Today India is in a sweet spot...

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

...with great opportunities for Rajasthan
Over the next decades India’s competitive advantages may erode...

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• Lock-in into outdated energy regime (return on investment)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
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
NEW EPISTEMOLOGY:
Change in underlying logic: From technocratic incrementalism to political economy of change ...

EXCLUSIVE SOCIETY WITH PRIVILEGES FOR THE ELITES

GOOD SOCIETY WITH FULL CAPABILITIES FOR ALL

TRADITIONAL DEVELOPMENT MODEL

SOCIALLY JUST, RESILIENT AND GREEN DYNAMIC DEVELOPMENT MODEL

Status quo Coalition

Rainbow Coalition

Progressive Change Coalition

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

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

... to Rainbow Change Coalition

... via discourse alliance...

From seed community...

...to lead the struggle for a better relationship.
STEP ONE: Unlock the stalemate / create momentum with a trick:

... project into the future as a neutral space to shake up political field
STEP TWO:
Lay the discursive and social foundation for a change coalition ...

...with Transformative Change Making
Transformative Change Makers need to produce five components...

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
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

Growth as a problem                         as a solution

Market                                      State

- Technology-driven growth
- Inclusive Growth
- Sustainable Development
- Climate Change
- Environmental Protection
- Degrowth

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METHOD
Introduce new narrative as platform for discourse alliance

ECONOMY OF TOMORROW

Growth as a problem

Growth as a solution

Market

State

Technology-driven growth

Green New Deal

Inclusive Growth

Sustainable Development

Environmental Protection

Degrowth

Green Jobs

Greening the Economy

Climate Change
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)
METHOD
A discourse alliance aligns the imaginations, expectations, calculations of key constituencies...

... e.g. provides the discursive platform for a social Rainbow change coalition
A seed community provides is a long-term working group for stakeholders ...

... to produce the four TCM outputs (vision, narrative, catalytic projects, discourse alliance)
Network of Energy Transformation Seed Communities

- **Europe**
  - Brussels

- **Pakistan**

- **India**

- **Rajasthan**

- **Delhi** (tbd)

- **West Bengal**

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

Communication strategy:

- Preaching to already convinced
- Discourse alliance with shared paradigm
- Universal consensus

- < 5%
- > 51%
- 100%

Marginalised Fringe Group
Rainbow Alliance
Total domination

Political strategy:

... but aims at building a Rainbow coalition based on a discourse alliance.
Credible Change Narrative...

Solid Research proves... → ... what rationally needs to be done... → ... to unleash structural Game Changers to prepare the ground for...

Vision for Better Tomorrow

Historical experience, myths and legends... → ... help us to emotionally understand... → ... what is the morally right thing to do...

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

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Entry point for Transformative Change Making

Transformative Change Making: Seed Community

1. Vision
2. Narrative
3. Catalytic Projects
4. Discourse Alliance

Societal Coalition
Structural Game Changers
Path-breaking Change

What we do
What we hope other will do
What we hope for

Track I: Policy Makers
- Legislative Tools, Resources
- Contested Goals

No change coalition

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

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