “quadrilemma”**  
Winning the politics of green economy transition needs communicable goals

