ECONOMY OF TOMORROW

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Today India is in a sweet spot...

- Low oil and gas prices → room for investment in infrastructure
- Manufacturing is moving out of China → jobs
- Japan/Korea/Taiwan seek to balance China → FDI
- Renewable Energy Agenda of GoI → International cooperation

...with great opportunities for Rajasthan

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ECONOMY OF TOMORROW

Over the next decades India's competitive advantages may erode...

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Digital Revolution

- Robots will bring down labour cost in industrial economies
- Quality, skilled workforce, supply chain, local governance will become more important

Energy Revolution

- Energy transformation will make energy prices go up medium term, but dramatically fall long term
- India may miss the bus on new markets for new technologies
- Lock-in into outdated energy regime (return on investment)
- Geopolitical risks to energy security

...if it misses the bus on the digital and energy revolutions

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ECONOMY OF TOMORROW

While many efforts are made to seize the opportunities…

- GoI: Make India a renewable superpower
- International cooperation
- Enormous potential for solar power in Rajasthan

- Technical problems: baseload
- Economic problem: Grid parity, value deflation
- Political economy: resistance of those who benefit from the status quo

… concerted effort is needed to overcome obstacles and resistance

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NEW EPISTEMOLOGY:
Change in underlying logic: From technocratic incrementalism to political economy of change …

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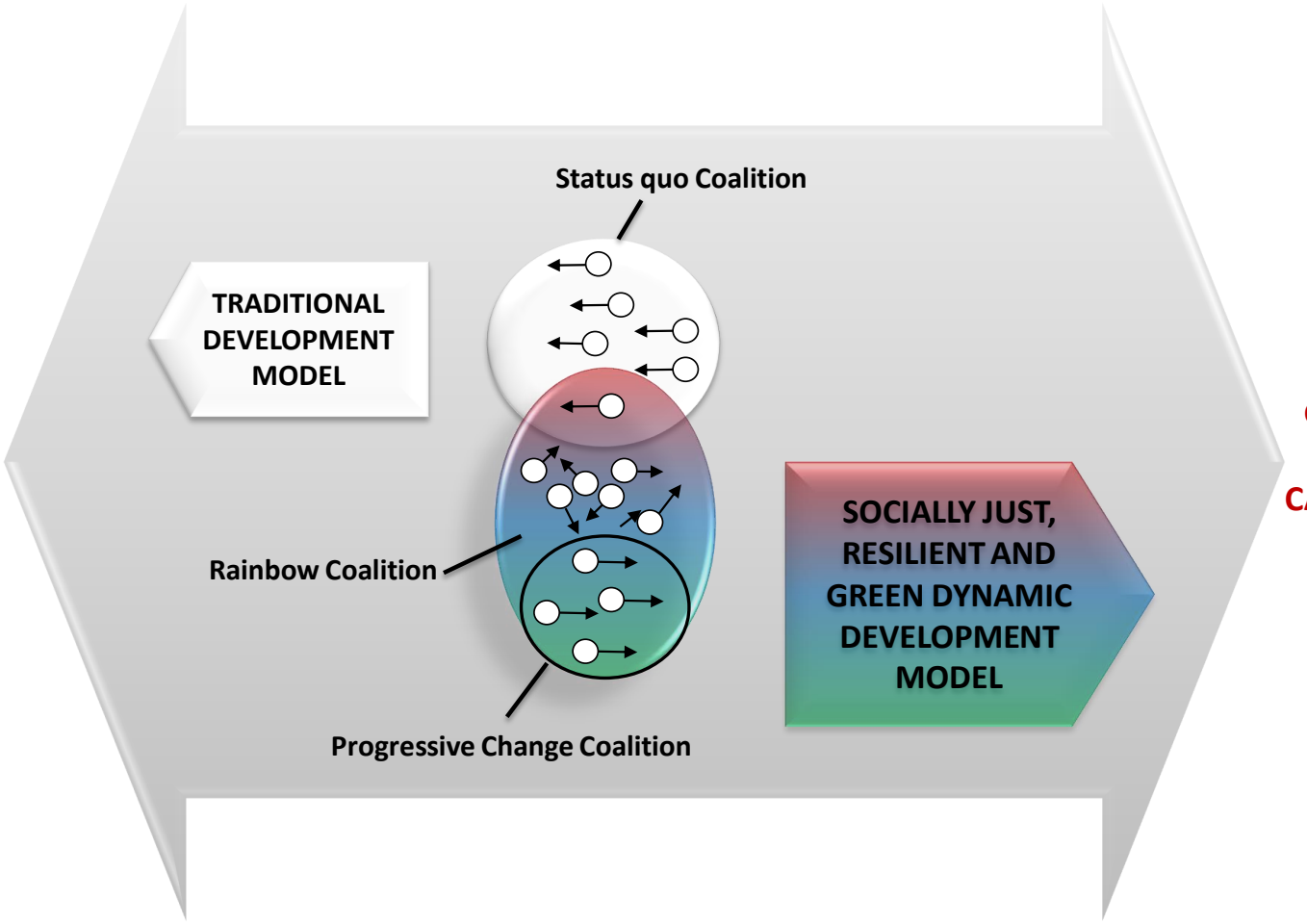
EXCLUSIVE SOCIETY WITH PRIVILEGES FOR THE ELITES



GOOD SOCIETY WITH FULL CAPABILITIES FOR ALL

… Change is the outcome of struggle between those who seek to uphold the status quo and those who want change

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ECONOMY OF TOMORROW

NEW STRATEGY:
The ultimate objective is to build a broad societal change coalition…

… to Rainbow Change Coalition

Follow up projects

… via discourse alliance…

Our project

From seed community…

…to lead the struggle for a better relationship.

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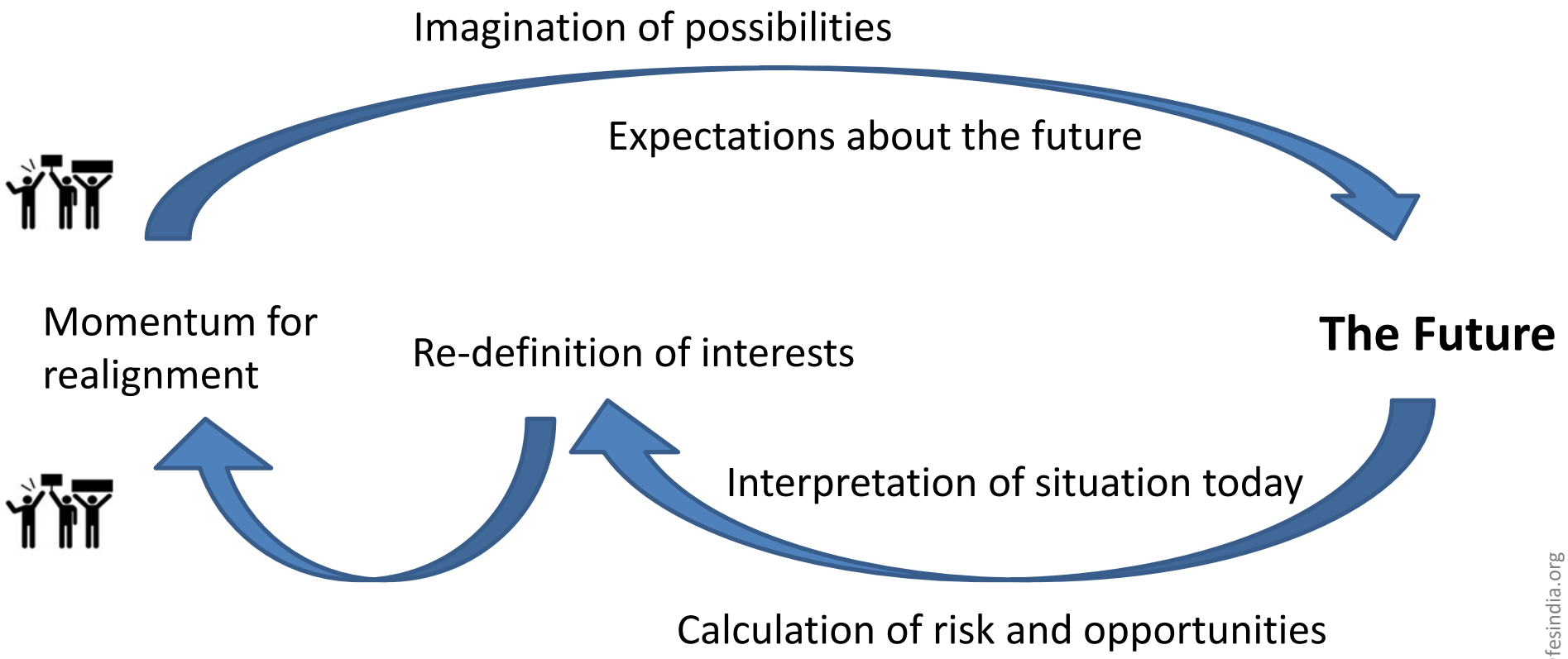
STEP ONE:
Unlock the stalemate / create momentum with a trick:



… project into the future as a neutral space to shake up political field

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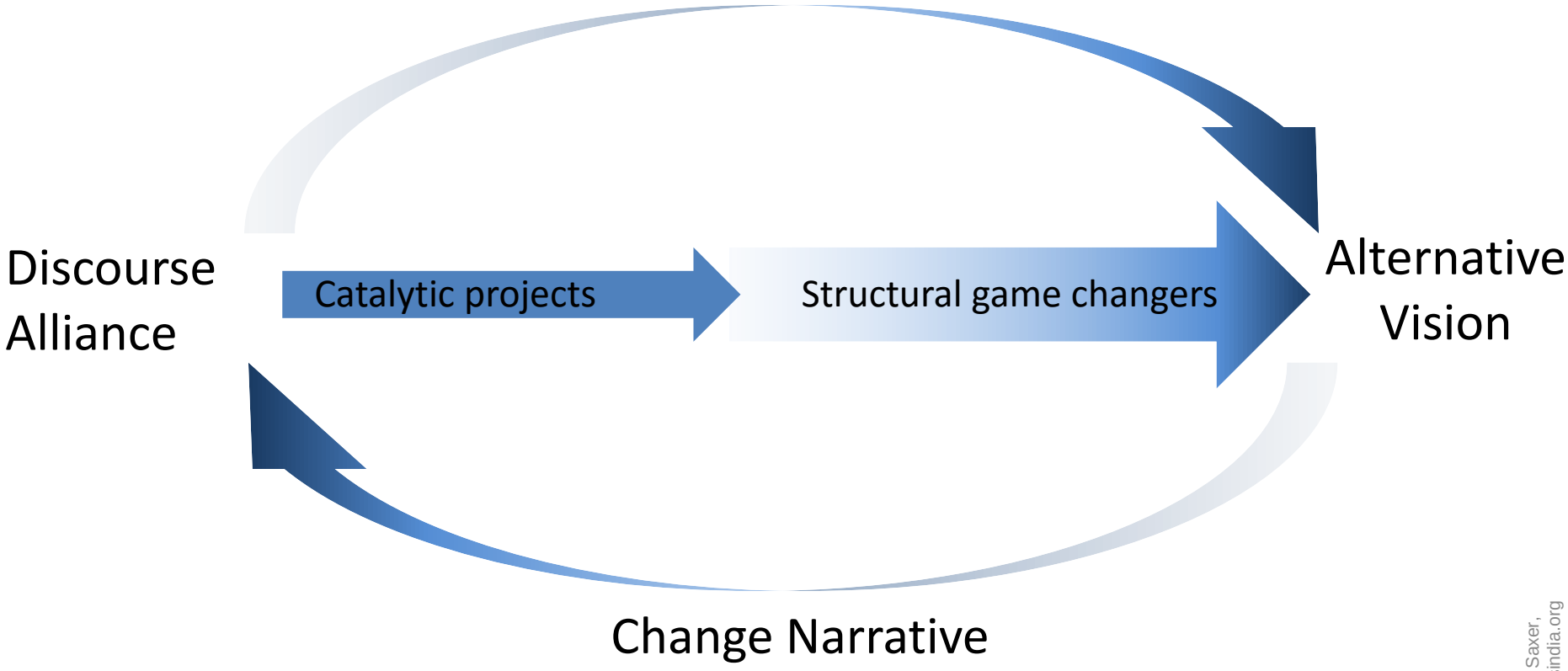
STEP TWO:
Lay the discursive and social foundation for a change coalition …



…with Transformative Change Making

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ECONOMY OF TOMORROW

Transformative Change Makers need to produce five components…

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1. Formulate an alternative vision of a better tomorrow (a promise), where the interests of key constituencies will converge.
2. Identify the structural drivers ("game changers") which can bring about this vision.
3. Identify a potential platform for a discourse alliance between key constituencies.
4. Lay the platform for the discourse alliance with a Change Narrative which credibly explains how the game changers bring about the vision by translating facts (research, policies) into emotionally powerful stories (myths, experiences).
5. Translate discourse into action by inviting potential allies to support catalytic projects designed to unleash structural game changers.

… with the view of one ultimate goal: Rainbow Change Coalition

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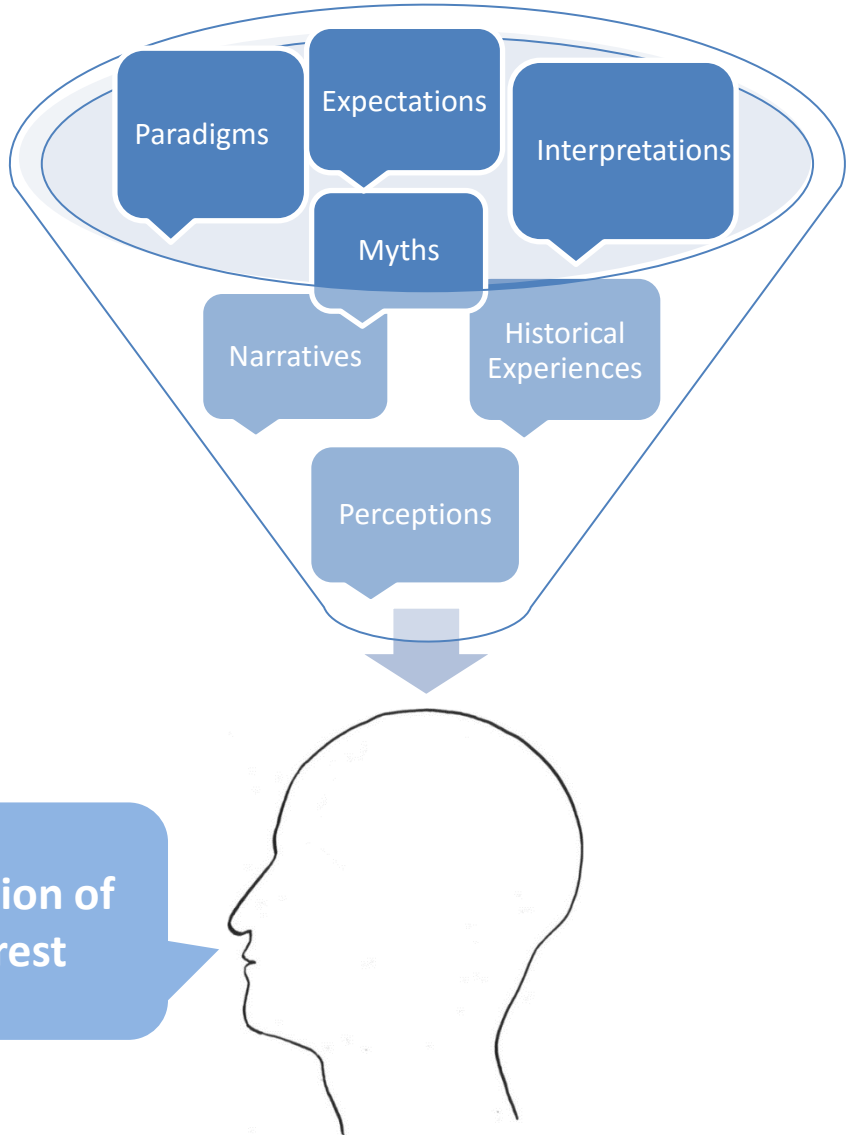
ENTRY POINT:
TCM focuses on the power of discourse …



Using discourse as a means to connect ideas with actors and resources.

METHOD

Mapping the discourse landscape of economic policy

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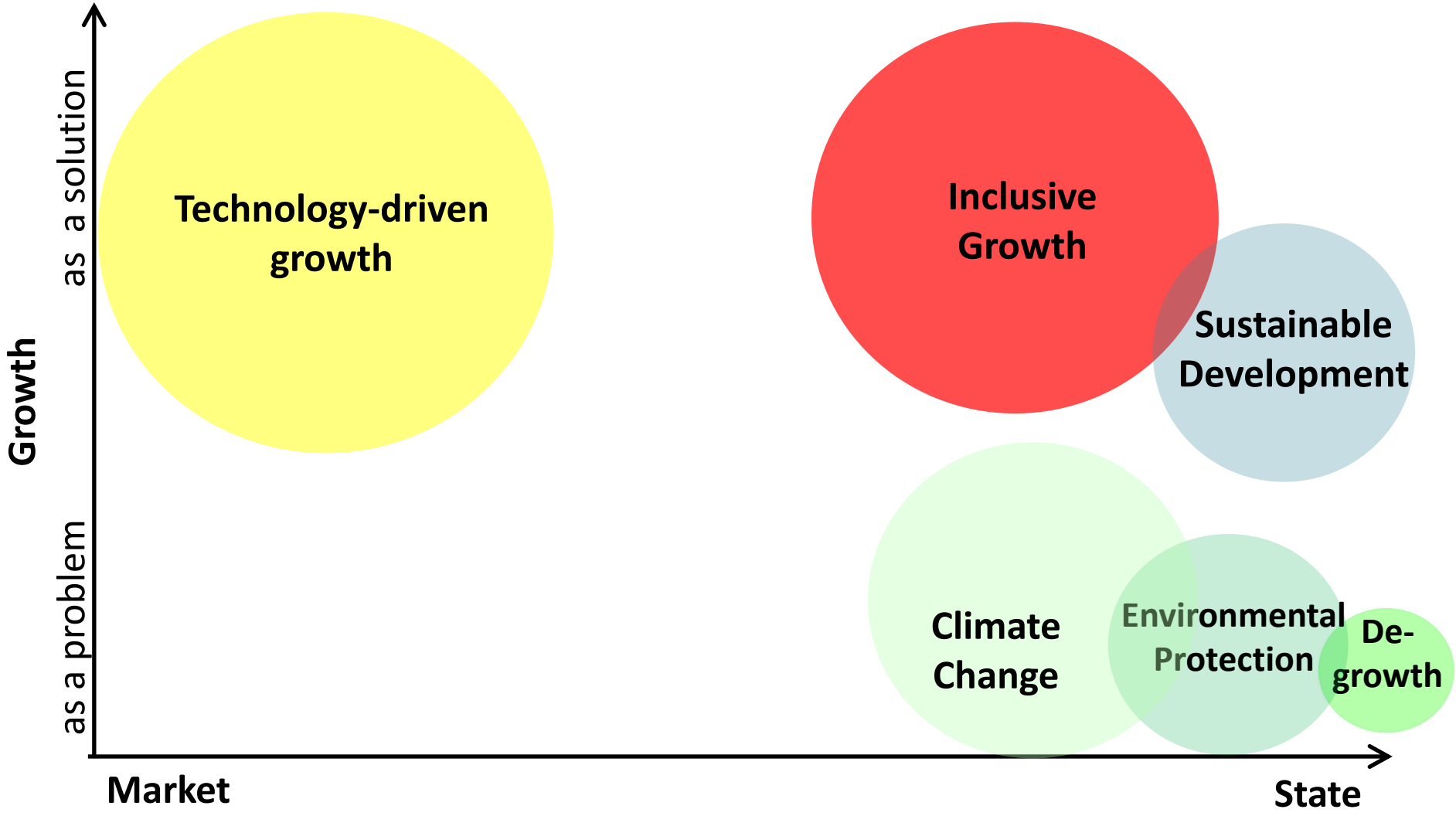

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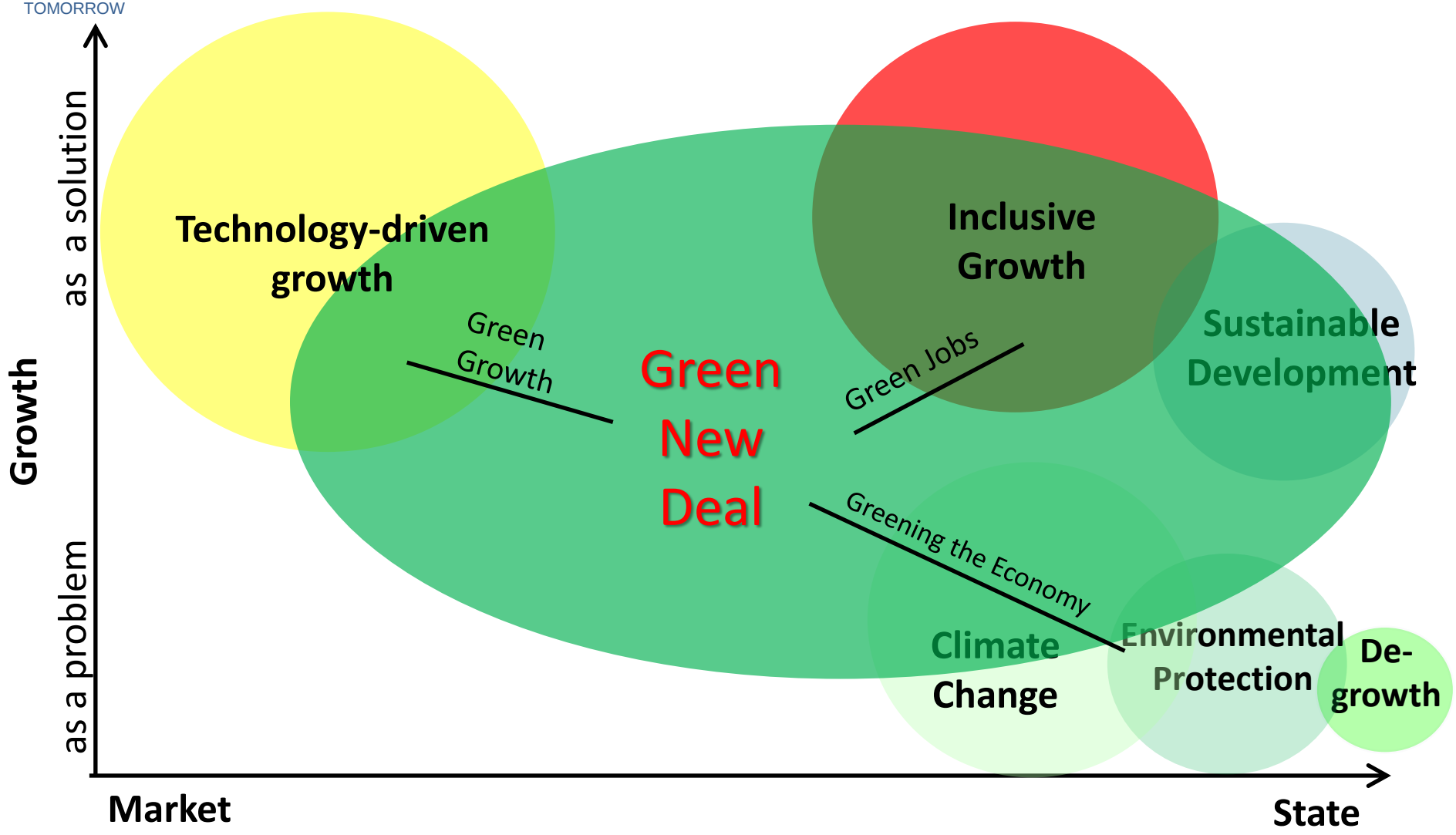
METHOD

Introduce new narrative as platform for discourse alliance



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METHOD

Construct a Transformative Project

The Green New Deal combines …

- Alternative *vision*

  (“Carbon free economy, Sustainable Climate)
- Structural *game changers*

  (Investment, energy transformation, technological trade, connectivity…)
- *Catalytic projects*

  (emission trading, smart grid, renewable energy R&D, investment funds, ...)
- *Change narrative*

  (Forth Industrial Revolution, Green Growth, Green Jobs)

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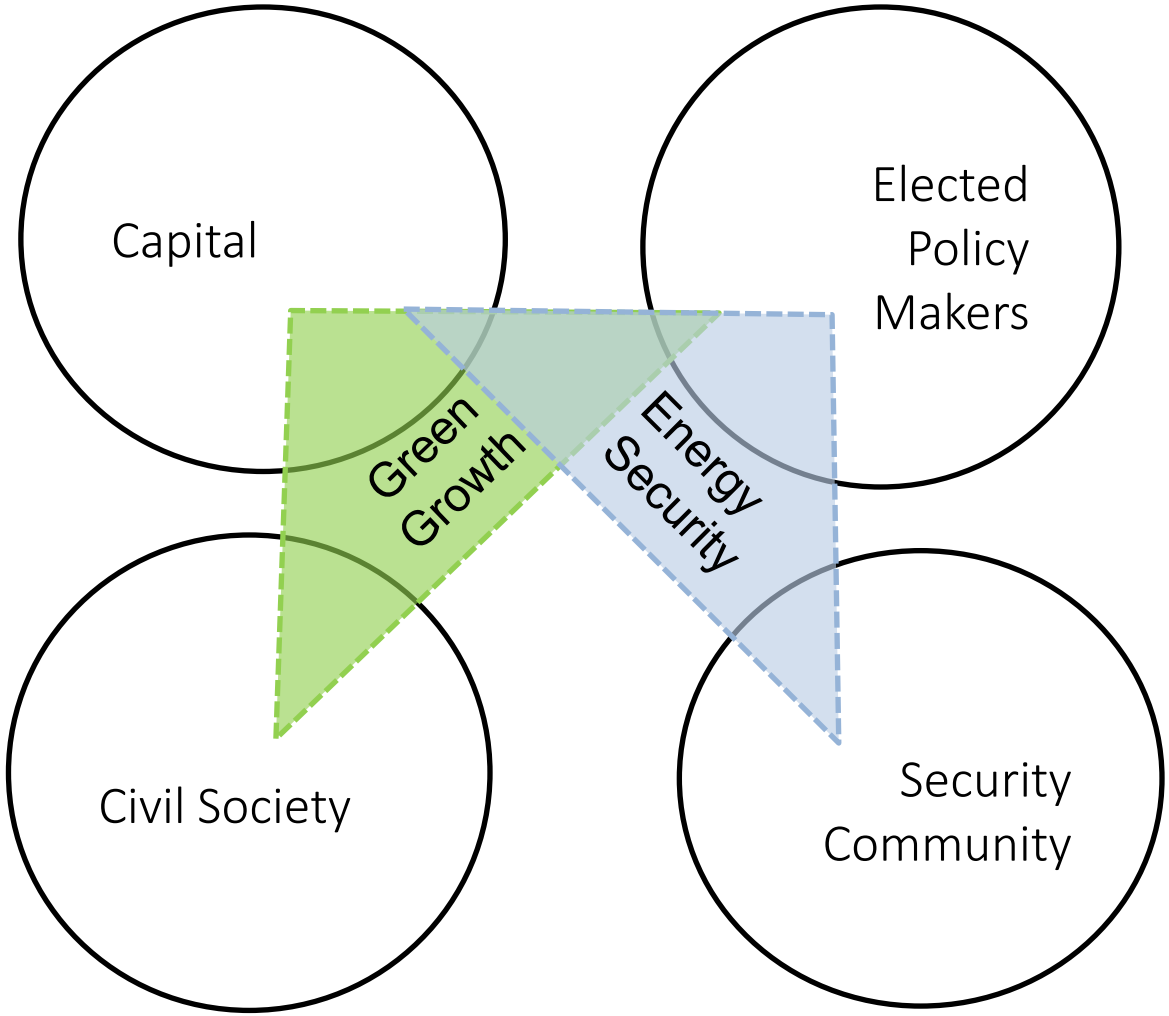
METHOD

A discourse alliance aligns the imaginations, expectations, calculations of key constituencies



… e.g. provides the discursive platform for a social Rainbow change coalition

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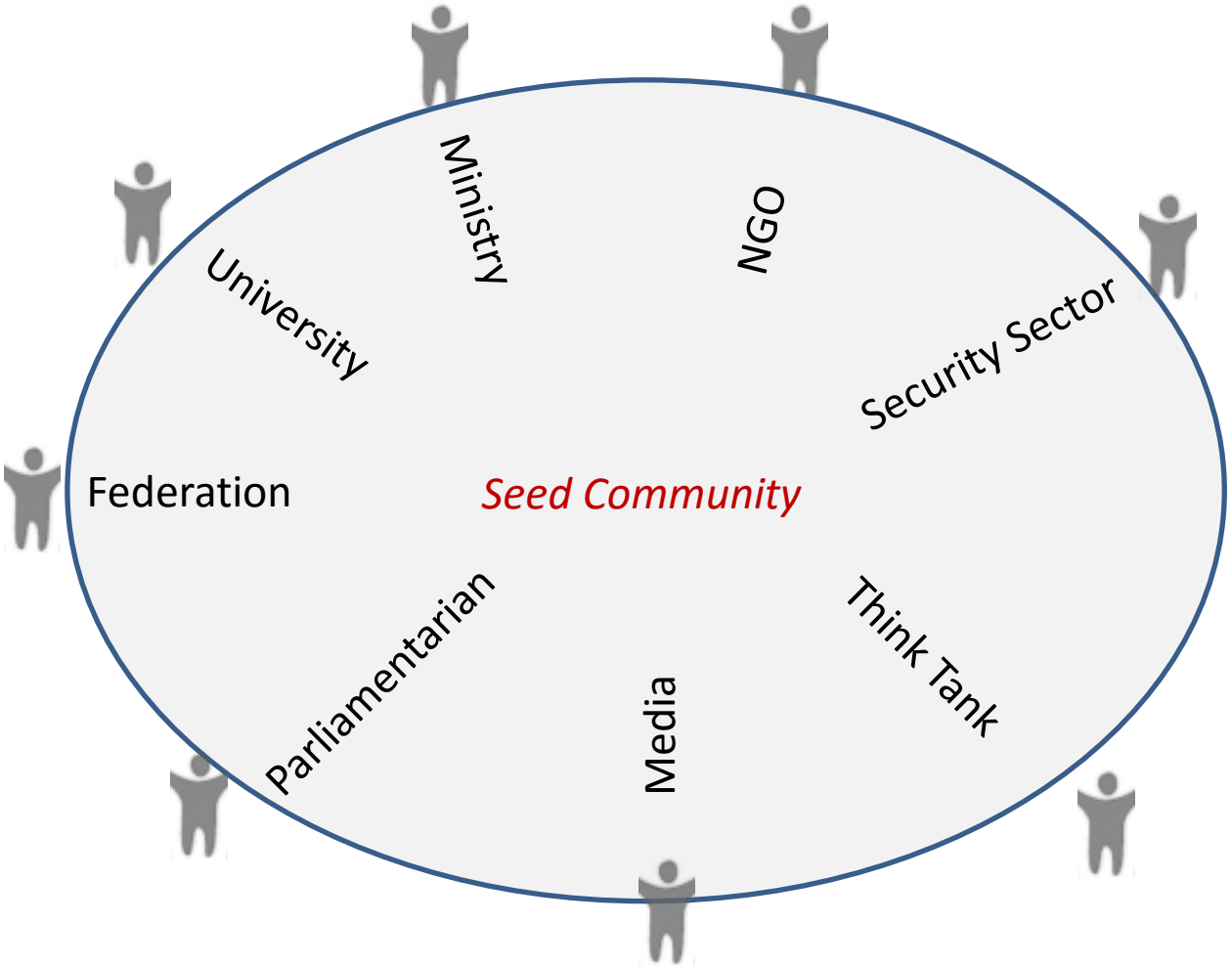
FORMAT

A seed community provides is a long-term working group for stakeholders …



… to produce the four TCM outputs (vision, narrative, catalytic projects, discourse alliance)

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Network of Energy Transformation Seed Communities

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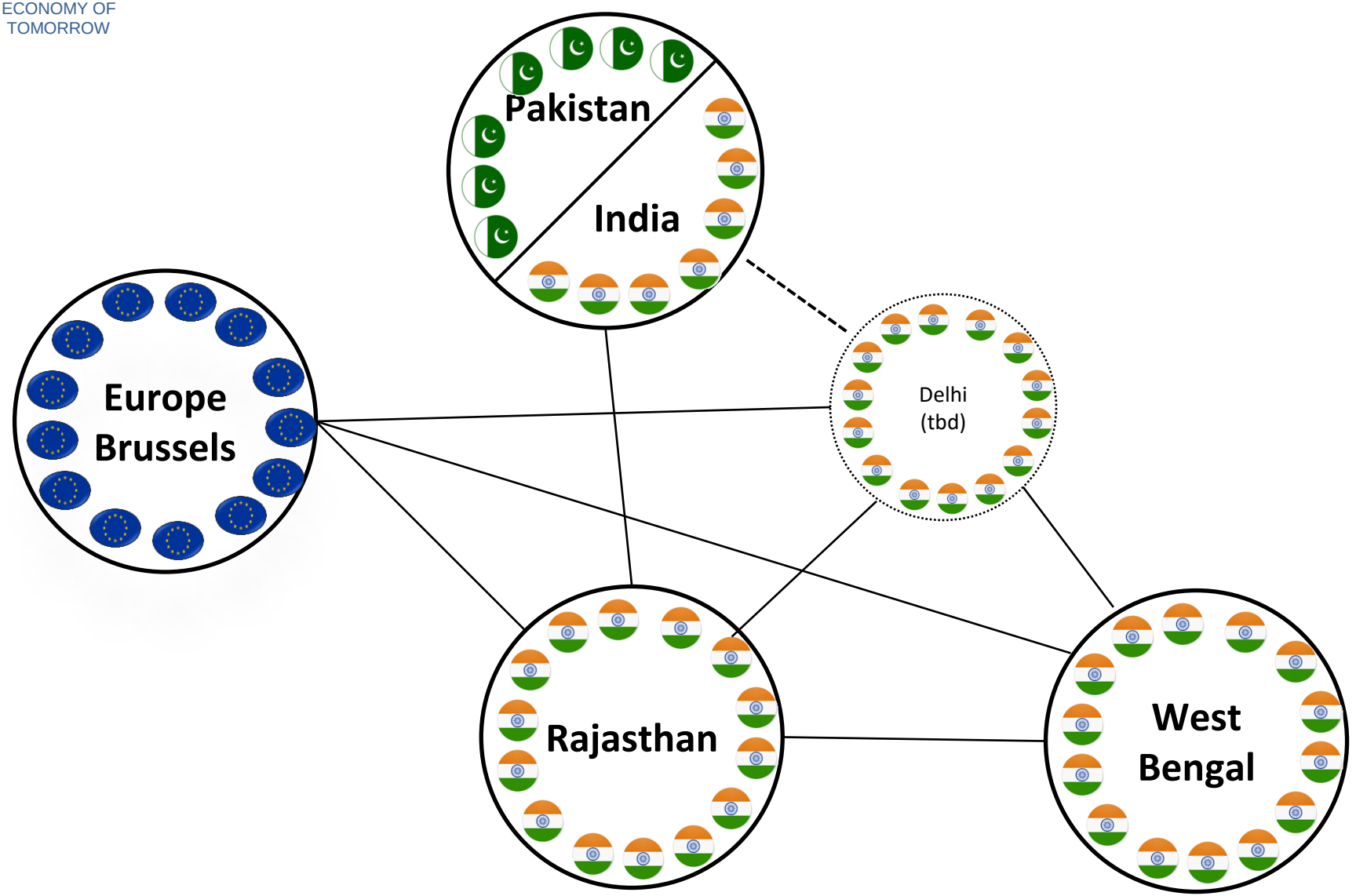

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Strength of seed communities

- Safe haven shielded from hyperbole
- Time and space for out-of the box thinking
- Methodology to encourage strategic design of transformative project
- Breaking of silos and sectoral cultures
- Bridging information gap
- Bringing together different skills, knowledge, information sets
- Incubator for concrete projects
- Breeding ground for cooperative networks
- Crystallization point for ecosystem

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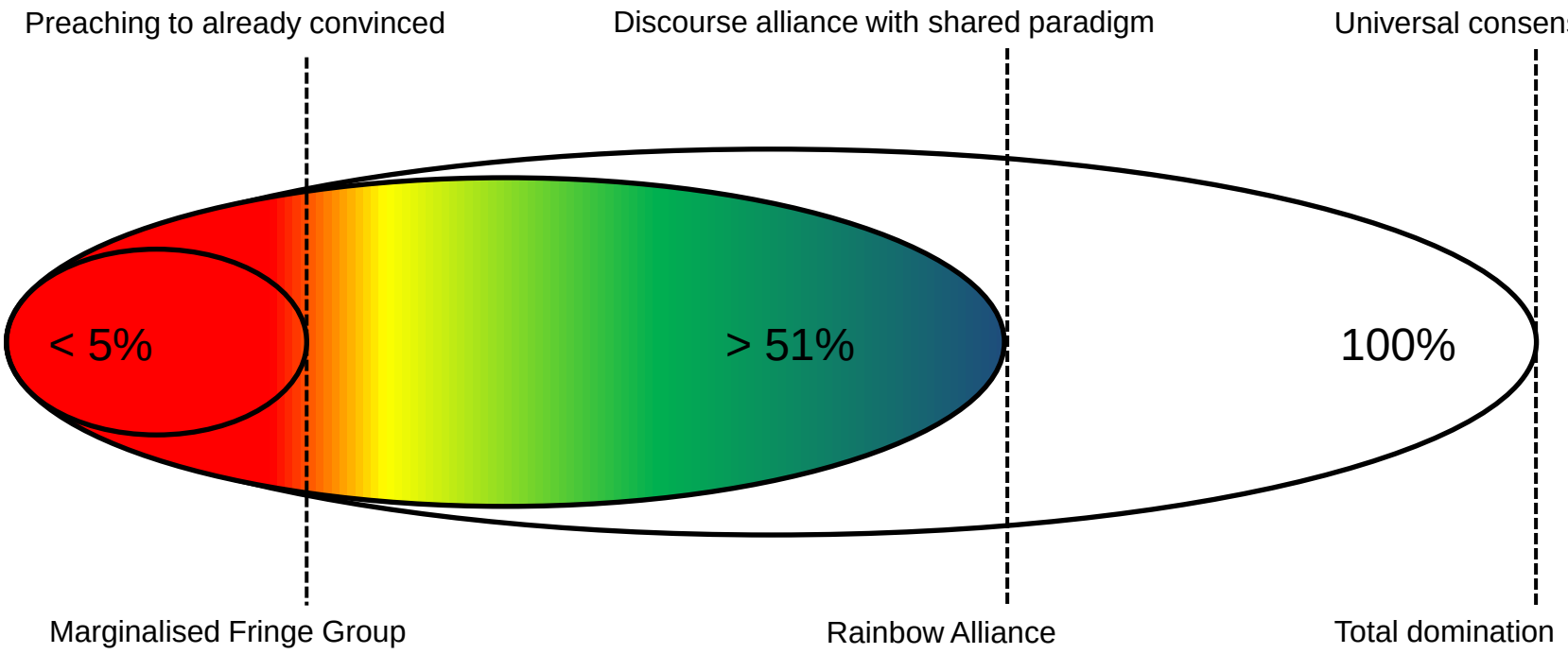
STRATEGY

The strategy aims neither at the already convinced, nor believes that there could be universal consensus…

Communication strategy:



Political strategy:

… but aims at building a Rainbow coalition based on a discourse alliance.

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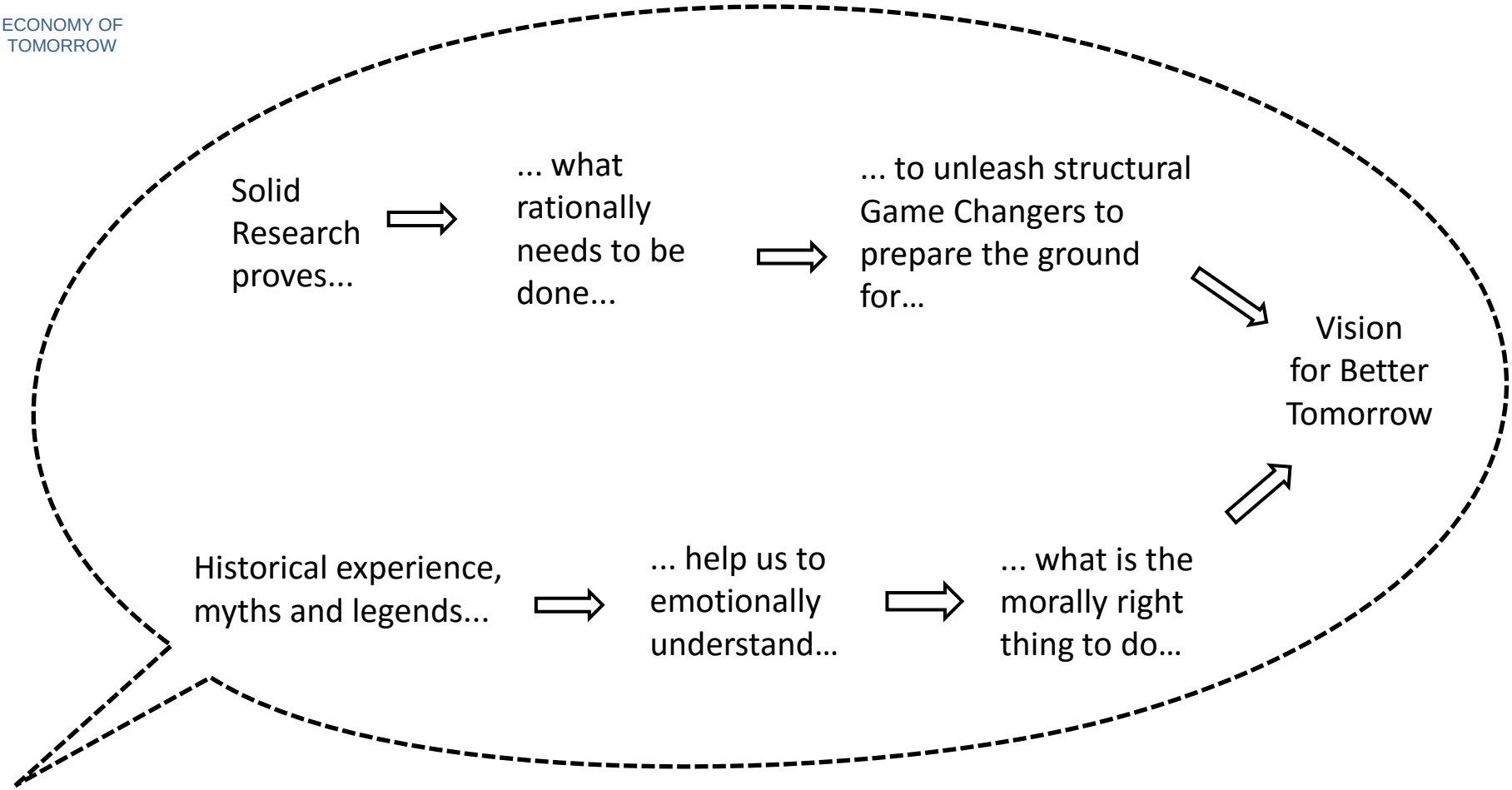
Credible Change Narrative…



… combines rational and emotional elements to explain how vision can be achieved

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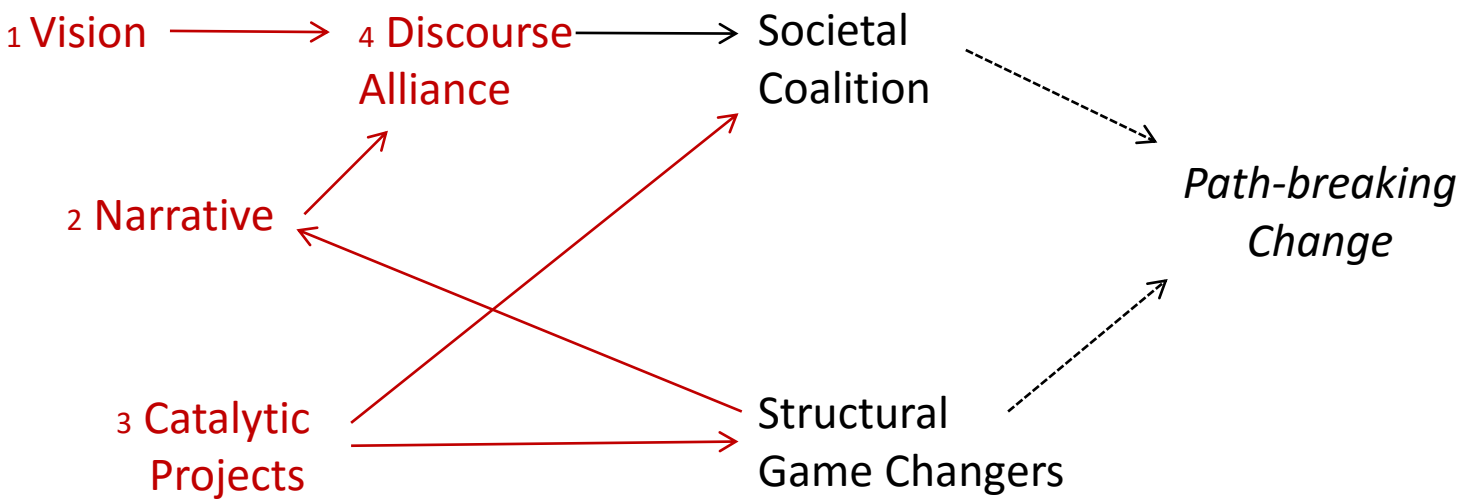
Entry point for Transformative Change Making

Track I: Policy Makers	???? No change coalition	Legislative Tools, Resources	???? Contested Goals

What we do | What we hope other will do | *What we hope for*

Transformative Change Making: Seed Community



Grassroots: People to People	Change Agents	???? No means to scale up	Normative Goal

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